

OBJECTIVE

Provision presented Retail Pharmacies with an innovative Point-Of-Sale (“POS”) consumer savings program referred to in stores as the “*wellness+ with Plenti 3D Savings Center*” platform. A unique and **interactive destination** for consumers, the 3D Savings Center **invites users to browse and print coupons and promotions** from nationally branded and local advertisers across a multitude of categories. Additionally, an **eye-catching 17” 3D holographic display projects high resolution video advertisements** floating in space approximately 12” in front of the screen, thus creating an exciting and memorable experience for consumers and a guaranteed impression for advertisers!



STRATEGY

3D Savings Centers are located in **high traffic, high visible locations** within retail stores to maximize the opportunity to intercept and interact with customers inside the store. This powerful POS tool is designed to reach thousands of consumers visiting the store each week before they make their purchasing decisions. Each coupon and/or promotion is made available to consumers for **immediate in-store redemption** during their current store visit.

Consumer Products Goods (“CPG”) Manufacturers determine their own promotional program, e.g. whether it’s a “\$1.00 OFF” coupon for their products, a “Buy 1, Get 1 Free” promotional offer, or other creative solution they deem motivational to drive customer trial.

EXECUTION

The 3D Savings Centers started their initial advertising campaigns in April 2016 with 7 nationally recognized brands from CPG manufacturers, ranging from drinking water products to personal care products. At the end of August 2016, the 3D Savings Centers campaigns **grew to a total of 20 nationally recognized brands**, further expanding product offerings into additional health and wellness categories. During this period of time there were approximately **500 stores** containing the 3D Savings Centers in top demographic markets of the U.S., including Los Angeles and New York.

RESULTS

During this initial five month period, there were a total of **295,640 coupons printed**, resulting in an **average percentage of coupons redeemed of 17.4%**! This is a 10X improvement when compared to published national average coupon redemption rates of 1.2%. Some offers have reported individual redemption rates as high as 44%!