



# Universal Marketing Services

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## “Reaching The Consumer”

What’s motivating consumers to buy your product based on your coupon offer: (averages based on 2009 redemption)

- ¢ Face Value: \$0.97 for food and \$1.73 for non-food
- ∞ Expiration Date: 3 months or less
- ✂ Distribution Method: Handout, Instant Redeemable, FSI, on- pack/ shelf pad
- ⌘ Multiple Purchase Requirements: 1.52 units

### The Perfect Times to Start a Coupon Program:

- ◇ Beginning of the school year
- ◇ Before major holidays
- ◇ Customer Appreciation
- ◇ Special occasions that coincide with your product
- ◇ Before Trade Shows (great tool to get into new retail establishments)



Using these guidelines, the ultimate goal of your incentive marketing program should be met; reaching the consumers!



## Natural Selection Promotions, Inc.

NSP is a family owned company that was started by Penny Hemingway 10 years ago in San Diego. It has since expanded to encompass the west coast. Natural Selection Promotions is a marketing firm that works to boost sales through in store demonstrations by representing various vendors in the natural food markets.

NSP, Inc. use coupons as a key element in their demo kits along with P.O.S. and FAQ. Coupons are used in their demonstrations to help prompt an immediate point of sale, by making it easier for customers with a price point. NSP says use of coupons is a major advantage during a demo, increasing sales by at least 25%.

Natural Selection Promotions offers hands-on help and support from day one; becoming advocates of the products they represent. Their online office allows for 24 hours access to product information to ensure detailed training of the product continues beyond the conference call. To stay on the cutting edge; NSP is launching a new software program that will streamline the process and allow manufacturers to preview demo and see the results the next day.

Visit them at: [naturalselectionpromotions.com](http://naturalselectionpromotions.com) or e-mail them at : [nspromo@cox.net](mailto:nspromo@cox.net)



## CIC PERFORMS AN IMPORTANT FUNCTION FOR CPG COMPANIES

By Earl Ellsworth



The CIC is a Not-For-Profit association of consumer product manufacturers dedicated to fighting counterfeit coupons, misredemption, and fraud; which began operations in 1986. At this time the Coupon Information Corporation (CIC) has not lost a single case. As a coupon redemption agent Universal Marketing Services is invited to attend and learn about the latest issues facing the “couponing community” at their annual conference in Virginia.

With print-at-home coupons increasing there is the potential for fraud through copying in large quantities, using computer programs to modify the face value, modify the offer or extend the expiration period. With the advent of electronic distributed coupons there will also be the potential for fraud as this technology evolves. During the conference it was noted that although fraud has increased the manufacturer is working with the vendors who distributed print-at-home (AKA print controlled coupons) to minimize the potential for fraud.

The CIC takes measures to minimize the potential for fraud by making Public Service Announcements, alerting website owners to take down counterfeit, notifying the industry, offering cash rewards if identify source and alerting retailers immediately of fraudulent coupons so cashiers can deny. These actions along with greater industry awareness and cooperation has minimized the financial impact on manufacturer’s.

For more information visit them at: [www.cents-off.com](http://www.cents-off.com)



Manufacturer's Coupon Expires XXX/XXX/XX

### Universal Marketing Services

Our latest addition to Universal is coupon graphic design. We're creative and insightful, saving you time and a dime. Your marketing ideas we will outline; or come up with our own to design and refine. The time is prime to outsource and shine; With Universal coupon design.

For samples & further information  
Contact Stephanie Wilkes  
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954.929.8080 (ext 214)

Retailer: (Company Name) will reimburse you the face value of this coupon plus 8 cents handling for coupons redeemed in accordance with this offer. Invoices proving purchase of sufficient stock to support coupon submissions must be provided upon request. Consumers are limited to one coupon per purchase and are responsible for all taxes. Cash value is .0001 cents. Send all coupons to: (Company Name), Universal, P.O. Box 222510, Hollywood, FL 33022-2510