Auditing
coupon process, 89
service, 145
Automotive rebates, 91
Awards
aspirational, 168, 270, 328
travel, 328
A&W Root Beer, 262

В

Bar codes, 75, 78–80
Bartering, 127, 128, 250
Baseball cards, 273
"Best effort" rewards, 326
Bonding, 41, 43
Bonuses, 325, 329. See also
Performance programs
Booths, sampling and, 233-34
Bose Wave Radios, 231
Bounce-back coupons, 64,
72–73, 238
Brand-building, 15
refunds/rebates and, 93
sampling and, 217
Brando, Marlon, 256
Breakage, 272, 332
Breakeven conversions, 235
Broadcast
call-out/call-in, 29-30
tie-ins, 206
Broadcast Music, Inc., 253
Buchanan, Pat, 278
Budgeting
establishing criteria, 45
materials and services list,
46
payout, 45
sweepstakes and contests,
44–46

Budweiser, 15, 241
Bullock, Sandra, 258
Bundling, 127, 134, 287, 291
Busch, Adolphus, 352
Business Development Funds, 351–52
Business-to-business buyer, 10
Buy one-get one (BOGO), 68, 78, 123, 134

\mathbf{C}

Campaign approach, 86 Cannondale Associates Trade Promotion Spending & Merchandising Study, 145 Captive audiences, 353 Cars, 34 Cartoon characters, 256, 259 Cash, 270-71 alternatives, 35 cash value, 77 rewards, 329 Casino night, 315, 318-19 Catalogs, 265, 267 Category exclusivity, 249 Category management, 353-54 CDs, interactive demo, 222 Celebrity impersonators, 258-59 spokespersons, 250 Cheer (detergent), 216 Children "choke test" on premiums, 278, 279 sampling and, 231, 232 sweepstakes and, 36 Choke test, 278, 279 Chrysler, 241 Clean store approach, 262

Clearinghouses, 78, 83	collect and win, 155	fraud and, 77, 88
Clorox, 58	collector series, 155,	free product coupons, 78,
Clubs	162–63	89
club/contract, 155, 162	customer data, 152	guidelines/cautions,
coupon, 88	exit plans, 179	86–87
sweepstake, 40	guidelines/cautions,	in-store sampling
CMIS, Inc., 88	176–79	manufacturer, 63, 66–67
Cobranding, 287, 294	loyalty. See Loyalty	joint drop, 286, 289
Colgate-Palmolive, 58	objectives by tactic, 154–55	manufacturer account-
Collect and get, 154, 264, 267	price of, 152	specific, 63, 67–68
escalated plan, 157–58	relationship (database),	manufacturer discount,
free/discounted product,	155, 161	63, 64–65
157	relationship marketing,	manufacturer free offer,
merchandise/service,	170–76	63–66
156–57	rewards, 168–69	manufacturer instant
refund, 155–56	use of "free," 169–70	redeemable, 63, 65–66
reward formula, 166–67	Continuity purchase refunds,	multiple purchase (cross-
Collect and win, 19, 25-26	96, 102–3	purchase), 64, 69–70
Collectibles, 264, 267–68	Conversion costs, 352	novel format, 64, 75
Collector(s), 35	Conversion rate, 235	objectives by tactic, 63-64
cards, 64, 74-75, 96, 105,	Co-op programs, 287, 295,	online, 84–85
154	306–10, 345	packaged goods and, 62
series, 155, 162–63	development checklist,	presell coupon drop, 85–86
Comarketing program, 345	307-8	processing source, 76
Combo discounts, 143	glossary, 308–10	redemption/budgeting,
Competitor ambushes, 249	Co-refunds, 287, 289–90	projecting, 80–84
Consent and release samples,	Cost-per-thousand reached, 205	retailer product discount,
54–55	Coupon(s), 57–90	63, 68–69
Consolation announcements, 23	bar codes, 78–80	retail/service, 62–63
Consumer code, 76	bounce-back, 64, 72–73,	rub-off value, 64, 71–72
Consumer sales tax note, 76	238	self-destruct, 64, 71
Consumption increase, 59	categories of, 61–62	showing your product,
Contests. See Sweepstakes and	checklist, 89–90	77–78
contests	coding, 82	sizes of, 80
Continuity, 151–79	collector card, 64, 74–75	sweepstake entry, 72
budgeting, 164–68	common copy	tie-ins and, 287, 290–91
benchmarks, 166–67	requirements, 75–78	time-release, 64, 73
close- or open-ended,	conspirators, 77	Web site coupons, 78
167–68	consumer fondness for,	Coupon Information Center,
criteria, 165–66	57–59	89
materials checklist,	coupon clubs, 88	Cousage, 286, 288
164–65	coupon/refund entry	Cracker Jack, 261
point calculation, 167	(drawing), 19, 22	Creativity, 41
business-to-business	cross-ruff, 70–71	Credit card credit, 329
applications, 155, 163–64	defined, 61	Cross-merchandising, 185, 189,
club/contract, 155, 162	do-it-yourself, 64, 73–74 electronic (verbal	287, 292, 298 Cross-purchase coupon, 64
collect and get. See Collect		Cross-purchase coupon, 64, 69–70
and get	request), 64, 69	09-70

Cross-purchase/tie-in refunds,	guidelines, 144–46	Electronic coupon (verbal
96, 102	issues, 124	request), 64, 69
Cross-ruff coupon, 70–71	legal considerations,	e-mail announcements, 169
Cross-sell, 93	138–40	Employees
Current event tie-ins, 14–15	loss leader, 127, 136	pilferage and, 278
Custom catalog, 328	member card, 127, 131–32	rewarding. See
Customer	objectives by tactic, 127	Performance programs
data, 15, 152–54	options to, 141	vendor reward programs
retention, 154	potential problems with,	and, 163
Customer service, 115, 120, 176 Customer submission = sales	141–43	Entry forms, 19, 20
	price promotion response model, 125–26	Errors and omission insurance, 43
entry, 315, 319	promotional allowances,	Estimated cash value of
Cutaway models, 192	149	coupon, 76
_	purpose of, 137–38	Evaluation, 11
D	retailers and, 143–44	Events, 247–49
Dairy Queen Oreo Treat, 294	shell games, 140–41	see also Properties and
Data/databases	storewide days/hours, 127,	events
access and manipulation	129	items offered at, 248–49
of, 172	temporary price	sampling and, 219, 227
customer, 15, 152-54	reduction, 127, 129–30	schmooze factor, 248
data entry, 19, 20-21	tracking results, 149	"Everyday low price"
gathering and processing,	trade allowance, 127, 137	positioning, 112, 140
170, 171	trade-in, 127, 128	Exhibit house, 233
warehouses, 173	twofers/service extra, 123,	Exit plans, 179
Deadlines, 41–42	134	Expiration date (coupons), 76
Deduping programs, 114	value pack, 127, 133	
Dimensional cutaway models,	voucher, 127, 130	F
192	Displays, 10–11	
Dion, Celine, 241	display charges, 352	Face value, 75, 77
Direct mail, 169, 218, 222	display enhancement, 204,	Fads, 263
Direct survey, 173–75	270–71	False multiple purchase
Disclosures, 87, 280	Distribution, 9	requirements, 140
Discounts, 123–49	Do-it-yourself coupons, 64,	Fast-food businesses, 146
bartering, 127, 128	73–74 Door delivered complex 210	communication
budgeting guidelines, 146–48	Door delivered samples, 219, 223	parameters, 197 point of sale and, 195
bundling, 127, 134	Double couponing 55 cent	sweepstakes and, 35
contract prerequisite, 127,	factor, 77–78	Federal Trade Commission,
135–36	Drawings, 20	138–39
defined, 126	Dump bins, 353	55 cent factor, 77–78
fill this bag, 127, 132–33	Dun & Bradstreet, 230	Fill this bag, 127, 132–33
financing, 127, 135		Financing, 127, 135
first 200 shoppers/two	E	First 200 shoppers/two
hours/200 units, 127,	E	hours/200 units, 127, 132
132	800/900 number, 19, 30, 39	Flintstone Vitamins, 243
future purchase dollars,	80/20 rule, 84, 152, 154, 329	Florida, 43
127, 130–31	Electronic card, 159	Focus groups, 84, 115

Food-safe inks, 25, 26
"For position only," 79
Forward buying, 142–43
Franchises, and price control,
142
Fraud
clearinghouses and, 78
coupon, 77, 88–89
Internet-generated
coupons and, 85
performance programs
and, 315
rebate/refund, 113–14
sweepstakes and, 22, 42–44
Fred Meyer Corollary, 305
Free product coupons, 76, 78,
89
Frequent buyer, 158–59
FSI (freestanding inserts), 67,
77, 80
average time spent
viewing, 197
fulfillment costs, 109–10
Fulfillment Fact-ery, The, 114
Fuller, George A., 197
Future purchase dollars, 127,
130-31

G

Gable, Clark, 256
Game elements (sweepstakes), 19, 26–27
Geographic restrictions, 76
Gift certificates/cards, 328–29
Glue, 21, 26, 27, 43
Gross reward budget formula, 166
Group competitions, 315, 320
Guerilla marketing, 219, 225–26, 228, 241

Η

Halloween, 249 Hertz, 241 High-low retail philosophy *vs.* everyday low price, 140 Hole-in-one, 32–33 Hoover Europe, 305

Identifying yourself, 7-11

I

IMI International, 33 Implied bargains, 353 Impulse buying, 182, 353 Incentive magazine, 324 "Industry Trends Report," 13, 33, 215 In-pack premiums, 279 sweepstakes, 21-22, 38, 40 Instant refund, 96, 103 Instant win, 14, 21-22, 24 In-store sampling manufacturer coupon, 63, 66-67 Insurance, errors and omission, 43 Intel Inside, 285, 288 Interactive premiums, 263 Internet code numbers, 19, 30-31, -delivered refunds, 95, 97 - 98downloads, 222 iTunes, 297

J-L

Joe Camel, 273
Johnson & Johnson, 217
Lauber, Mike, 199
Lauder, Estée, 277
Lenticular graphics, 203
Lever Brothers, 58
Licensing, 265, 268–69, 272
movie/music/celebrities/
cartoon characters,
256–60
premium offer, 242, 244
Liquor, loaders and, 270–71
Loaders, 185, 187–88, 264, 267,
270–71

Long shot, 32–33 Loss leaders, 127, 136, 353 Lotteries, 13, 16–17 Loyalty, 154, 158–60, 170, 264, 267 electronic card, 159 frequent buyer, 158–59 premium catalog program, 160 Loyalty Effect, The (Reicheld), 151 Lucky squares, 324

Μ McDonald's Happy Meals, 261 "Monopoly," 26 Magazine tip-ins, 222 Make Your Own Odds, 324 Manufacturer coupons, 61, 63, 64 - 65account-specific, 63, 67-68 free offer, 63, 66 instant redeemable, 63, 65-66 Manufacturer tie-in refund, 96, 104 Manufacturer year-end rebates, Manufacturing, overseas vs. domestic, 272, 278 Marketing Development Funds, 351-52 Markup percentages, 146-47 Match and win sweepstakes, 19, 23, 38 Media sampling and, 216, 218, 222-23 sweepstakes and, 40 Media exposure vs. POS, 182 Member card, 127, 131-32 Men's Wearhouse, 126 Merchandise incentives vs. refunds, 105 unordered, 280 Merchandisers, 184, 186, 192

Merchandising fixtures, 184, 186, 191 Merrill-Lynch, 278 Mix and match discount tactics, 141 Modeling, 173–75 Motivation. See Performance programs Movie tie-ins, 257-60 Multiple purchase coupon, 64, Multiple purchase refunds, 95, 101 - 2Music licensing, 253 Muzak, 253 Mystery shopper/spotter, 19, 28-29, 315, 320

N

NASCAR, 262–63
NCH Marketing Services, Inc., 88
Near-packs, 185, 188, 228, 279, 287, 291
Newell, Frederick, 151
Newspaper overwrap bags, 222
Ninja Turtle promotion, 39–40
"No Purchase Necessary" announcement, 41
Notifying winners, 36–37
Novel format coupons, 64, 75

O

Offer code, 76
Offer restrictions, 77
Official suppliers, 255
Off-season sales, 138
Offset price increase, 138
Olympic lapel pin program, 40
O'Neil, Tip, 248
One-to-one marketing, 170
Online coupons, 84–85
Only the Top Win, 324
On-pack instant win, 19, 21–22, 264, 265
Oreck, 231, 234

Out-of-stock policy, 279 Overstock, 178

Packaged goods, 17

P

Packaging, 8 Paradigm shifts, 168 Parental/guardian consent and release, 55 Partner delivered refunds, 95, 99-100 Partner prospect letter examples, 302-4 PDI, 342 Pepsi Challenge, 237 Perceived price cut, 141 Percentage of sales, 249 Performance programs, 311 - 39baselining, 312–13 breakage, 332 budgeting, 329-31 "casino night," 315, 318-19 checklist, 338-39 communication and, 330, 334 - 35complete rules sheets, 335 - 36considerations, 322-24 contest (greatest volume), 314, 316 contest (volume/ percentage increase), 314, 316-17 customer submission = sales entry, 315, 319 defined, 314 evaluation of, 338 group competitions, 315, 320 motivation, 324-26 mystery shopper/spotter, 315, 320 objectives by tactic, 314-15 points and, 331–32 quota, 314, 315–16 recognition, 315, 321, 326

reports, 337 rewarding practices, 327-29 scams/flaws, 333 selling in, 336 strategic performance, 315, 317-18 sweepstakes, 314, 317, 331 tax status, 333 verifying performance, 326 - 27Permission marketing, 170 Pete's Wicked Ale, 194 Photographers, 253 Pick 5, 324 Pillsbury Bake-Off, 15 Plan-o-gram, 198 Point calculation, 167 Point of Purchase Advertising International (POPAI), 184, 202, 204 Point of sale, 181-214 account specific, 185, 190 advertising value of, 204-5 budgeting, 211-12 considerations, 10 cross-merchandising, 185, 189 defined, 184 delivered refunds, 95, 98-99 display loader tips, 204 execution checklist, 212-13 glossary of formats, 208 - 11guidelines/cautions, 197-200 loader, 185, 187-88 merchandiser, 186, 192 merchandising fixtures, 184, 186, 191 near-packs, 185, 188, 228 objectives by tactic, 185-86 promotional POS programs, 165, 186-87 retail zone strategies, 195 - 96

self-shipper/set-sells, 185,

189

Point of sale, continued selling display to retailers, 207–8 selling power of, 193–94 signage, 194–95, 297 special effects, 186, 192–93, 200–203 specialized services, 186, 193 spectacular (and contest),	sales incentive, 265, 270 self-liquidator, 264, 266–67 shipping and handling, 277–78 sourcing warehouses, 281 spoilage, 278 tie-in, 265, 269 vendors and, 282 Prequalifying contests, 32 Press kits, 254	chain of links, 4 defined, 2–3 identifying yourself, 7–11 objectives/strategies/ tactics, 4 planning, 5–6 steps, 5–6 Promotional POS programs, 185, 186–87 "Promotion Trends Report,"
185, 190–91	Price promotion response	350
tie-in prospects and, 205–6	model, 125–26	Properties and events, 239–60
Point programs, 140	Pricing, as strategy, 144	budgets and bartering,
Poretz, Mel, 114	Print delivered refunds, 95, 97 Print media tie-ins, 206	250 celebrities and characters,
Premium packs, 141, 264, 266 Premium programs, 34, 261–82	Prizes	256–60
breakage and slippage, 272	cash alternatives to, 35	checklist, 250–52
budgeting, 277–78	lots of prizes vs. hero	definitions, 249–50
catalogs, 160, 265, 267	prize, 34–35	event events, 242, 246–47
checklist, 280	partner, 35	event extensions, 242, 246
collect and get, 264, 267	prize board, 28	event promotion
collectibles, 264, 267-68	prize claim form sample,	extensions, 254
defined, 264	56	event tickets, 242, 245
fad premiums, 263	redemption of, 42	following year right of first
free with contract/	sweepstakes/contests,	refusal, 249–50
commitment/account,	34–36	licensing and, 242, 244–45
267	taxes and, 35, 36	life cycles of properties,
fulfillment checklist,	unclaimed, 36	241
281–82	Procter & Gamble, 58	lower-cost alternatives, 255
guidelines/cautions,	Product	miscellaneous items,
279–80	affiliation, 242, 243–44	253–54
key elements of, 262–63	compatibility, 298	movies/music/celebrities/
licensed properties, 265, 268–69	established, sweepstakes and, 14	cartoons, 256–60 objectives by tactic, 242
loader, 264, 267	identifying, 7	product affiliation, 242,
loyalty, 264, 267	placement, 242, 243,	243–44
merchandise types, 271–72	257–60	product placement, 242,
near-pack, 264, 266, 279	registration forms, 176	243, 257
objectives by tactic, 264–65	tie-ins, 14–15	quantifying results, 255–56
on-pack/in-pack, 264, 265,	Product delivered refunds, 95,	Prospect databases, 15
279	99	Publicity, negative, 217
order forms, 273–76	Profiling, 171–73	Publishers Clearing House, 15
overseas vs. domestic	Profit per user per year, 235	Pull-tab boards, 28
manufacturing, 271, 278	Program learning, 20–21	Purchase acceleration, 59
perceived vs. actual value,	PROMO magazine, 13, 33, 88,	Purchase interval, 59
272	114, 350	Purchase patterns, 59, 60
premium pack, 264, 266	Promotional marketing	Purchase requirement
premiums <i>vs.</i> cash, 270, 273	advertising $vs.$, 3–4	disclosure, 17

Q-R
Quota, 314, 315-16
Radio call-out/call-in, 19,
23-24
Radio Frequency Identification
chips, 80
Rain checks, 145
Rebates/refunds, 91–121
collector card, 96, 105
common copy
requirements, 114–15 continuity purchase, 96,
102–3
co-refunds, 287, 289–90
cross-purchase/tie-in, 96,
102
failure to meet
requirements for, 110-11
fraud, 113–14
instant refund, 96, 103
Internet delivered, 95,
97–98
manufacturer/account tie-
in, 96, 104
manufacturer year-end
rebates, 140 multiple purchase, 95,
101–2, 118
objectives, 94–96
overview, 93–94
partner delivered, 95,
99–100
planning checklist, 120–21
point of sale delivered, 95,
98–99
print delivered, 95, 97
product delivered, 95, 99
receipt delivered, 95,
100–101
refund fulfillment, 109–10
refunds <i>vs.</i> merchandise incentives, 105
refund tally section, 119
retailer resistance, 112–13
retailer vendor collection,
96, 105
shell games, 107–8
_

shipping and handling,
108-9
single purchase offer
sample, 116–17
slippage, 92, 94, 106–8, 140
sweepstakes overlay, 96,
103–4
Receipt delivered refunds, 95,
100–101
Recipes, 207
Recognition, 315, 321
Redemption
fraud, 88–89
mailing instructions, 76
by media, 81–82
process and cost, 82-84
projecting, 80–84
Referrals, sampling and, 225
Refunds. See Rebates/refunds
Regionality, 9
Regulated industries, 139
Reicheld, Frederick, 151
Relationship marketing, 170-76
cost/execution, 175–76
direct survey, 173–75
profiling/modeling,
171–73
program phases, 170
tracking data, 171
Retail, 17–18
display packages, 352
retailer catalog, 328
Retailer handling fees, 76
Retailer product coupons,
61–62, 63, 68–69
Retailer reimbursement and
handling fees, 76
0
Retailer/service electronic
coupon (verbal request), 64,
69
Retailer vendor collection, 96,
105
Return policies, 178
Reveal and win, 24–25
Reward(s)
see also Performance
programs
"best effort," 326

cash, 329
claims, 329
continuity, 168–69
formats, 328–29
formula, 166–67
negotiating for, 296–98
tiered reward levels, 326
vendors and, 163
RFID chips, 80
Robinson-Patman Act, 139, 305
Rub-off value coupon, 64,
71–72
Ruskin, John, 126

S

S. C. Johnson, 58 Sale items, accessorizing, 353 Sales bumps, 138 Sales promotion. See Promotional marketing Sam Adams, 194 Sampling, 215-38 alternative mediadelivered, 218, 222-23 booths, 233-34 budgeting, 234-37 coupon delivered, 218, 220 - 21defined, 217-18 demonstrations, 219, 224 direct mail delivered, 218, 222 door delivered, 219, 223 evaluation, 237-38 events, 219, 227 free short-term trial offer, 219, 223-24 guidelines/cautions, 228 - 32in/on/near-pack delivered, 218, 220 in-store (or lot) free product, 218, 220 intercepts (and guerilla), 219, 225-26 objectives by tactic/ delivery, 218-19

Sampling, continued	premium programs and,	game, 19, 26–27
referrals, 225	272	guidelines and cautions,
retailers and packaged	Slotting, 344, 345–46, 350	39–44
goods, 227–28	Soap operas, 240	in-(or on-)pack instant
sampling services, 230–31	Sourcing warehouses, 281	win, 21–22
service-delivered offer,	Special effects, 186, 192–93	"instant win," 14, 24, 33
218, 221–22	lenticular graphics, 203	in-store/on-premise, 19, 27
strategy elements, 216	motion, 200–202	Internet tactics, 19, 30–31,
to-do list, 233	sound and light, 202	39
venues, 219, 226–27	3D, 203	key strategic-planning
Sasser, Early, 151	Special Events magazine, 250	issues, 14–15
Scan downs, 142	Specialized services, 186, 193	long shot/hole-in-one,
Scanning verification, 145	Spoilage, 279	32–33
Schmooze factor, 248	Spokespersons, 250	match and win, 19, 23, 38
Schultz, Don, 2	Sponsorships, 255, 287, 295,	mystery shopper (spotter),
Scratch and win, 24–25	328	19, 28–29
Seasonality, 9, 298, 343	Starbucks, 153, 215	objectives by category,
Second chance sweepstakes,	Stock catalog, 328	17–18
23, 33	Stock liquidation, 138	objectives by tactic, 19
Security, sweepstakes and,	Stockpiling, 59	official rules checklist,
42–44	Storewide days/hours	47–48
Self-destruct coupon, 64, 71	discounts, 127, 129	overlay refund, 96, 103–4
Self-liquidator, 264, 266–67	Strategies, defined, 4	overview, 16
Self-shipper, 185, 189	Suffix code, 22, 66	participation and results,
Service	"Suggested retail," 143	37–40
identifying, 7	Super Bowl, 15, 241	performance programs
tie-ins, 14–15	"Swastika" display	and, 18, 315, 317–18,
Service-delivered offer, 218,	configuration, 196	331
221–23	Sweepstakes and contests, 13–56	prize board, 28
SESAC, 253	affidavits, 37, 51	prizes, 34–36
Set-sells, 189	broadcast call-out/call-in,	program learning/data
Shafer, Marc, 114	29–30	entry, 19, 20–21
Shell games, 107–8, 140–41	budgeting, 44–46	publicity, 37
Shopping sprees, 34	children and, 36	qualifying, 32
Signage, 10–11	clubs, 40	relevancy of, 13–16
combining signs, 205	collect and win, 19, 25–26	restrictions, 37
cross-merchandising, 292	consent and release	scratch and win, 24–25
decorative, 195	sample, 54	second chance
point of sale, 297	coupon/refund entry	sweepstakes, 23, 33
retail zone strategies,	(drawing), 19, 22	skill/purchase contests,
195–96	coupons and, 64, 72	31–32, 37
Simplified sampling cost, 234	deadlines and, 41–42	targeting children, 36
Simpson, O.J., 241	definitions, 16–17	waiver of liability, 37,
Single free product offering, 78	development strategies,	52–53
Site selection, events, 253	15–16	watch/listen and win, 19,
Skill contests, 31–32, 37	drawing—entry form, 19,	23–24, 38–39
Slippage, 61, 66, 353	20, 49	winners of. See Winners
collect and get refunds, 155	800/900 number, 19, 30, 39	(sweepstakes)

T	Trade-in, 127, 128	V
Tactics, defined, 4	Trade-outs, 35, 294–95, 296	Value added, 141
Taxes, on prizes, 35, 36	Trade programs, 341–54	Value pack, 127, 133
Tear pads, 94, 98, 99, 112	account-generated	Vendors
Temporary price reduction,	program, 345, 346–47	comarketing and, 293
127, 129–30	account-specific programs,	premium programs and,
Terrorism, 77	345, 347	282
30-day guarantee, 234	allowance program, 344, 346	vendor/retailer tie-in, 287,
3D displays, 203		292-93
Tie-ins, 2-3, 141, 283-310	category management, 353–54	Video inserts, 222
basic steps, 301	cost of, 348–50	Visitor profiles, 253
broadcast and print	defined, 344	Volume increase requirements,
media, 206	objectives by tactic, 344–45	147
bundling, 287, 291	performance incentive	Voucher, 127, 130
cobranding, 287, 294	program, 345, 348	
comarketing, 287, 293	retailer display packages,	W-Y
co-op programs, 287, 295,	352	** 1
306–10	sample budgets, 350	Wagner, Honus, 273
co-refunds, 287, 289–90	slotting, 344, 345-46, 350	Waiver of liability, 37, 52–53
coupons—joint drop, 286,	tricks of the trade, 353	Wal-Mart, 112, 126, 140, 149,
289	Trade-up, 138	296
coupons/refunds—on-	Trans Am, 300	Warehouses, sourcing, 281
pack/in-pack, 287,	Travel awards/prizes, 34, 328	Warranty forms, 174
290–91	Trendsetting areas, 228	Watch/listen and win, 19, 23–24
cousage, 286, 288	Trial offer, 219, 223–24	Watch and win sweepstakes, 38–39
cross-merchandising—	TropArtic® Motor Oil, 300	Web site
cross-store, 287, 292 defined, 286	Trophy value, 328	coupons, 78
guidelines/cautions, 305–6	Twain, Mark, 354	traffic, 195
matching model, 283–85	Twofers/service extra, 123, 134	Wheaties, 243
movie, 257–60	Tylenol, 217	"While supplies last"
objectives by tactic/		disclaimer, 145
delivery, 286–87	U	Winners (sweepstakes)
on-pack, 287, 291		affidavit of eligibility and
partners, 283–84, 296–300,	Understock, 178	tax assignment, 51
302-4	Under-the-cap sweepstakes, 15,	consent and release
point of sale and, 205-6	38 Unaqual Thirds 394	sample, 54
sponsorships, 287, 295	Unequal Thirds, 324	parental/guardian
timing and, 306	Union 76 gasoline, 262–63 United Airlines, 215	consent and release, 55
trade-outs, 287, 294–95	Universal Product Code, 75,	prize claim form sample,
vendor/retailer, 287,	78–80	56
292-93	Up-sell, 93	public notification winners
Tiered reward levels, 326	Upsizing/value packs, 141	list, 42
Time-release coupons, 64, 73	Usage occasions, 70	waiver of liability, 52–53
Toll-free numbers, 19, 30, 39	Usage patterns, 154	winner announcement
Touchpoints, 172	USA Today/CNN cross-	sample, 50
Trade allowance, 127, 137	promotion, 258	Your Money, 177
	-	