



## Welcome to the MGA FOCUS!

These are bi-monthly publications focusing on what matters to you.

Each FOCUS will contain a featured article that has valuable information for you and your business. Below you will find an ad from one of our featured partners as well as upcoming advertisers.

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## Experts Predict Strong Coupon Year



If you are wanting to help build your business and provide additional and unique services then ACS is here for you. American Coupon Services (ACS) provides outstanding customer service, while staying up to date on the recent coupon technology. Below you will find an article about how experts are predicting a strong year as we look past post-pandemic savings. Remember ACS is here to help see you succeed with print or digital coupons. Call 800-260-4642 for more information.

"Coupon officials are optimistic about the prospects for print and digital offers in 2021. They expect redemption volume to grow, especially for digital coupons, while FSIs will hold their own. Meanwhile, the industry will increase their vigilance over counterfeit coupons.

Here are bold predictions for 2021 from the leaders of the coupon industry:

We will see coupon redemption volume continue to grow in 2021 as marketers, retailers, and shoppers re-embrace coupons in both tried and true, and new ways to achieve their objectives. We saw this rebound in both print and digital formats in 2020 – post the initial pandemic impact.

While we are all eager to move forward in the new year, 2020 brought with it innovation, such as the holistic deployment of marketing technologies and redemption performance insights that enhance the utilization of omnichannel solutions in today's dynamic marketplace. More brands will adopt these advancements in 2021 as they compete for shopper purchase behavior.

Additionally, improvements in coupon controls at point of sale, and separately the adoption of industry standards to enable universal coupons, will accelerate based on the foundation built this past year. Despite everything else, the coupon ecosystem will continue to progress, enabling the vital connections necessary to motivate consumer response.

*Charlie Brown, VP, Marketing, NCH*

The coupon industry is going through a period of transformation, as safety has become a vital necessity alongside cost and convenience for today's shoppers. Hybrid grocery shopping trends are practically guaranteed to continue into the new year, with consumers purchasing groceries both in-store as well as online, to meet their needs of convenience while protecting their health.

Today's shoppers are looking for savings opportunities and will continue to do so post-pandemic. So, it is important that retailers provide personalized cost-savings options, whether this means price incentives or coordination with brands for consumer and trade promotions. This is shown through a recent Inmar Intelligence survey, which found 61 percent of shoppers switched purchase loyalty to less expensive brands since the start of the pandemic. Thus, to maintain customer loyalty in 2021, it is critical that retailers offer these discounts and promotions.

Consumers have shifted how they shop during the pandemic – potentially forever altering how they make purchase decisions. However, one thing has remained constant – their desire for value, coupons and deals. In 2021, we expect consumers to seek increased utility in how they discover and utilize coupons. Our Consumer Intel Report, based on consumer surveys, highlights both the financial as well as emotional benefits of engaging with offers with 69% saying that using a coupon makes them feel smarter.

We also found that coupons inspire 61% of shoppers to try a new brand and 60% said receiving a coupon or discount speeds up their decision to make a purchase.

We believe consumers will continue to seek and use both print and digital offers and discounts. There also is an opportunity for the industry to make this easier to do with the expansion of technology and data to drive universal coupons in both channels.

*Curtis Tingle, SVP, Print Media Product, Valassis."*

*-By Jack Grant [www.cpgmatters.com](http://www.cpgmatters.com)*



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For more information call 800-260-4642 or visit [www.AmericanCouponServices.com](http://www.AmericanCouponServices.com)

## Focusing on a New Year for Missouri's Legislation

With the ringing in of 2021, we find the United States of America at a crossroads; where are we as a nation, United or Divided, extremist or centrist, or hatred or kindness. Do we continue to focus on division, or do we focus on uniting? Do we focus on differences or on common ground? Do we focus on anger or tolerance? While the media and social media have their own agenda's, I encourage "we the people" to focus on what makes the United States of America the greatest country on earth. I choose unity, commonality, and tolerance.

With the dawning of the New Year, we will see many changes in the political spectrum across the nation. Some changes bring with it the opportunity for success as an industry, while others will create new and more complex challenges for the grocery industry. It is times like these when the relationships the Missouri Grocers Association has formed, both nationally and within the Missouri State Capitol, becomes vital for the continued success of our industry.

On Wednesday, January 6th, Missouri kicked off the 101st General Assembly with the swearing in of the Missouri House and Missouri Senate. This legislative session will welcome many new faces, with 11 new Senators and 49 new House members. While the Missouri Grocers Association has maintained healthy relationships with our legislators across the state, our presence over the coming months is key to building relationships with the new legislators, ensuring The MGA remains a strong and respected industry expert in the Capitol.

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