

Valpak®: Ads Consumers Know And Want



Consumer Awareness Study

- **Perception of Valpak® is positive**—nearly eight in 10 adults receiving Valpak® rate its quality as excellent-to-good.
- **Valpak® awareness is high**—more than nine out of 10 adults receiving Valpak® are aware of it.
- **The Valpak® envelope gets opened**—eight out of 10 adults receiving Valpak® usually open it and look through the offers.
 - **Valpak® offers have a long shelf life**—more than six in 10 adults receiving Valpak® keep their offers at least one month or longer.
 - **Valpak® offers are shared**—63% of consumers in two+ adult households share offers with at least one other adult in the household.

Source: Communications Center, Inc. study, March 2003



*You can depend on the direct mail envelope
consumers know best to get your
advertising message seen.*

Call your Valpak® office for mail dates and details.