

POWERFUL PARTNERSHIP PROGRAMS®

deliver outstanding results

Johnsonville/Pepsi Powerful Partnership Program®

Program Elements



POS Display Card



In-ad Coupon



Shelftalker



IRC Bottleneck



In-ad Scanner Offer



IRC On-pack Sticker

Account Specific Executions

9 priority accounts participated in the program. For a complete list of all account specific activity, please contact TCP.



Staple Display

Partnership offer executed via loyalty card. Offer announced in Pathmark feature ad and in-store on POS. Pepsi also merchandised IRC bottle-neckers on display.



Kroger In-ad Loyalty Card Scanner Offer

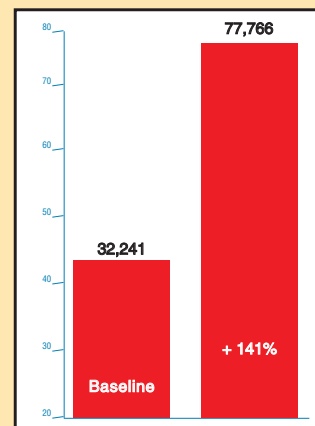
Partnership offer delivered via loyalty card. Offer announced in Kroger feature ad.

Results

The Powerful Partnership Program® exceeded promotion expectations.

- Incremental volume was up +141% versus YAG
- The program drove significant gains in incremental volume in 8 out of 9 participating accounts

* Source: IRI promotion period vs. YAG



Incremental Unit Volume