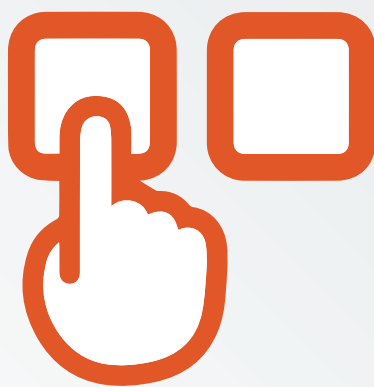


CHANGING BEHAVIOR:

YA SURVEY SHOWS PROMOTIONAL OFFERS INCREASE CONSUMER PACKAGED GOODS (CPG) BRAND LOYALTY

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78% say redeeming a promotional offer made them **pick one CPG brand over another**



74% of all respondents agree that they would participate in promotions designed to **reward for frequent purchase**



85% would try a brand or product they've never tried before if they received a **discount or free product offer**

What kind of offer would most make you choose one brand over another when researching what to buy?



42% Free sample

38% BOGO



17% Free or discounted complimentary product (e.g. buy soda, get chips)



3% Contest



43% of all adults (and 53% of millennials) research a new product before purchasing

Those with specific nutritional needs and preferences -



75% would participate in programs that offer **recipe contests or online communities** that focus on their specific nutritional needs