

WARNING

- For a double-sided coupon, the value should only appear once on each face and in such a manner that the coupon could not be divided or tendered in two pieces.
- Coupons with over-redemption insurance must be notified to the coupon handling house in advance as the coupons redeemed will need to be retained. (These might be required for legal/audit purposes).
- The coupon handling house must be notified in advance if additional information needs to be captured or the coupons need to be retained for any other reason.

COUPON USAGE IN NON-PRINTED MATTER

For information and advice on internet and electronic coupons please consult the ISP's website at www.isp.org.uk/coupons

ADDITIONAL BAR CODES eg. PIN/URN

Additional bar codes can be added to the coupon to provide more information for either the manufacturer, retailer or coupon handling house or all parties. This information is usually encoded in a PIN/URN bar code. For example, these can be printed using a Code 39 or an Interleaved 2 of 5 symbol. Contact your coupon handling house for further information, symbol content and advice. The scanning quality of these symbols should also be checked before circulation. This bar code should be printed where possible horizontal to the main bar code and at least 5mm from the edge of the main bar code (including light margins) so as to avoid mis-scans. If the reverse of the coupon is used, the main bar code should be on the front of the coupon and the PIN/URN code on the reverse. This additional bar code can be placed anywhere on the coupon, ensuring that its placement will not impact the clarity of the coupon, eg. along the top left corner of the coupon. Contact your coupon handling house for guidance. The additional bar code can be used to track the promotion, tie the coupon back to information in a database or to identify specific information such as demographics etc.

MATERIALS

Coupons should be printed on durable material of a weight and texture which is easy to handle without coupons sticking together or ripping. Materials such as polythene or cellophane are feasible although special care will be needed to ensure that the bar code will scan. The use of unusual materials for coupons should be discussed with both trade customers and the coupon handling house prior to production. Unusual or difficult materials, eg. foil, tub lids etc., can cause handling problems at the retailer or coupon handling house.

ADDITIONAL CONSIDERATIONS FOR ON-PACK COUPONS

Care should be taken to ensure that the coupon bar code is not visible at the time of product purchase. This is to avoid potential confusion at the checkout. Promoters should ensure that coupons which are attached to labels or direct to packages are properly secured to prevent loss, yet remain detachable. Coupons should be situated so as not to become soiled or stained by either direct contact with, or use of, the product. Where coupons are embodied as part of a special pack it is particularly important that the words 'off next purchase' must appear in one bold typeface, size and colour. Careful consideration should be given as to the desirability of a closing date, especially where the product carries an extended 'minimum durability' date. In any event, the coupon closing date should always be the subject of specific consideration. When on-pack coupons coincide with any other kind of special on-pack price or money-off marking applied by the promoter, then one should be clearly differentiated from the other.

TRADE NOTIFICATION

Promoters should notify their trade customers in advance of their intention to issue on-pack coupons. It is also advisable to notify the trade in advance of major off-pack coupon campaigns.

Outer cases containing coupon packs should be readily identified as such.

During a 'cross-coupons' campaign, promoters should ensure that both brands are stocked by their trade customers.

COUPON HANDLING COSTS

Where promotional schemes take the form of coupons redeemable through the trade you will incur the following costs that should be budgeted for when planning a campaign: • A trade handling allowance for the retail

trade (this benchmark figure is agreed between the Food and Drink Federation and the British Consortium).

- Handling house fee.
- Postage reimbursement.
- Any additional charges for handling coupons such as free product coupons or non-barcoded coupons

ALLOCATION OF COUPON NUMBERS TO PROMOTIONS

The structure of a coupon number is as follows:

Coupon Identifier (allocated by e.centre)	Issuer Number (allocated by e.centre)	Reference Number (sequential number allocated by the company responsible for coding the coupon)	Value (Redemption value in pence, max. £9.98=998)	Check Digit (www.ecentre.org.uk/frameset_barcode_cdc.htm)
9 9	N N N N	N N N	V V V	C

NB. Different coupon reference numbers must be allocated when:

- there is any change in the face value;
- there is any change in the expiry date;
- there is any change in the promotion;

NB. The Issuer number changes when the brand owner changes. All future coupons issued should use the new brand owner's Issuer Numbers. Failure to do so could incur costs on both parties.

For values in excess of £9.98, 999 should be placed as the value in the bar code and the actual value should be printed on the coupon. Please notify your handling house in advance.

The following promotions **CAN** be encoded using a coupon: • **Money-off next purchase.** This encodes a specific amount to be deducted from the price of a specified

product within a specified retailer. A single coupon can only encode one amount per product to be promoted. • **Free Product Coupons.** Where there is an intention to provide consumers with a coupon for the entire purchase price of a product, special care is needed. Promoters wishing to issue 'free' product coupons are advised to consult their major trade customers and handling house before issue. The coupon should clearly show a fixed value ie. 'Free up to a maximum retail price of £1.49' or 'Free up to a value of £1.49', which will be the amount redeemable irrespective of the Retail Price charged by the trader. This value can either be encoded in the bar code or 'ooo' can be encoded as the coupon value to identify a free product coupon.

Certain promotions **CANNOT** be encoded using a coupon such as: Percentage off a product(s) and money off a variable weight item.

CHECKLIST

- Check that the promotion is suitable for the use of a money-off coupon.
- Handling houses must be notified in advance of coupon campaigns.
- Ensure that the coupon wording is legal, unambiguous and clear for the customer to understand.
- Ensure that the coupon identifies the value, the product, promoter and relevant retailers, as detailed in this brochure.
- The coupon handling house must be notified in advance if additional information needs to be captured or the coupons need to be retained.
- Ensure the coupon number is correctly compiled and is encoded within the EAN-13 symbol.
- Check the size of the bar code symbol, both the magnification and the bar height.
- Ensure that there are adequate light margins for the bar code symbol.
- Ensure that key lines are not surrounding the bar code on the final coupon.
- Check that the contrast between the bars and the background is adequate and that the colours chosen will scan.
- Ensure that any additional PIN/URN bar codes have been correctly positioned and encode the correct information (see section headed Additional Bar Codes).
- For on-pack coupons, check the position of the coupon on the final product to ensure the coupon bar code cannot be scanned at the point of sale.
- Handling houses must be notified in advance if additional information needs to be retained, particularly if the coupon is subject to over-redemption insurance cover.
- Ensure that no shrink-wrap, tape or other printing will obscure the bar code symbol on the finished product.

If in doubt, seek guidance from your clearing or handling house.

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Notes for Guidance on COUPONS Recommended Best Practice

PRODUCED AND PUBLISHED BY THE
COUPON COMMITTEE OF THE ISP

ENDORSED BY:

Direct Marketing Association

e.centre

The British Retail Consortium

The Federation of Wholesale Distributors

The Food and Drink Federation

The Incorporated Society of British Advertisers

ISP
INSTITUTE
OF SALES
PROMOTION

Arena House
66-68 Pentonville Road
Islington
London
N1 9HS

T. 020 7837 5340
F. 020 7837 5326
E. enquiries@isp.org.uk
I. www.isp.org.uk

NOTES FOR GUIDANCE ON COUPONS

INTRODUCTION

Coupons are a major promotional tool in the UK sales promotion industry and over 6 billion coupons are issued every year. It is clearly necessary in the interests of the efficient processing of coupons that guidelines are regularly updated and observed by all those engaged in the various stages of implementation.

This re-draft of the Best Practice guidelines is the result of extensive consultation throughout the industry and is commended to all users of coupons as essential reading.

It forms part of a wider project undertaken by the ISP Coupon Committee which includes Guidelines for Coupon Handling Houses, Electronic Coupons, Euro Coupons, Retailer Handling and Compliance (www.isp.org.uk/coupons).

OVERVIEW

When a coupon is issued it is handled by distribution media, the public, retailers and coupon handling houses. Accordingly, it must be made clear to consumers what they're being offered, where the offer can be redeemed and the time duration for the offer; Retailers are relied upon to accept coupons and check that they have been tendered along with the correct product. It is in the interest of all promoters to ensure that their coupons can be processed quickly and efficiently by both retailers and coupon handling houses.

Anyone responsible for the design and/or issue of a coupon that is intended to be redeemed through the retail or wholesale trade should refer to these Notes for Guidance to ensure that all coupons adhere to the basic requirements of good coupon design.

SCOPE

These Notes for Guidance cover the accepted basic requirements for a coupon which gives 'money off' a nominated product and which is designed to be redeemed through the retail or wholesale trade. They outline its design, size, redemption and handling requirements.

They have been prepared by the ISP Coupon Committee consisting of representatives from leading retailers, coupon issuers, coupon handling houses, the Food and Drink Federation, e.centre and the Newspaper Publishers Association.

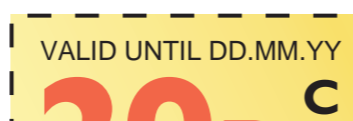
They have been endorsed and accepted by the following bodies as standard practice: the Direct Marketing Association, e.centre, the British Retail Consortium, the Federation of Wholesale Distribution, the Food and Drink Federation and the Incorporated Society of British Advertisers.

Special uses of coupons, such as proof of purchase, trade, variable face value and free product coupons, are more difficult to handle and may incur additional handling costs. Your handling house should be consulted before issue. These types of coupon are, however still subject to these Notes for Guidance.

THE DESIGN OF A COUPON

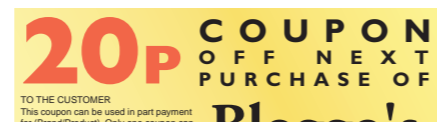
CLOSING DATES

- Where an offer closing date is applied, this should be clearly and prominently marked using the words 'Valid until'.
- Promoters should redeem coupons from retailers up to at least six months beyond any stated consumer closing date, but a retailer closing date should not appear on the coupon.
- See also section concerning on-pack coupons.



VALUE

- The sterling value should appear once as a **bold figure** on the front face.
- The word '**COUPON**' should appear next to or near the stated value.
- The words '**OFF NEXT PURCHASE**' should appear in one bold typeface.



INSTRUCTIONS

- Coupons should carry clear instructions to both consumer and trade on usage and redemption. Consumer instructions should be worded along the following lines: 'This coupon can only be used as part payment for (Brand/Product). Only one coupon can be used against each item purchased. Please do not attempt to redeem this coupon against any other product as refusal to accept may cause embarrassment and delay at the checkout.'
- The promoter's name and the redemption address should be clearly stated. The coupon should state that only one coupon can be redeemed per customer and per item purchased.



COUPONS INCORPORATED IN PRINTED MATTER

- Where coupons are incorporated in other print matter (e.g. magazines/ leaflets), the coupon must be easy to detach.
- A clear indication around the border of the coupon itself should appear as dotted or 'cut' lines.
- Check that the coupon is not printed on the reverse of another coupon, or on the reverse of any other bar code.

- Care should be taken to ensure that any copy in printed matter that refers to the coupon cannot be construed as being an additional coupon.

COUPON SIZE & SHAPE

- Rectangular
- Minimum size: 4cm x 8cm
- Maximum size: 7cm x 13cm

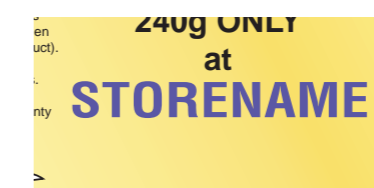
INTERNAL NUMBER

- An internally driven number can be inserted in this space for internal control, for example Manufacturer or handling house code.



RETAILERS

- Where coupons are only redeemable at specified outlets, the store name should be clearly stated. If the retailers name is not clearly marked the promoter risks the coupon being misredeemed or rejected by retailers or coupon handling houses.



PRODUCT DETAILS

- The product(s) and, if applicable, size(s) should be stated clearly and conspicuously.



COUPON BAR CODE

- All coupons that are intended for general redemption must carry an EAN-13 bar code (part of the EAN.UCC system for item identification). If you are unable to place a bar code on the coupon, please contact your coupon handling house.



- Each different coupon promotion requires a different bar code symbol to encode its reference number and value. The brand owner should allocate the barcode number except when it is a store specific coupon where the retailer should allocate the barcode number.

- The bar code should be printed wherever possible on white, and depending on the print process, at a size of at least 100% (26.26mm x 37.29mm). This includes the light margins which surround the bar code, and are safeguarded by the leading digit 9 on the left hand side and the light margin chevron on the right hand side. Key lines should not be printed near the bar code as they may cause difficulties when the bar code is scanned. (Preferred print colours for bars are black, dark green, dark blue. For other colour combinations please contact e.centre). (Please note that the magnification range for EAN symbols is from 80% to 200%. The minimum magnification factor that can be used depends on the printing method and substrate. Scannability will be impaired if a magnification factor smaller than print quality can sustain is used.

- The value encoded in the bar code should be the same as the face value of the coupon.
- The bar code, including its surrounding light margins, should be located at least 10mm from the base and right hand edge of the coupon.
- Prior to circulation, artwork or a sample of the coupon should be presented to the coupon handling house to verify its scannability.

- Coupon issuer numbers, which are not the same as company prefix numbers, are supplied by e.centre, 10 Maltravers Street, London WC2R 3BX, telephone 020 7655 9001. Numbers are only issued to e.centre member companies and a charge for issue is made.