

# LOCAL GROCERY CASE STUDY

## STRONG COUPON OFFERS DRIVE RESULTS

### ► *Objective:*

Increase ROI and Traffic

### ► *Media Used:*

Preprinted Insert

## MSPARK APPROACH:

- Reach 28,000 households around the store's location
- Utilize strong offers:
  - \$5 OFF \$25
  - Pick 5, Get One FREE
  - FREE Bacon with Purchase

## RESULTS:

- \$5 OFF \$25:  
**324 coupons redeemed**
- Pick 5, Get One FREE:  
**190 coupons redeemed**
- FREE Bacon with Purchase:  
**62 coupons redeemed**