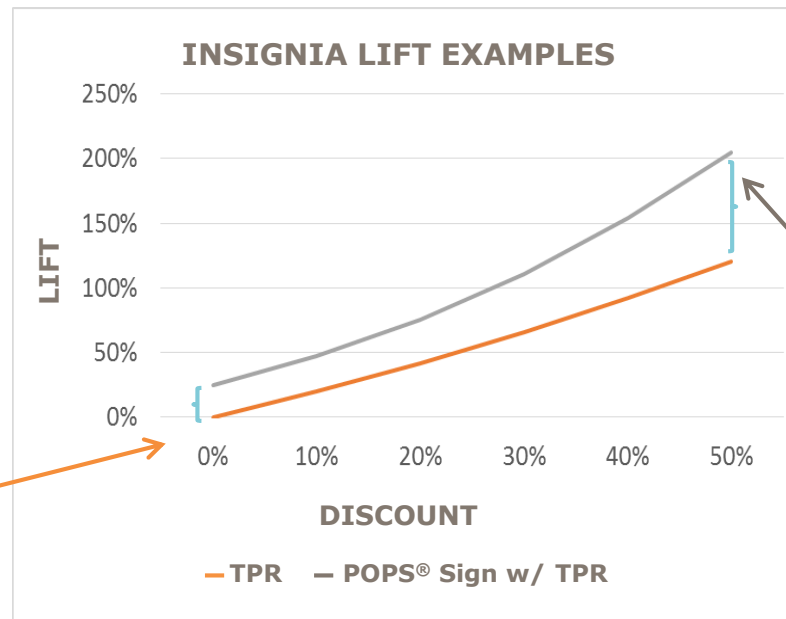


# POPS® Program Effectiveness Can Occur With or Without Price Reduction

## POPS® SIGN WITH NO PRICE REDUCTION

POPS® signage works similar to a display when modeled analytically

- At base price, there is still a volume lift, due to the strong “call to action” on the sign
- As a result, retailers and manufacturers benefit from full margin volume



## POPS® SIGN WITH PRICE REDUCTION

POPS® signage can be used to amplify the effectiveness of a discount

- Depth of discount increases impact exponentially
- Trade spending will be more effective in stores with POPS® signs