

WHAT TO THINK ABOUT WHEN CREATING

# Value vouchers

ClearOn

Sales promotion

## Our value vouchers

When creating your campaign, ClearOn can provide different kinds of value vouchers in order to meet your needs and goals. You can choose between:

### Discount coupon...

...is a value voucher that gives discounts on one or more products in a single purchase. There are three different kinds of discount coupons: **Single purchase coupon**, **multi-purchase coupon** and **multi discount-coupon**.

**Single purchase coupons** are the most common kind of voucher and give a discount on one item and therefore requires a purchase of 1 item. **Multi-purchase coupons** give discounts when buying more than 1 item and require a purchase of at least 2 items, eg "Buy 2 products and get a SEK 5 discount".

**Multi discount-coupons** offer several different options with the same voucher, allowing the shopper to choose the offer that suits them best, and can be seen as a hybrid of single-purchase coupons and multi-purchase coupons.

### Product voucher...

...is a value voucher that gives an item to a customer free of charge. Product vouchers are a means of payment in the form of an "open value" voucher for specific products, which means that the discount value will match exactly the product's price at the time of purchase in the store where it is redeemed.

### Goods voucher...

...is a value voucher in the form of a voucher with a fixed value, e.g. SEK 25, 50 or 100. Goods vouchers are a valid means of payment for optional goods from the range of goods offered by the supplier. The entire value of the coupon must be used at one time of purchase.

### Payment voucher...

...is a value voucher with a fixed value, e.g. SEK 50, 75 or 100. Payment vouchers are a means of payment that are not restricted to specific products; instead, the amount of the payment voucher is subtracted from the total amount of the receipt. The entire value of the coupon must be used at one time of purchase.



Single purchase coupon



Multi-purchase coupon



Multi discount-coupon



Product voucher



Payment voucher



Goods voucher

## Choose a value voucher that suits your needs

In the following, we offer our best tips and recommendations for the kind of value vouchers that are best suited for your purposes, needs and goals.

A voucher campaign has different uses and different effects. To find the value voucher and mechanics that best suit your goal, first you need to establish the purpose of your voucher campaign. For example:

- Introduce new products to the market
- Reach new consumers
- Increase turnover rate
- Increase sales volume for a limited period
- Create loyalty
- Compensate customers in case of, for example, complaints
- Brand strategy

### Launch new products or reach new consumers

We recommend **single coupon discounts** together with an offer that entices the customer to try out a new product, e.g. *"Try out our New Product and get a SEK 10 discount"*.

An alternative to discount vouchers is the **product voucher**, which is suitable for launching new products, i.e. when you want to give away a product for free, so-called samples. Product vouchers can either be used without requiring a purchase and simply to offer a free sample, eg *"Get a free product X"*, or require a purchase: *"Buy x number of products and get 1 free"*.

### Increase turnover rate – sell more to existing customers

When you want to increase penetration and increase sales volume for a limited period, we recommend **multi-purchase discount coupons**, which encourage the customer to buy more products by adding on a purchase requirement for two or more items, for such as *"Buy 2 - get SEK 10 discount"* or *"SEK 5 discount when buying two optional products"*. In this case, it is extra important to clearly state the purchase requirement on the voucher.

### Create loyalty or compensate a dissatisfied customer

**Goods vouchers** are usually used as compensation for complaints. Goods vouchers are a method of payment in the form of a voucher with a **fixed value**, for example SEK 20, 50, or 100. The customer redeems the voucher and is free to select from a range of certain goods, based on a **specific supplier range**.

Goods vouchers are also a good idea when you want to encourage existing customers, compensate business partners or, for example, as prizes in customer competitions. Goods vouchers are a tool for brand-building strategies and help create loyalty. Goods vouchers are not currently valid as mobile value vouchers. Goods vouchers are usually used as compensation for complaints.

**Payment vouchers** are a method of payment in the form of a voucher with a **fixed value**, for example SEK 20, 50 or 100. The customer redeems the voucher and is free to select from a range of goods at certain chain stores. Suitable for campaigns with a mix of weighted goods and packaged goods\*. In other words, the difference between **goods vouchers** and **payment vouchers** is that goods vouchers allow the customer to redeem goods from a **specified supplier's assortment**, while payment vouchers are valid for all goods at **specified food chain stores**.

None of the above-mentioned ClearOn value vouchers offer cash returns. The full value of the value voucher is expended at the time of purchase.

\* The weighted goods number consists of a 13-digit item number created using the GS1 weighted goods prefix, a serial number, the price in SEK or the weight in kilograms, and a check digit. The weighted goods prefix always begins with "2X". Mixing different types of GTIN when setting up a campaign is not possible, ie they cannot be mixed with packaged goods that begin with, for example, a "7".

Regardless of which value voucher you choose, it is up to you to decide whether the offer should only be valid once per single purchase/receipt or if several vouchers can be used for the same offer and redeemed against a single purchase/receipt.

## What to keep in mind when designing value vouchers

The more visible your value voucher is, the more you will increase your sales. Follow our tips to create optimal conditions for a successful campaign.

### Creating contrast on the shelves is the most important thing.

Begin by answering the following questions: Where and how will the product be sold? What kind of environment does the store have?

Take your starting point in your product's color and shape and its designated category. If the shelf is dominated by a certain specific color, you should choose a contrasting color; the same applies to the packaging design. Other basic tips include:

- Clear, straightforward and simple communication
- A distinct packshot on the intended products
- Clear discount value on the value voucher
- Contrasting background color

The most important thing to remember is to make your coupon or value voucher stand out in one way or another. Preferably with strong contrasting colors, distinct framing or a unique punched design. You can also create vouchers with printing on both sides. This gives them a distinct front side and offers you the opportunity to print additional information and the EAN code on the back.

*Feel free to contact ClearOn for more tips and ideas when designing your voucher campaign.*

### TIPS FOR BETTER VISIBILITY ON THE SHELF!



Use a larger format.



Use unusual shapes.



Use stark, contrasting colors.

## Value vouchers – general

A general value voucher has only one EAN code.

### EAN code

- A light background gives the best results.
- The code must be created according to the EAN13 standard and should be **at least 35x20 mm**.

## Value voucher – security code

This value voucher has BOTH an EAN code and a unique security code, which ensures greater security upon redemption.

For increased security or to personalize an offer, the value voucher can be provided with an extra code – a security code. This means that the value voucher can only be redeemed once, after which it expires. The security code allows you also to create personal offers, which provide more opportunities for follow-ups.

### EAN code

- The EAN code should be placed on the left, as it is scanned first during checkout.
- A light background gives the best results.
- The code must be created according to the EAN13 standard and should be **at least 35x20 mm**.

### Unique security code

- The security code should be placed on the opposite side of the EAN code as it is scanned after the EAN code during checkout.
- The security code format consists of an interleaved 2 of 5 barcode and should be **at least 35x20 mm**.

### PROOFING & APPROVAL

We recommend that you send us a proof-sheet before you print your value voucher to allow us to check the value voucher's design and function. Send the proof to: [hello@clearon.se](mailto:hello@clearon.se)

## This is how the coupon should be designed.

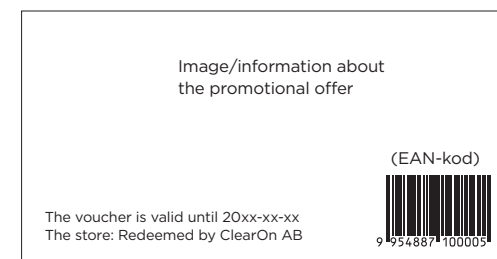
### Mandatory text for Goods voucher/Payment voucher:

The entire value of the coupon must be used at one time of purchase.

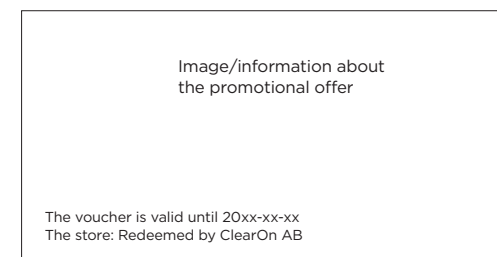
### Recommended text for Discount coupons:

Can not be combined with other offers.

### Single page coupon



### Double sided coupon front



### Double sided coupon back



## Print via ClearOn

As part of the process, we offer printing of coupons, vouchers, money orders and payments as well as other coupons that can be used in cash back promotions, contests and similar activities.

You order the print when you create a campaign in ClearOn Customer portal. There you will also find format types such as lead- and delivery times. Of course, we also arrange reprints of existing campaigns and special solutions if wanted, for example special requirements for paper, format, etc.

Read more about Print services [HERE!](#)





## Contact

If you have any questions regarding ClearOn Customer Portal, how to create campaigns or anything else, please feel free to contact us. Good luck with your campaigns!

### Email

hello@clearon.se

### Phone

Phone nr: +46 8-588 340 59

Opening hours: Weekdays 9 am–5 pm

