



WHEN TIMES ARE TIGHT EVEN MORE CONSUMERS LOOK FOR VALUE

During economic downturns, consumers aren't simply cutting back on spending,

THEY'RE LOOKING FOR WAYS TO MAKE THEIR MONEY GO FARTHER.

In a nationwide survey of U.S. households, 1,529 consumers responded to questions about coupon usage during a recession. Results showed that 67% said they are much more likely, or somewhat more likely, to use coupons during a recession.

Source: ICOM Information & Communications Survey, February 2007

YOUR AD DOLLARS GO FARTHER WITH VALPAK

Effective and economical, Valpak® gives you a solid advantage at time when your competitors are cutting their ad budgets.

As discretionary income tightens, consumers invest more time to look for the best values. By advertising with the #1 name in value, Valpak puts your business in front of upscale consumers who are poised to purchase when the right offer is in hand.

Advertising with a strong value proposition or money-saving incentives will resonate with cost-conscious consumers.



LIKE IT OR NOT, RECESSION OFFERS STRATEGIC OPPORTUNITIES

- A soft economy yields strong coupon response. Redemptions increase as unemployment and prices rise, according to CMS, a leading coupon processing agent for grocery brands.

Source: "Economic Worries Fuel Consumer Response to Coupons." www.cms.inmar.com, March 24, 2008

- Consumer loyalty to brands or services is more easily swayed during tough economic times. A creative campaign can help you reach a new audience – as well as maintain loyalty with regular clients.*

- A time of recession is the most favorable time for a change in competitive position. If you're vying to be #1, you need to advertise like a top company.*

*Source: "Recession Spending: Ad Cutbacks Don't Always Make Sense." www.b2badvertising.org, February 28, 2008

DON'T SURRENDER YOUR AD CAMPAIGN TO RECESSION

A soft economy – whether recession, inflation, or stagflation – creates a pro-coupon climate that benefits consumers and businesses alike. Especially during recession, coupons are a perfect medium to introduce new products, convert users of competitive brands, and increase market share – as well as providing savings and value to consumers.



Consumers bucked a 16-year trend by redeeming **2.6 billion** manufacturers' coupons in 2007, the same number as the previous year. Prior to 2007, consumer response to coupons consistently declined year-over-year from their peak in 1992.

Source: "Economic Worries Fuel Consumer Response to Coupons." CouponInfoNow, sponsored by CMS. www.couponinfonow.com



Take advantage of growing your business in any economy. Contact your Valpak representative today.