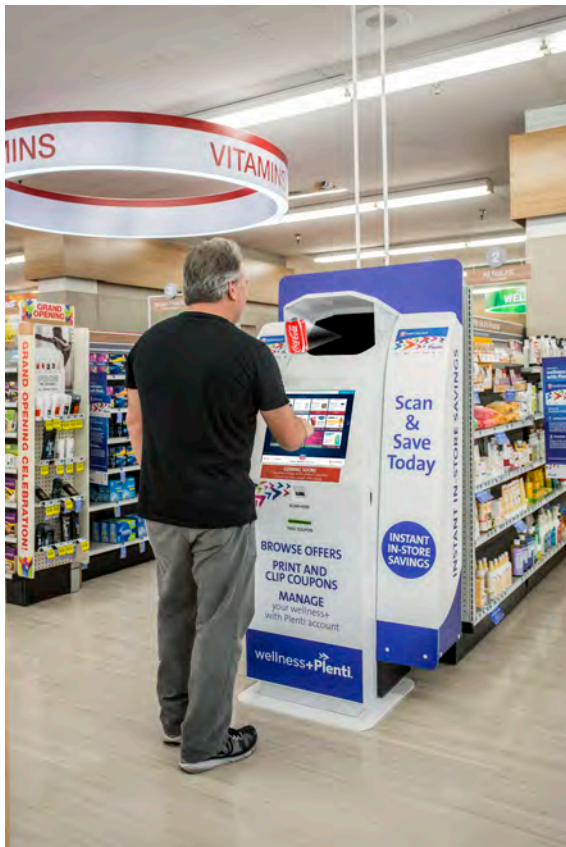


### OBJECTIVE

Provision presented a well-known “multinational consumer goods 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 consumer goods 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 consumer goods 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 consumer goods company started their initial advertising campaign in May 2016 with 1 nationally recognized brand. At the end of August 2016, the multinational consumer products company expanded their offering to 2 unique brands, both personal hair care products. 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 **34,119 coupons printed**, resulting in an **average percentage of coupons redeemed of 11.9%**! 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%!