



## Why Use Coupons to Promote Your Brands? (Paper Coupons and Laminated Paper Coupons)



### **52% of coupons redeemed motivated BRAND SWITCHING:**

Coupons persuade shoppers to buy your brand rather than the one that they usually buy. If they are happy with your brand, they then continue to buy it.

### **65% of coupons redeemed motivated PANTRY LOADING : “I decided to stock up!”.**

Coupons persuade shoppers to buy more units of your brand of product than they had planned to. It is a well known fact that shoppers who pantry load also use more of the product than they usually do. This increases your sales volume.

### **Coupons motivate NEW BUSINESS and UNPLANNED PURCHASES**

*“I was never going to buy the product but the coupon persuaded me to!”:*

Coupons attract shoppers, who do not buy your products, to your brand by making the price of your brand of the product attractive.

### **Coupons DEFEND your brand against other coupon campaigns:**

If a competitor runs a coupon campaign, you can stop the users of your products switching to the competitor’s brands by offering a coupon so as to make it attractive for them to continue buying your brand.

### **Coupons REWARD LOYAL USERS of your brands:**

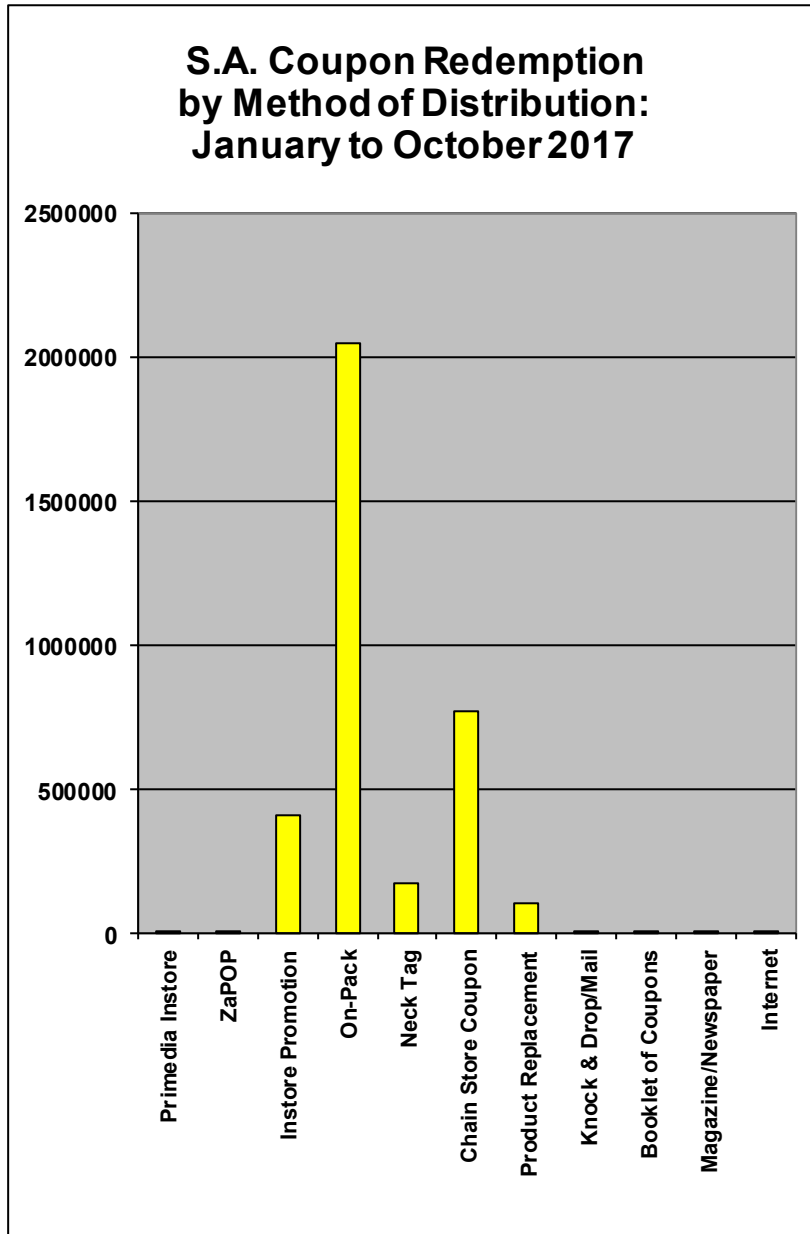
By rewarding a loyal user of your brand of products, you ensure that these shoppers remain repeat purchasers of your brand of products.

### **Point of Purchase is where the action is:**

Shoppers make their purchase decisions when they are in the supermarket in front of the shelves containing the product. Offer them an on-pack coupon on your product to make **your brand** the most attractive one to take!

No matter how small or big your marketing budget is, you can initiate an on-pack coupon campaign to improve the sales of YOUR BRAND.

- You can decide what size campaign you want to initiate according to your budget.
- You control the number of coupons that are distributed.
- You can specify in which geographic areas you wish to run your campaign.
- You can specify the chain stores and retailers where the coupons may be redeemed.
- So, you can correctly target your campaigns at your target market.
- You can also distribute your on-pack coupons through ALL retailers, countrywide.
- You will have concrete feedback on exactly how many actual units of your brand were sold through offering the coupons.
- You will have a basis from which you can estimate the number of repeat purchases to expect from the redemptions.
- Campaigns can be initiated at very short notice.



For more **free** information on all aspects of coupons, phone Susan at (083) 230 6367 or e-mail her at [sue.c.aitken@gmail.com](mailto:sue.c.aitken@gmail.com) or Mike at 083 227 4582 or e-mail [mike.aitken@ccbsa.co.za](mailto:mike.aitken@ccbsa.co.za) .

**CCB is an industry organization for the promotion of Consumer Coupons and the operation of the clearing house of these coupons and all vouchers.**

**IMPORTANT: CCB only charges a clearing house fee for coupons/vouchers that have been redeemed. CCB does not charge a fee for coupons or vouchers that have been created but not used at all, like digital coupons/vouchers!**