

WILL YOU BE READY FOR WHAT CONSUMERS WANT IN 2010?

How do you plan to turn consumers' heads in the coming year? If **PROMOTIONS** was the first thing that came to your mind, congratulations! You're on the same wavelength as a prominent food industry COO whose opinion is supported by market research results.

In a recent interview with General Mills Chief Operating Officer, Ian R. Friendly, Grocery Marketing Association (GMA) asked what he believes consumers would be looking for in 2010. His answer? A whopping 43.19% will expect promotions.¹ "Companies need to look for ways to bring product, packaging and health innovation to their consumers and new capabilities, resources and in-store initiatives to their customers," says Friendly.



SHOPPER MARKETING STUDY FAVORS BRAND NAME PROMOTIONS, TOO

According to survey data collected from 3,600 shoppers, "nearly half of food and beverage category shoppers and almost 60 percent of health/beauty and household goods category shoppers purchase their preferred brand even when a less expensive alternative is available, with many shoppers using coupons and price promotions simply to justify purchasing preferred brands."²

Because shoppers appear to be making purchasing decisions based on factors other than price, this should be the perfect time to promote your brands, too. Brian Lynch, director of sales and sales promotion for GMA says, "This key finding reinforces the notion that there is significant opportunity to influence shopper behavior by having the right messages in place along the entire path to purchase."

Research results also indicate that some marketing tactics are more effective than others, with shelf signage and end-cap displays proving to be nearly twice as effective in driving impulse purchases in the food and beverage categories, where 73 percent of shoppers make at least one impulse purchase per trip.



WHO WILL YOU CHOOSE AS YOUR PROMOTIONS PARTNER

At BARD Advertising, our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand-building campaigns that increase awareness and sales. We deliver what consumers want, and we welcome the opportunity to help you reach your goals.

BARD ADVERTISING RECEIVES “2009 BEST OF BUSINESS” AWARD

We're proud to announce that in November of 2009, BARD Advertising was selected for the 2009 Best of Business Award in the Advertising agency category by the Small Business Commerce Association (SBCA). The SBCA is a San Francisco based organization that identifies companies that demonstrate what makes small businesses a vital part of the American economy.

BARD is currently working with several consumer package goods companies, creating promotional campaigns designed to influence shoppers and win profits, and we can do the same for you.

Jay Zemke
Vice President, Strategic Development
jay@bardadv.com
952-345-8000

¹GMA SmartBrief Special Report, December 15, 2009

²GMA News Release, January 11, 2010