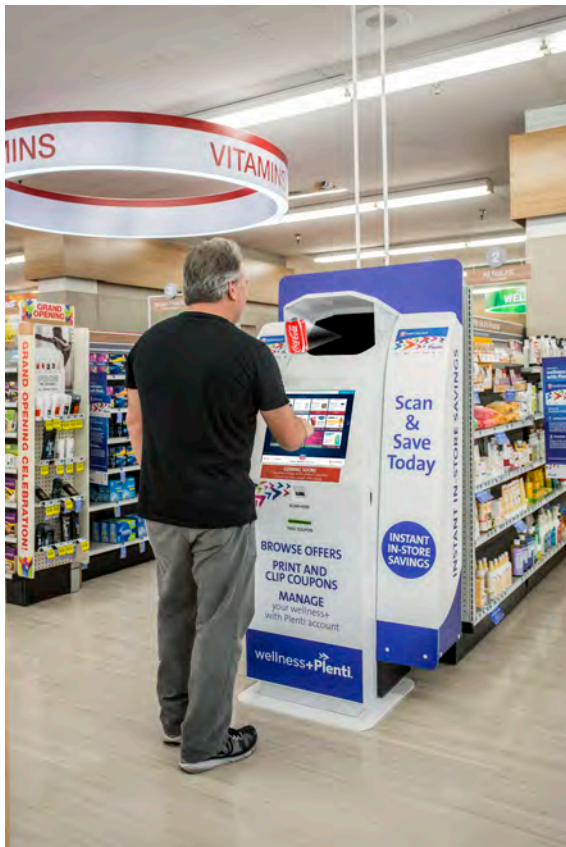


OBJECTIVE

Provision presented a well-known “**multinational cosmetics, fragrance, and personal care company**” with an innovative Point-Of-Sale (“POS”) consumer savings program, focused on consumer needs, referred to in stores as the “*wellness+ with Plenti 3D Savings Center*” platform. This multinational cosmetics, fragrance and personal care company started a *national advertising promotional campaign* on Provision’s 3D Savings Center kiosks for several of its consumer brands. A unique and **interactive destination** for consumers, the 3D Savings Center **invites users to browse and print coupons and promotions** from brand name manufacturers across multiple categories.



STRATEGY

The 3D Savings Centers are located in **high traffic, high visible locations** within retail store to maximize the opportunity to intercept and interact with customers inside the store. This powerful POS tool is designed to reach the thousands of consumers visiting the store each week before they make their purchasing decisions. Each coupon and/or promotion is made available to consumers for **immediate in-store redemption** during their current store visit.

The multinational cosmetics, fragrance, and personal care company determined their own promotional program unique to each of its brands, e.g. “\$1.00 OFF” coupon for their products, “Buy 1, Get 1 Free” promotional offer, or other creative solutions they deem motivational to drive customer trial.

EXECUTION

The multinational cosmetics, fragrance, and personal care company started their initial advertising campaign in May 2016 with 1 nationally recognized brand. At the end of August 2016, the multinational cosmetics, fragrance, and personal care company expanded their offering to a total of 3 unique brands, including personal care and cosmetics. During this period of time there were approximately **500 stores** containing the 3D Savings Centers in top demographic markets of the U.S., including Los Angeles and New York.

RESULTS

During this initial four month period of time, there were a total of **124,081 coupons printed, 18,097 total coupons redeemed**, resulting in an **average redemption rate of 14.6%**! This is a 10X improvement when compared to national average coupon redemption rates of 1.2%. Some offers have reported individual redemption rates as high as 43.8%!