

POWERFUL PARTNERSHIP PROGRAMS®

deliver outstanding results

Cheez-It's Powerful Partnership Program®

Program Elements



Year 1



Year 2



Year 3

All programs included the following elements:

- FSI
- POS
- IRC Take-one Pads
- IRC Bottleneckers
- In-ad Coupons

Account Specific Executions



Feature Ad with In-ad Coupon



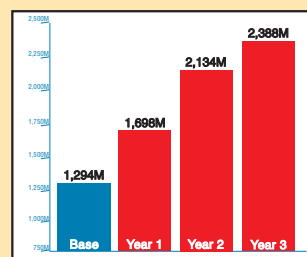
Joint Display

Results

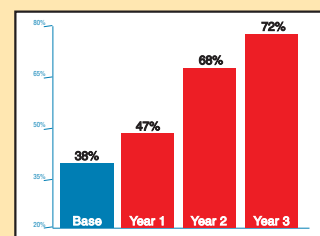
Cheez-It was so pleased that they chose to repeat the program for three consecutive years.

- Incremental volume grew with each successive program
- Display support followed the same trend—more than doubling their original benchmark

* Source: IRI, 4-week promotion period



Cheez-It Incremental Volume*



% RCV Display*