



NP COUPON

NT COUPON

Save \$9

Use more than \$50

ES

%

31 2020

SAVE

\$10



SALES

50%

DISCOUNT

Coupon condition:
Must use at specified shop.
Use with specified product.
Cannot refund for cash.
Condition can be changed
without notice. Coupon
must be used before expired
date.

SALE

COUPON

Before Dec 31, 20

50% 0

Coupon condition:
Must use at specified shop. Use with specified pr
for cash. Condition can be changed without no
used before expired date.

SAV



NP COUPON

RESEARCH PROVES EFFECTIVENESS OF COUPON ADS IN NEWSPAPERS!

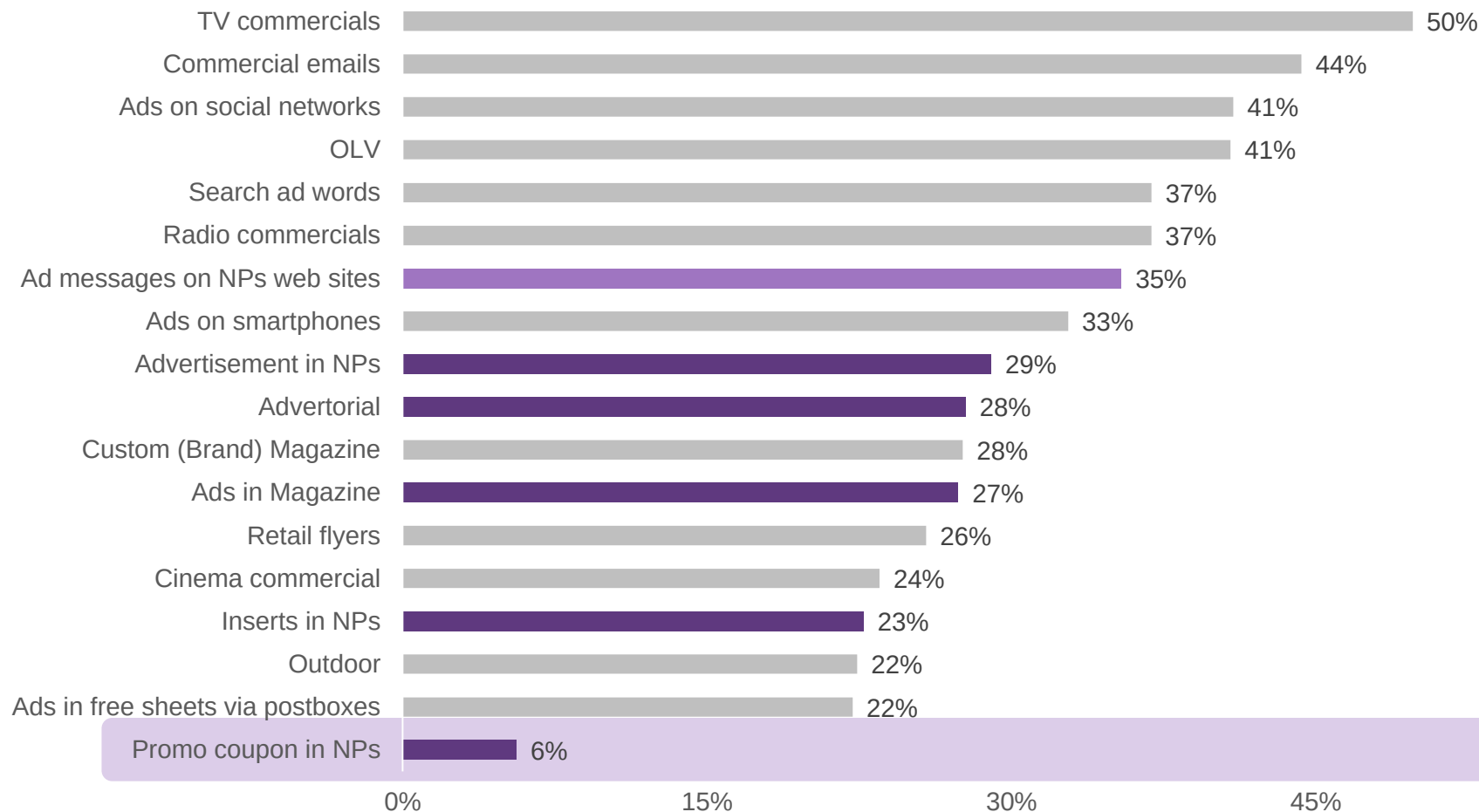
- Lowest feeling of overabundance vs other types of advertising
- Least intrusive form of advertising
- Highest scores on **raising interest** and **willingness to react**
- Very **positive attitude** towards couponing in newspapers





NP COUPON

THESE ADS ARE
TOO MANY
(% REACH)

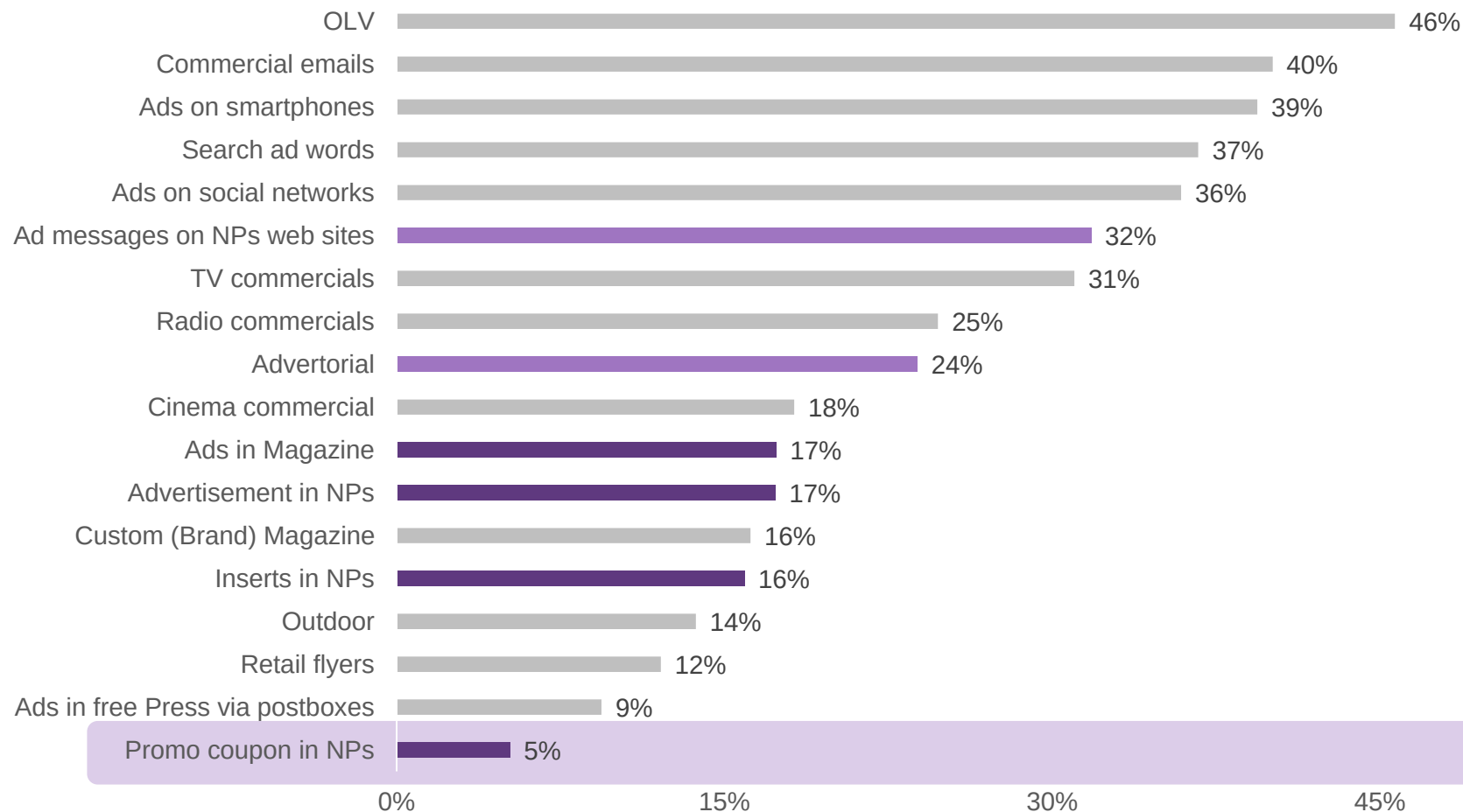


Source: NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)



NP COUPON

THESE ADS
ARE **TOO**
INTRUSIVE
(% REACH)

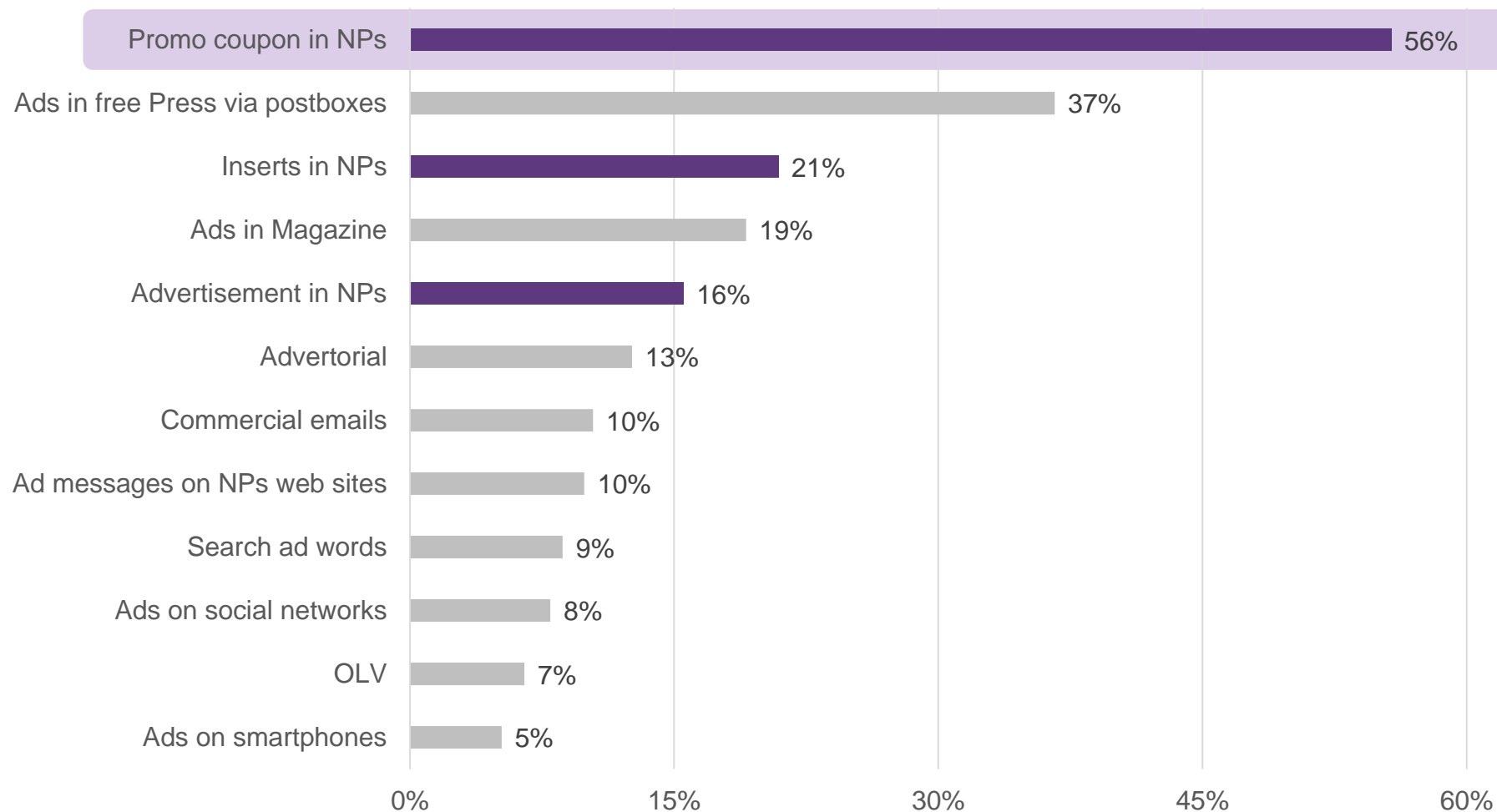


Source NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)



NP COUPON

THESE ADS
MESSAGES USE
TO RAISE MY
INTEREST
(% REACH)



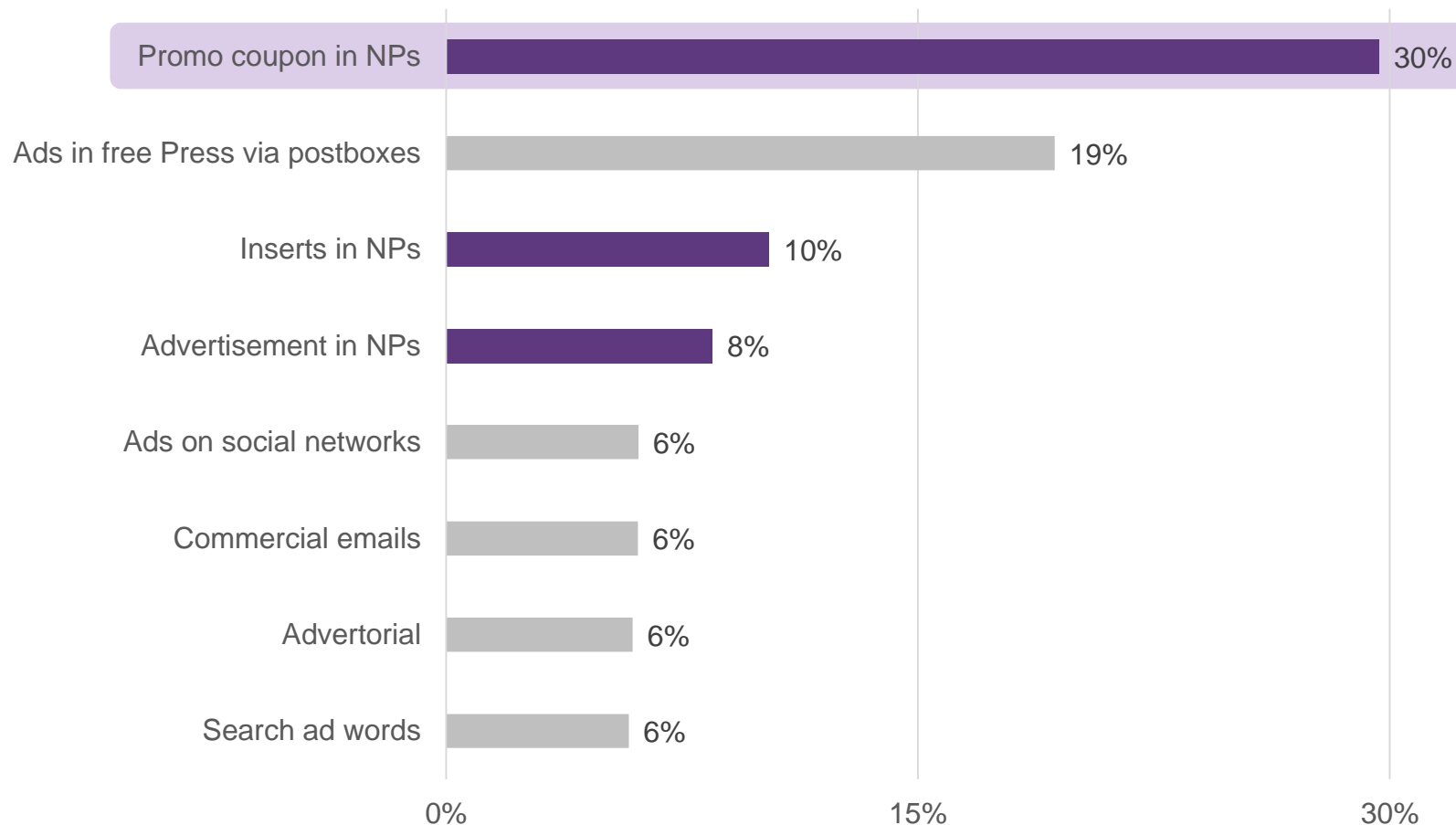
Source NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)



NP COUPON

THESE ADS
MESSAGES **INCITE**
ME TO REACT
(% REACH)

Get more info, visit
a POS or site, talk about them....



Source NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)

ADS WITH COUPONS PERFORM!

NP SCORE FMCG

32

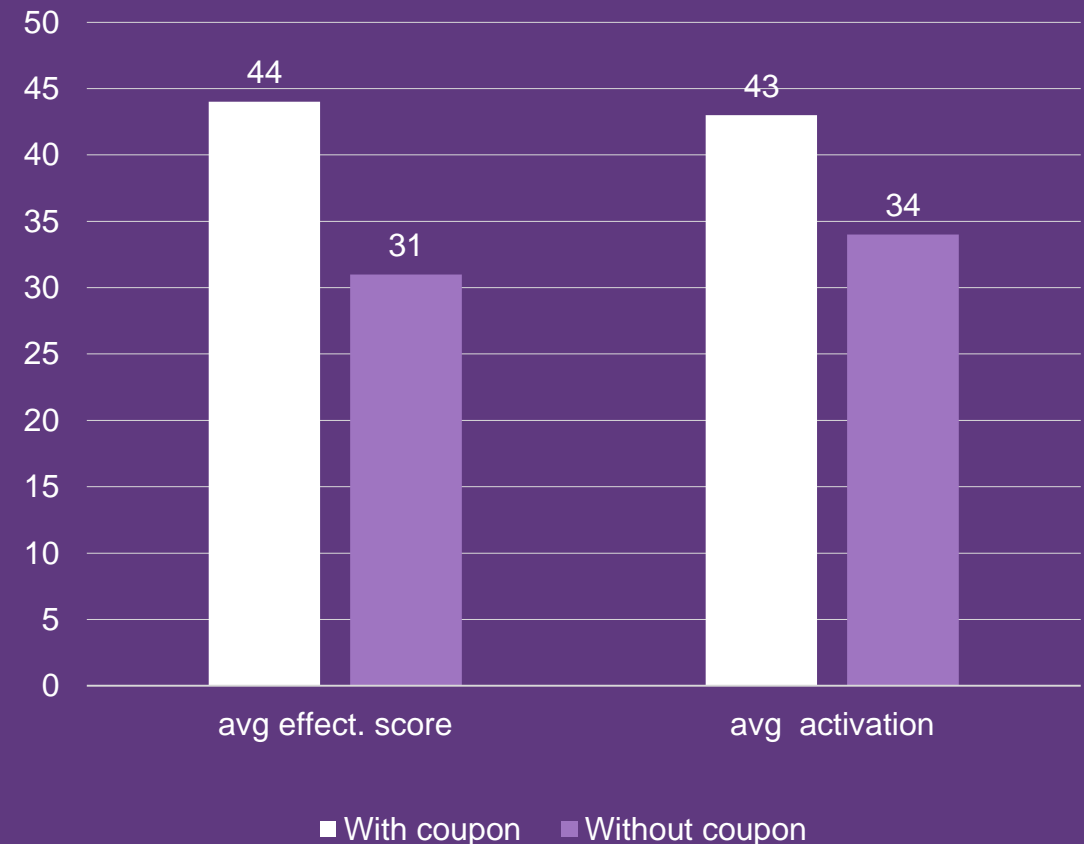
OF TESTED
ADS

37%

AVG EFFECT.
SCORE

38%

AVG
ACTIVATION





NP COUPON

alpro

Zot van groenten!

Natuurlijk lekker, met Alpro soya Bakken & Braden* in de keuken.

€-0,75

FİNLEY.
TOUT EST DANS LE MIX.

GOÛT RAFFINÉ. FAIBLE EN CALORIES.

-1,5EUR

TOURNÉE GÉNÉRALE!

0% ALCOOL 100% BIÈRE

1 CANETTE 33cl JUPILER 0.0% GRATUITE

NEW PURE BLONDE
by Jupiler.

100% VERFRISSENDE BELGISCHE PILS

50% MINDER CALORIEËN

1 GRATIS BLIKJE



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NP COUPON

MIEUX VAUT UNE EAU QUI GOÛTE LE FRUIT, QU'UN FRUIT QUI GOÛTE L'EAU.

Découvrez Chaudfontaine® Fusion, légèrement pétillante. Une eau légèrement pétillante aux arômes naturels, sans sucre et sans calories. Disponible en 4 saveurs surprenantes.

Nouveau. Découvrez Chaudfontaine® Fusion, non-pétillante. Maintenant disponible en 3 saveurs surprenantes.



-1€

à l'achat de 6x50 cl
Chaudfontaine®
Fusion non pétillante

* TVA INCL.



(355)644900016842(3600001)

Gratuit

Votre Chaudfontaine® Fusion
500ml non pétillante



(355)644900017098(3600000)

LA TOUCHE DE JUS QUI FAIT SENSATION.

Nouveau. Découvrez Chaudfontaine® Sensation, le mélange surprenant d'une eau légèrement pétillante et de quelques gouttes de jus de fruits. Maintenant disponible en 3 saveurs surprenantes.



-1€

à l'achat de 6x50 cl
Chaudfontaine®
Sensation légèrement
pétillante

* TVA INCL.



(355)644900016843(3600001)

Gratuit

Votre Chaudfontaine® Sensation
500ml légèrement pétillante



(355)644900017099(3600000)

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