

SmartSource[®] ShowcaseSM



Puts your brand at the center of attention!



Fast Facts

- Maximizes brand presence at the shelf
- Features the product within its section
- Attaches actual product packaging to the shelf
- Draws category shoppers to your brand
- Builds on brand equity and awareness by leveraging your product packaging
- Increases limited shelf facings

Basics:

- Available in single and consecutive-cycle buys
- Offers 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 Showcase® Quick Statistics



SmartSource Showcase puts the emphasis on your package and lets it speak for itself!

Sales Lift Range:	+14-29% ¹
Adult Audience:	169 million ²
Adult Reach:	79% ²
Frequency:	7x per cycle ²
Impressions:	1.1 billion per cycle ³
Network ⁴ :	<ul style="list-style-type: none"> ■ 10,250+ Food stores ■ 1,500+ Drug stores ■ 1,500+ Mass stores ■ 6,000+ Dollar stores

Source: IRI Census Data; MASI; GfK NOP

²Simmons, Spring 2007, based on cycle 10, 2007 food-store network

³Adult audience x frequency

⁴Network based on cycle 3/08 store count

SmartSource Showcase solves your toughest brand challenges

Your Brand Challenge:	The Showcase Solution:
Launch a new product or announce new product news	➔ Generates awareness by getting your package in front of consumers
Introduce new packaging	➔ Calls attention to package directly in front of category location
Communicate location change	➔ Stands out in the aisle, alerting consumers to new location
Maximize shelf facings and aisle presence	➔ Leverages limited shelf facings for stronger presence in the aisle
Build equity	➔ Maximizes the power of product packaging in store
Stand out among the competition	➔ Catches consumers' attention at the point of decision

SmartSource Showcase® Custom Options

Did you know?

You can use your package to attract those curious enough to consider switching.



SmartSource Showcase® Extra:

Turns your product's packaging into a unique and creative promotion dispenser that delivers at-shelf incentives.

- Distributes coupons, recipes, sweepstakes, rebates and other product information while capitalizing on your package's equity.

Riser:

Calls out product features in a 3" riser card attached to the top or bottom of the package. Die-cut, scented, talking or lighted options can be applied.



Sampling:

Provides the opportunity to sample directly from a full-size pump bottle.

Scented:

Uses scent to attract shoppers.



Talking:

Speaks to consumers to bring the product to life.

Generate an even greater sales lift by integrating ShowcaseSM with other SmartSource[®] programs.

Did you know?

Showcase drives volume by putting the focus on your package at the shelf.



Combine with **SmartSource CartsSM**

to drive consumers to your aisle and then draw their attention with actual product packaging at the shelf.



Combine with **SmartSource Shelfvision VideoSM**

to grab consumers' attention with a motion-activated video that brings them right in front of your brand, then draw consumers' attention with actual product packaging at the shelf.



Combine with **SmartSource Floortalk[®]**

to catch consumers' attention in your category, then direct them to your brand on the shelf with actual product packaging.

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Take action today!

Call your News America Marketing[®] sales representative or 1-800-462-0852 to add

SmartSource Showcase to your next media campaign.

For more information visit us at www.newsamerica.com

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