



PROMOTIONAL PRESS NEWSLETTER

COUPON REDEMPTION
CONSUMER REBATES / PREMIUM FULFILLMENT

Message from Bart J. Milano, MPS, President/CEO

The condition of the U.S. economy has indeed caused a great deal of turmoil among U.S. consumers and as such, food and drug product manufacturers have attempted to alleviate the situation somewhat by offering more promotional offers on products that they manufacture and market to the consumer. MPS has estimated that the actual number of consumer offers has increased by nearly 14% within the past six (6) months, and this increase involves store coupons, rebate offers, contests and sweepstakes, with the largest increases occurring in the distribution of store coupons and rebates.

During this period, consumers have responded well because MPS estimates that redemption rates on store coupons have increased by 28% and rebate responses by 34% during the same time period.

Consumer product manufacturers should definitely consider the use of rebate offers for it is an opportunity for the manufacturer to deal directly with the consumer rather than through the retailer, which is the case with store coupons. However, store coupons do provide an opportunity to increase sales through the retail stores thereby benefiting both the retailer and the consumer.

Rebate offers provide the consumers with direct cash benefits within three (3) to six (6) weeks after they purchase the promoted brand and fulfill their requests along with providing the requested proof of purchase. It goes without saying that consumers like the cash rewards because they can do whatever they desire with the funds.

Within the past six (6) months, MPS has seen not only an increase in the overall use of rebates, but a substantial increase in response rates as well. Also, rebate offers provide an excellent opportunity for the manufacturer to develop and increase brand loyalty among consumers having the opportunity to deal directly with the consumer.

MPS, based on extensive data and overall experience can provide our clients with valuable guidelines data for the successful use of rebate programs as well as store coupons programs.

Cordially,

Bart Milano, President/CEO