



GET TOP PERFORMANCE FROM YOUR ADVERTISING

WITH THE *TOP-PERFORMING DIRECT MAIL BRAND*, VALPAK®

Valpak offers are proven most likely to be

Recognized

- 9 in 10 adults (92%) receiving Valpak are aware of it

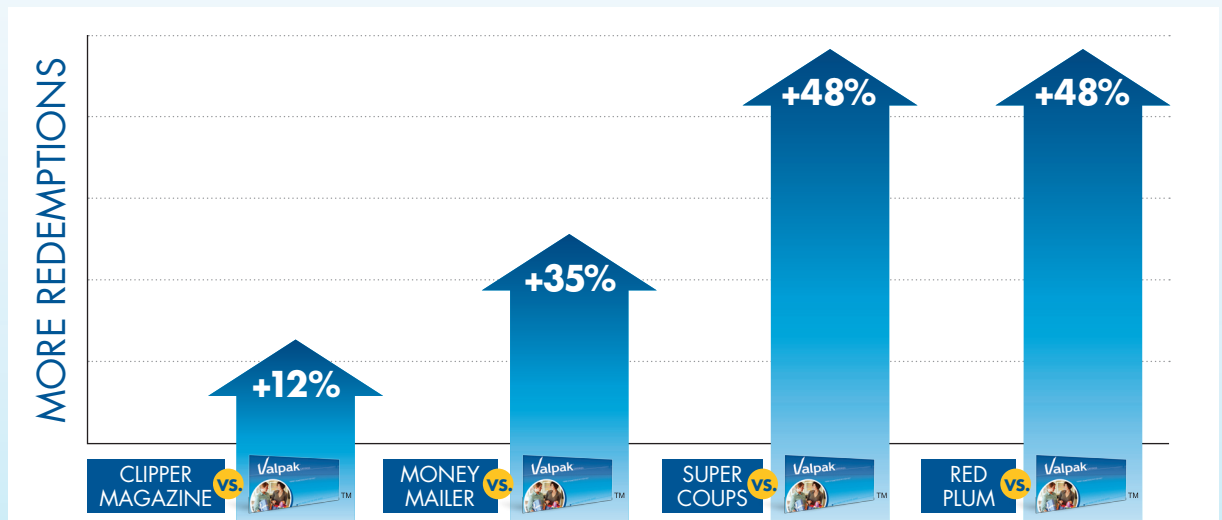
Retained

- 84% of those using Valpak coupons keep them for future use

Redeemed

- Consumers are 26% more likely to redeem Valpak offers than other co-op direct mail brands

CUSTOMERS ARE MORE LIKELY TO REDEEM YOUR OFFER IN VALPAK THAN IN ANY OTHER CO-OP MAILER



COME TO KNOW AND TRUST THE BLUE ENVELOPE™ YOUR CUSTOMERS HAVE.

ABOUT THE RESEARCH

Directions in Research (DIR), a national market research firm based in San Diego, CA was commissioned to conduct telephone interviews. Simultaneously, online surveys were collected by panelists from eRewards, a renowned global market research firm, and by SurveyGizmo, a WIdgix Software Company that performs Web marketing and research. An equal number of surveys were collected using each methodology. All interviews were conducted in March 2008 with a random, representative sample of adults residing in Valpak mailing areas across the continental U.S. The margin of error is $\pm 2.1\%$. All competitor information was gathered from consumers aware of the competitor.

SOURCE: 2008 Valpak Readership Survey, Directions In Research, eRewards, SurveyGizmo, March 2008

