

SmartSource

# Shelftake One®



Encourages consumer interaction and involvement with your brand at the shelf

## Fast Facts

- Offers product rebates, samples and sweepstakes that break the tie at shelf
- Delivers detailed product information that increases awareness resulting in additional sales
- Gives consumers an incentive without incurring back-end coupon liability
- Creates impulse purchases by providing recipes that incorporate your product
- Highlights brands with limited or poor shelf space

## Basics:

- Delivers four-color promotional pieces that range from two to 20-panels
- Available in single and consecutive-cycle buys
- Provides category exclusivity
- Installed and regularly maintained by News America Marketing's in-house field-force
- Provides the highest-quality field execution in the industry



## SmartSource Shelftake One® Quick Statistics



### SmartSource Shelftake One

is the at-shelf information center that provides the critical pull for purchase decisions.

Sales Lift Range:	.....+7- 13% <sup>1</sup>
Adult Audience:	..... <b>175 million</b> <sup>2</sup>
Adult Reach:	..... <b>81%</b> <sup>2</sup>
Frequency:	..... <b>7x per cycle</b> <sup>2</sup>
Impressions:	..... <b>1.3 billion per cycle</b> <sup>3</sup>
CPMI:	..... <b>\$.48</b> <sup>4</sup>
Network <sup>5</sup> :	<ul style="list-style-type: none"> <li>■ <b>14,000+ Food stores</b></li> <li>■ <b>18,000+ Drug stores</b></li> <li>■ <b>1,500+ Mass stores</b></li> <li>■ <b>6,000+ Dollar stores</b></li> </ul>

Source: Shelftake One research is based on our national Shelftalk food-store network for Cycle 10, 2007

<sup>1</sup>GfK NOP; IRI Census Data; MASI

<sup>2</sup>Simmons, Spring 2007, based on Cycle 10, 2007 food-store network

<sup>3</sup>Adult audience x frequency

<sup>4</sup>CPMI (cost per 1,000 impressions) = cost for a national buy/1,000 impressions (calculated based on space and variable production costs)

<sup>5</sup>Network based on cycle 3/08 store counts

## SmartSource Shelftake One solves your toughest brand challenges

Your Brand Challenge:	The Shelftake One® Solution:
Raise awareness	→ Grabs the attention of shoppers and gives them important brand information
Build equity	→ Reinforces your brand's positioning by providing product information
Drive trial	→ Distributes a variety of incentives to encourage trial purchase
Increase loyalty	→ Encourages repeat purchases with multi-purchase offer rebates
Launch new product	→ Draws attention to new products by offering samples and incentives to buy

## SmartSource Shelftake One® Custom Options

### Did you know?

Exciting custom options put even more incentives into the hands of consumers.

### Meet strategic objectives with a variety of custom options:

- **BeautiSeal®†**: An individually-sealed cosmetic sample attached to the pamphlet.
- **Custom Color**: Units produced in the color of your choice.
- **Multiple-Panel Inserts**: Two to 20-panel pamphlet sizes that deliver detailed messages and product information.
- **Scratch n' Sniff & Scent Strips**: Encapsulated fragrance oil applied to the pamphlet.
- **Sticker**: A removable sticker attached to the pamphlet.
- **Super-Size Riser**: Additional vertical space on the live area.



#### Shelftake One Rx<sup>SM</sup>

Grabs the attention of consumers with health-related concerns by highlighting brands with an Rx riser at the shelf in pharmacies or in the aisles of OTC-related categories. Dispenses business-reply cards, questionnaires and accommodates fair-balance requirements.

#### Shelftake One Sampling Box<sup>SM</sup>

Distributes sample packets via a colorful, custom-branded box.



#### Shelftake One Sampling<sup>SM</sup>

Dispenses thin sample packets or BeautiSeals<sup>®†</sup> with product information via the Shelftake One two-sided unit.

# Generate an even greater sales lift by integrating Shelftake One® with other SmartSource® programs

## Did you know?

SmartSource Shelftake One® turns shoppers into consumers.



### Combine with **SmartSource Carts**™...

... and lead consumers to the information they need to make an informed decision.



### Combine with **SmartSource Floortalk**®...

... to stop consumers before they pass your brand and encourage them to purchase with Shelftake One incentives.



### Combine with **SmartSource Shelftalk**™ ...

... and take ownership at the shelf with advertising that makes consumers stop and promotion incentives that make them take action.

- Atlanta (404) 760-5950
- Chicago (312) 540-4100
- Cincinnati (513) 333-7373
- Dallas (214) 981-0800
- Los Angeles (310) 407-2500
- Minneapolis (612) 395-7340
- New York (212) 782-8000
- Pittsburgh (412) 918-8000
- San Francisco (415) 848-1000
- Wilton (203) 563-6600



## Take action today!

Call your News America Marketing® sales representative or 1-800-462-0852 to add **SmartSource Shelftake One** to your next media campaign.

For more information visit us at [www.newsamerica.com](http://www.newsamerica.com)

