



CASE STUDY: BISSELL WOOLITE®

Valpak® Brightens Consumer Response.



MARKETING OBJECTIVE

To evaluate redemption rates for CPG offers in a Valpak mailing.



STRATEGY

- Mail areas were selected based on the highest likelihood of containing consumers who...
 - Use Woolite® rug cleaner brands most often
 - Are dog owners
 - Have children at home
- To select markets with highest concentrations of consumers most likely to purchase, several indexes were used to choose the best mailing areas (Category Development Index (CDI) and Brand Development Index (BDI).
- Valpak was distributed in different markets than the FSIs.
- After the promotion, the client provided data showing the number of offers redeemed by Valpak or FSI, by week and by major retailer for the promotional period.



THE VALPAK CAMPAIGN

- Two versions of a single panel insert were mailed to one million homes from mid-July to early August across nine markets.
- The identical offer of “Save \$1 on any Woolite Cleaner Purchase” was used for both mailings and was in-market approximately 3 months.

RESULTS

- The mailings generated a cumulative redemption rate of 0.17% over the 3-month life of the offer.
- The same offer that dropped in FSIs the week before the Valpak drop had slightly lower redemption rates than Valpak for the first three weeks of the promotion.
- Retailers Wal-Mart and Kroger recorded the largest number of redemptions (22% each,) followed by Target, Meijer and Safeway.
- Valpak not only drove response at grocery stores (44%), but also saw redemptions at discount stores (32%).

CONCLUSIONS

The Valpak mailings performed well with redemptions keeping pace with FSIs. The 0.17% redemption rate was particularly competitive when compared with the average direct mail co-op redemption rate of 0.1% as reported in research from CMS*.

Valpak redemption rates outperformed FSIs in the first three weeks of the campaign, showing that Valpak consumers are quick responders. In addition, the campaign was successful in driving traffic to discount and grocery stores, making Valpak a viable CPG option in extremely competitive situations, to move product quickly, or to launch new products.



*Source: CMS 2005 Trends and Promotional Planning Guide.

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