

Valassis: a leader in consumer activation

providing influence along the
path to purchase via our unique
intelligent media delivery network



mail



newspaper



digital



in-store

TARGETING
fueled by an
unrivaled blend of data:
offline & online

REACHING
100 million
households
each week across
multi-media channels

DRIVING
success for
15,000+
CLIENTS
national and local

PROVEN PERFORMANCE **30:1 ROI** Integrated, optimized print & digital
solution drove 4X more customers
(compared to running separately)

Solution Story #103

Founded: 1970; **Associates:** Approx. 6,400 in 28 states, 8 countries;
Headquarters: Livonia, Michigan; **Consumer brand:** RedPlum

the plot thickens in marketing

Your intense focus on driving ROI and new customer acquisition is met by an equally strong counterpart: heavily distracted consumers. With 24/7 access to information, digital in hand, a multi-tasking mentality and busy lifestyles, they can easily miss or dismiss your ads. How do you **reach and activate today's consumers – at scale**, especially amidst trends such as:

- Growing media fragmentation
- Increased demand for personalization and relevant, local offers
- Influence of print and digital in purchase decisions
- Ability to shop online and/or in-store

Leveraging customer data is key to your success. The better the intelligence and insights – and the more the right (print) hand knows what the left (digital) hand is doing – the better you're able to integrate and optimize an effective media plan. Producing one that reaches best prospects all along – as they plan, shop, buy and share.

The good news: it's achievable through Valassis insights, targeting and media portfolio. In other words, through our **intelligent media delivery**. Learn more. Realize the most.

Intelligent
media delivery
means we provide informed,
innovative media solutions
that engage and activate
consumers wherever they
plan, shop, buy
and share



offline
& online
integration & optimization

geography matters – even in a digital world

More than ever, with consumers having multiple addresses across home, work and devices, geography plays a crucial role in targeting your campaigns. It allows you to identify where your best customers come from and locate neighborhoods full of similar people — in order to drive business and scale programs.

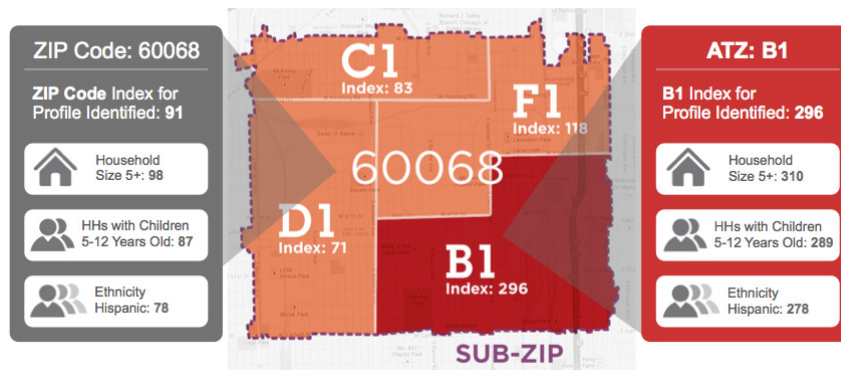
While today's time-starved consumers make some purchases in their home trade area, take note:

- nearly 30% who work commute to another county¹
- almost 70% of workers try to fit in personal activities during the workday²
- mobile shopping app usage spikes at 9 a.m. and lunch hour; +174%³

So, by only targeting Retail Trade Areas, you're missing out. With Valassis' unique targeting model, the **Consumer Trade Area (CTA)**, you can identify incremental opportunity. Then integrate print and digital, leveraging mobile specifically, to reach and influence consumers where they are throughout the day.

Of course, you need a comprehensive understanding of who to target. Valassis goes beyond the norm to help you develop a richer profile:

- **Combining offline and online data** – proprietary and over 2,000 syndicated sources – with actionable insights
- Layering geography with demographics, purchase habits, psychographics, media usage, buying power, and site visitation



Our geography-based targeting approach:

- Bridges the gap between print and digital
- Drills down to local, neighborhoods
 - Splits ZIP Codes, where diversity can exist, into sub-ZIPs with similar characteristics; aka ATZs (Advertising Targeting Zones)
- 38,000 ZIP Codes, 48,000 print ATZs, 105,000 digital ATZs
- Delivers precision, efficiency and scale

Valassis is uniquely able to target print and digital in relation to each other, for a cohesive, optimized campaign – while delivering your messages across any screen – desktop, mobile and tablet.

Sources: 1 USA Today, "Americans' Commutes Aren't Getting Longer," Mar. 2013, citing U.S. Census Bureau's American Community Survey, 2011; 2 Captivate Office Pulse: Work-Life Balance 2013; 3 "Shopping Apps Are Now The Fastest Growing Thing In Mobile," Forbes, citing Flurry research, Jan. 2015

make educated choices

Put our Intelligent Media Delivery Network to work and influence consumers all along their path to purchase. We'll partner with you to develop effective, proven media solutions that align to your specific marketing objectives and consumer profiles.



mail

- Direct Mail Wrap
(aka: Shared Mail Wrap)
- Inserts
- Variable Data Postcard (VDP)
- Coupon Book
(FSI, Retail Connection)
- Lists



newspaper

- Inserts
- Coupon Book
(FSI, Retail Connection)
- Run-of-Press (ROP)



digital

- Digital Coupons
- Display
- Dynamic Mobile
- Email Marketing
- Mobile Offers



in-store

- AdPOP, BladePOP
- CouponPOP, InfoPOP
- FloorPOP, BasketPOP,
CartPOP, ClingPOP and
the Curve



Direct Mail Wrap

To a host of advertisers, the RedPlum Wrap encompasses everything: high visibility, low cost, broad reach, and the positive affiliation they desire to drive local business. From cost and cause standpoints, it's unmatched. For just pennies-per-household, clients can saturate entire markets or portions of them. The RedPlum Wrap is dedicated to helping both businesses and consumers get more for their money and to finding America's missing children.



Lists

Marketers and list brokers alike trust the only national address compiler who actually mails their own list. This speaks volumes in the quality and accuracy of the data, which is up-to-date and unparalleled in its hygiene. Valassis tests and learns from mailing our list to over 70 million households weekly. We provide clients with complete coverage and less waste, creating efficiency.



Variable Data Postcard (VDP)

For a variety of businesses that wish they could afford solo direct mail, Valassis' Variable Data Postcard gives them the unique twist of personalization and efficiency. VDP drives great response thanks to expert leveraging of consumer data and maximizing variable messages and imagery for increased relevancy. Personalized to households and highly targeted at the neighborhood level to activate more consumers.

predict media performance with **90%** confidence

(Based on database of nearly 31,000 print programs analyzed)



Inserts

Even today, inserts rank among the Top 5 media influencers for purchase decisions and store selections, and Valassis distributes them in ways that drive greater success for our clients. Whether it's through the mail and/or newspaper, we deliver an optimized plan that works. Retailers, restaurants, CPGs and service providers all realize a neighborhood-level targeting advantage – scalable across the U.S.



Coupon Book (Free-standing Insert or FSI)

Consumer brands can plan for certain that the #1 vehicle for coupon distribution in America is still the Free-standing Insert and RedPlum delivers unrivaled efficiency. Our market list provides quality over quantity in terms of circulation and reach. No wonder, as creators of the FSI industry, Valassis holds it to a higher standard. Every iteration is driven by client business needs. Our list is proven to move units.



Retail Connection

CPGs pursue Retail Connection since it's a good value for their shopper marketing dollars and a winner with retailers. This co-branded program within the RedPlum FSI (Coupon Book) helps drive shopping trips, transaction size, and overall profits across channels and retail formats. Desired markets can be targeted with market lists that deliver quality over quantity, and ultimately, more efficient reach.



ROP

Advertisers who need speed to market, particularly to engage and drive sales among affluent boomers, run ROP via Valassis. We're a leader in single-source online tear sheets for accountability and convenience. Given our database of 15,000+ newspapers (one of the largest in the industry), be assured we can place any size program quickly and accurately.

“ Valassis' print/digital solutions have been an integral part of our marketing efforts and have allowed for integration between our offline and online marketing efforts. ”

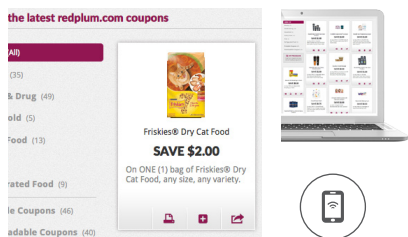
IKEA®, U.S. Media Manager



Valassis Digital

Every advertiser who is mystified about how to use digital media to activate shoppers at scale for a greater ROI, needs Valassis Digital.

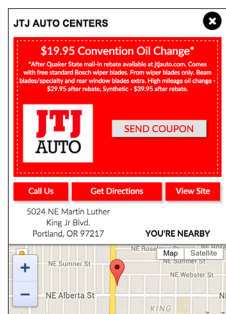
Our unique combination of offline and online data and geography-based targeting is key, allowing us to deliver relevant, localized messages to high-opportunity consumers via desktop, mobile and tablet. Digital programs can be scaled nationally and easily integrated with print for a multi-touch point campaign.



Digital Coupons Coupons are distributed to millions of customers via our retailer network or tactically used to convert page visits into sales.



Display programs deliver hyper-local, neighborhood-targeted advertising for banners, high impact, mobile and video.



Dynamic Mobile provides a templated approach to deploying mass-customized marketing messages to mobile consumers when they are near a particular store.



Email Marketing turns prospects into customers by tapping into our 100% opt-in database, comprised of over 100 million consumer email addresses, which are rigorously cleansed and maintained.



Mobile Offers is a leading geo-based, mobile couponing platform for converting foot traffic into paying customers.



Viewability Optimization

We're committed to delivering high-quality, verified, viewable media for our clients. Proof: Inaugural member of IAS, a leader in measuring digital media quality.



When it comes to capturing the impulse buyer at the "moment of truth," any maker of products sold in drug and dollar stores would benefit from Valassis' in-store portfolio, retailer network of approximately 8,200 stores and honest reporting. We will deliver a targeted plan according to your objectives. This high degree of targeting, along with third-party merchandising, and substantiating results, make us an excellent in-store partner.



AdPOP and BladePOP are shelf-talkers that not only build brand equity, but uniquely feature a tear-off coupon pad for activation.



CouponPOP and InfoPOP are at-shelf dispensers that drive trial and interaction.



FloorPOP, BasketPOP, CartPOP, ClingPOP and **the Curve** give you strategic location options to command attention and drive awareness throughout the store.



“ Valassis is my go-to source for all of my print and digital needs. I know they will work with me to **build the strongest program combining both platforms** — they are collaborative, and I think of them as an extended part of my team. Valassis always delivers on-time and within budget, and I know we're setting ourselves up for success when they are involved. ”

NATIONAL CPG CLIENT, Marketing Manager



Valassis.

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