

# Onsite

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**WARNER  
LAMBERT**

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## 100 years later, we're still clipping

Who would have guessed that a minor sales promotion in Atlanta, Georgia would grow to become one of the most effective marketing tools in the country a century later?

It's doubtful that the brains behind the gimmick, a local druggist named Asa Candler, could have anticipated the response his promotion would have. Nor could he have predicted the success of the new product he was plugging in 1895, a tasty, unique beverage called Coca-Cola.

To promote this exotic drink, Candler hit upon the idea of handing out tickets to his pharmacy customers, offering them free

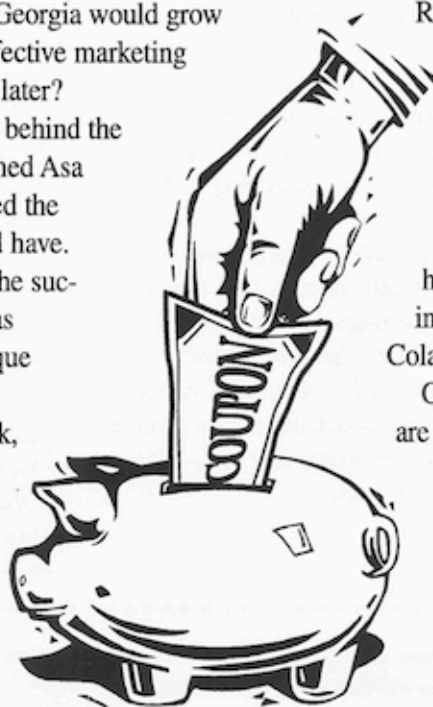
samples of the novelty.

Reaction to the campaign was extraordinary. Candler soon found his sales trick evolving from simple, handwritten slips of paper to more elaborate, decorative tickets — henceforth known as “coupons”.

It wasn't long before the druggist had more than made back his initial investment of \$2,300 for the Coca-Cola formula.

One hundred years later, coupons are still bringing customers into stores.

In 1994, 6.2 billion coupons were redeemed in the U.S., saving consumers about \$4.8 billion. About 71 percent of



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## Still clipping *Cont. from front page*

American shoppers use coupons on a regular basis, whittling about 10 percent off their weekly grocery bills.

Herm Livingston, Director of Consumer Promotions for Warner-Lambert's American Chicle Group, acknowledges the ever-growing popularity of coupons, explaining that they make up a crucial part of his division's marketing strategy.

“ROLAIDS antacids and HALLS cough drops get the most coupon

use for us,” Livingston notes. “That's primarily because they're planned purchases, whereas our gum and mint products are more impulse purchases and therefore less likely to be bought with coupons.”

Planning is the key to effective coupon use, according to industry experts. By taking 15-20 minutes to clip and organize coupons, shoppers can knock off 10 percent or more from their grocery spending.

A coupon for Halls gum. At the top left is an illustration of a Halls gum pack. To its right is a barcode with the number 9608 above it and 12546 15001 4 to its right. Below the barcode is the text 'Good towards the purchase of 1 Halls Stick Pack. (Any Flavor)'. On the left side, there is a box labeled 'MANUFACTURER COUPON' and another box labeled 'NO EXPIRATION DATE'. At the bottom left, there is a box labeled 'FREE HALLS'. At the bottom right, there is a box labeled '©1994 Warner-Lambert Company' and 'American Chicle Group'. A pair of scissors is shown at the bottom right corner of the coupon area.