

Creating an Effective Coupon

Presented by J.W. Owens



A Perspective 101 Series



Creating an Effective Coupon

**The following are recommended
guidelines in
developing an effective coupon:**

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- **THE OFFER:**

The coupon offer should be clear, specific and visible, including the purchase requirements such as quantity, size, etc.

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- **FACE VALUE:**

The face should be visibly prominent. Use lower face values on coupons good on any size to generate more volume movement and higher face values on coupons that require multiple purchases.

Where product movement is your objective, consider using a coupon for one free with multiple purchases.

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- **MANUFACTURER COUPON:**

The words "Manufacturer Coupon" should appear in bold type at the top center of the coupon.

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- **EXPIRATION DATE:**

It should be clearly visible at the top center of the coupon and highlighted next to the words "**Manufacturer Coupon.**"

Shorter expiration periods limit your liability and promote faster response to your promotion, although, longer expiration dates increase your redemption rates.

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- **PRODUCT:**

Display the name of your product/brand boldly for quick recognition.

Include your company logo to emphasize product recognition.

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- **BACKGROUND:**

Use bright, clean colors for the background of your coupon.

Outline your ad with a thin border that contrasts with the rest of the ad.

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- **HEADLINE:**

Use a clear, bold headline emphasizing savings.

Keep ad copy to a minimum using an eye-catching message.

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- **COUPON LOCATION:**

Coupons should be located at the bottom of the ad.

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- **UPC CODE:**

The Universal Product Code (UPC) should be placed in the lower right corner of the coupon. The UPC must be in black on a white background and should be at 100 percent magnification.

You also should include the 128 extended barcode on your coupons to improve processing efficiencies.

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- **COUPON SIZE:**

Coupons should be distributed in standard sizes and shapes.

The following sizes are recommended:

Length: 6 inches with a tolerance of 3 inches

Width: 2-and-a-half inches with a tolerance to 2-and-one-sixteenth inches.

Place no more than two coupons per page with a pictorial reinforcement. Print a dotted line around the coupon to show consumers where to cut out the coupon.

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- **LEGAL COPY:**

Keep the legal copy to the minimum required by law.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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