



The Couponing Experts™

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Case Study: Order from Chaos

Challenge: A large multi-brand, multi-category manufacturer planned a free-standing insert (FSI) event to cover both its food and non-food brands – 20+ overall. Each brand had specific market-level requirements for offer values and distribution. Managing the various ad versions such a program creates is inherently complex. It was even more challenging when plans included an ad on the cover page showcasing certain products and calling out the total value of the coupons. The number of ad and cover page versions blossomed due to numerous differences in the value offered (different brands had different values in each market), as well as changes in which brands to feature on the cover.



Solution: Using VSI's Opti-Mega service, the daunting task was quickly and easily handled. The Opti-Mega model enabled assessment of individual market distribution lists for 20+ brands and creation of a unified distribution list for the event. Then, because the model integrated each brand's market-level offer requirements, managing, changing and even adding to the complex FSI versions was quick and easy. In addition, VSI was able to determine the total savings for each newspaper and take into account product variations by market to create the various cover page versions.

Result: The most significant win was a huge time savings and the elimination of a headache. Because an event like this can create 30-50 versions, last minute changes and additions are usually a nightmare, burning up valuable time. However, the Opti-Mega model allowed adjustments to be made in minutes. VSI also reduced the number of cover page versions by over 60%. This was done first by identifying and correcting unnecessary plate changes and then by suggesting that savings totals be noted by broader statements such as "save up to \$22.00 or more" instead of "save \$22.50."

Big multi-brand events can be a big win for all of the brands involved. But they also spell complexity because of market variations in product distribution, price points and consumer usage. Your promotions team is probably capable of managing the versioning, but the time and energy spent likely outweighs the reward. Turn it over to the coupon experts and see complexity turn into simplicity. With VSI's Opti-Mega, you can spend your time on strategy, not execution.