



BREAKTHROUGH CONSUMER PROMOTIONS

From the cereal aisle and the rest of center-store, to HBC and personal care, across produce, dairy, deli and the perimeter, brands of all sizes are tapping the power of promotions to break through the noise and connect with consumers.

TOP 5

Reasons Why People Follow Brands on Social Media¹

1. Promotions and Discounts
2. For latest products information
3. Customer service
4. Entertaining content
5. Ability to offer feedback

Beyond consumer engagement and social media fan/follower growth, strategically designed & well-executed promotions deliver much more!

- Massive increase in awareness
- Product benefits education
- Tens of millions of media impressions
- PR, bloggers and online influencers
- Email subscriber growth/new opt-ins
- Bonus merchandising
- Additional in-store signage
- Increased coupon redemptions & trial
- Improved retailer presentations
- Positive brand sentiment

IS YOUR MESSAGE GETTING THROUGH?

10 MILLION+

of entries to *matrixx* promotions last year



New products are critical to CPGs, and consumer promotions are frequently included in product launch plans. Yet, these promotions are typically deployed tactically, without deep insight, strategic thinking, and the experience necessary to deliver scale and achieve success.



Not surprisingly then, recent studies show over 80% of CPG launches fail.

matrixx makes a real difference, bringing turn-key expertise to create and manage your promotion from start to finish.

- Conceptualization
- Strategic Planning
- Creative Development
- Software & Programming
- Legal, Bonding & Insurance
- Shopper Marketing
- Sales Team Support
- Advertising & Promotion
- Winner Affidavits & 1099s
- Prize Fulfillment

Are your promotions hitting the target?

Our digital and shopper marketing experts are here to help you reach your customers. Since our founding in 2000, we are proud to have worked closely with many category captains and with exciting emerging brands in our numerous award-winning CPG campaigns.

We're not an agency - We're a partner!

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