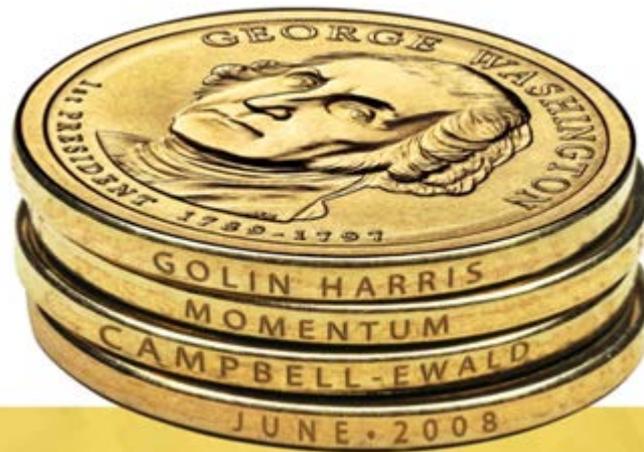




UNITED STATES MINT

# \$1 Coin Pilot Program

JUNE 17, 2008

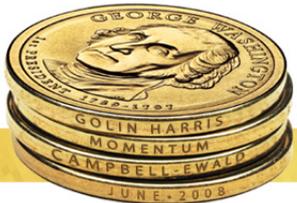


REAL CHANGE PARTNERSHIP

\$1 Coin Program | Circulation Support Program | Solicitation NUMBER USM-HG-08-0004

# Why We Are Here

- **Purpose:** Recap the Messaging Strategy, Retail Plan and Advertising Creative to Achieve Robust Circulation of the \$1 Coin in Pilot Markets
- **Anticipated Outcome:** Decision to Proceed with Implementation of the Plan as Proposed



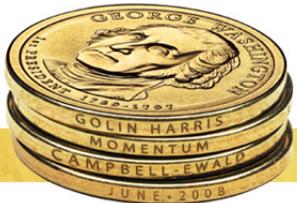
# Agenda

Recap Messaging Strategy  
Execution

Retail Strategy and Plan  
Advertising Creative

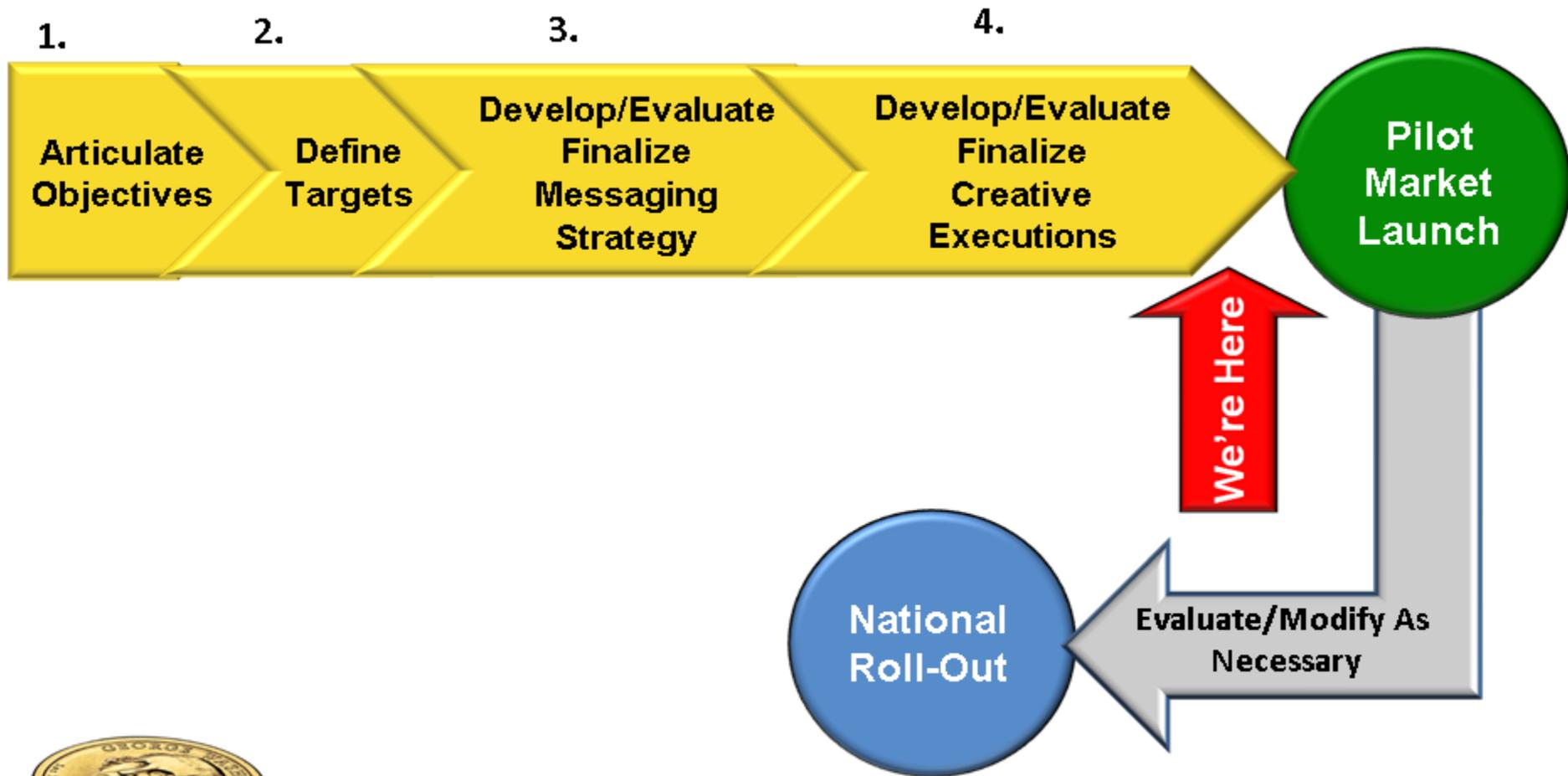
Q&A

Decision



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# Program Development Process



# Program Objectives

Launch program in four Pilot test cities to . . .

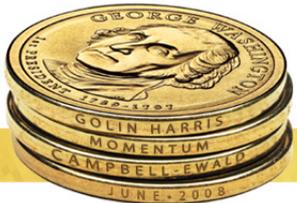
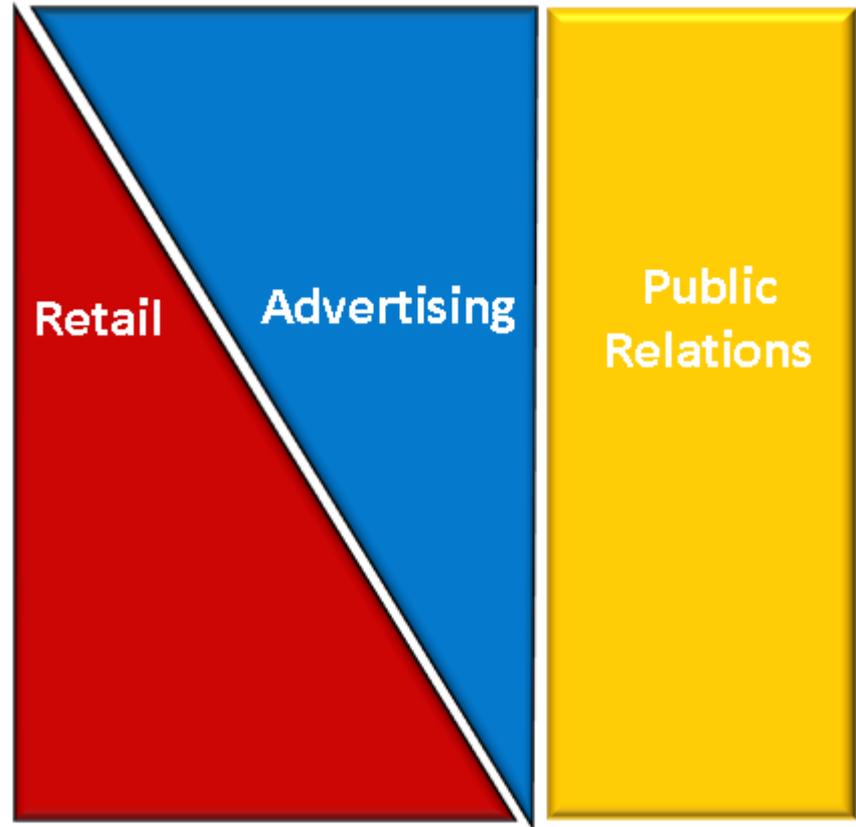


# Integration in Action

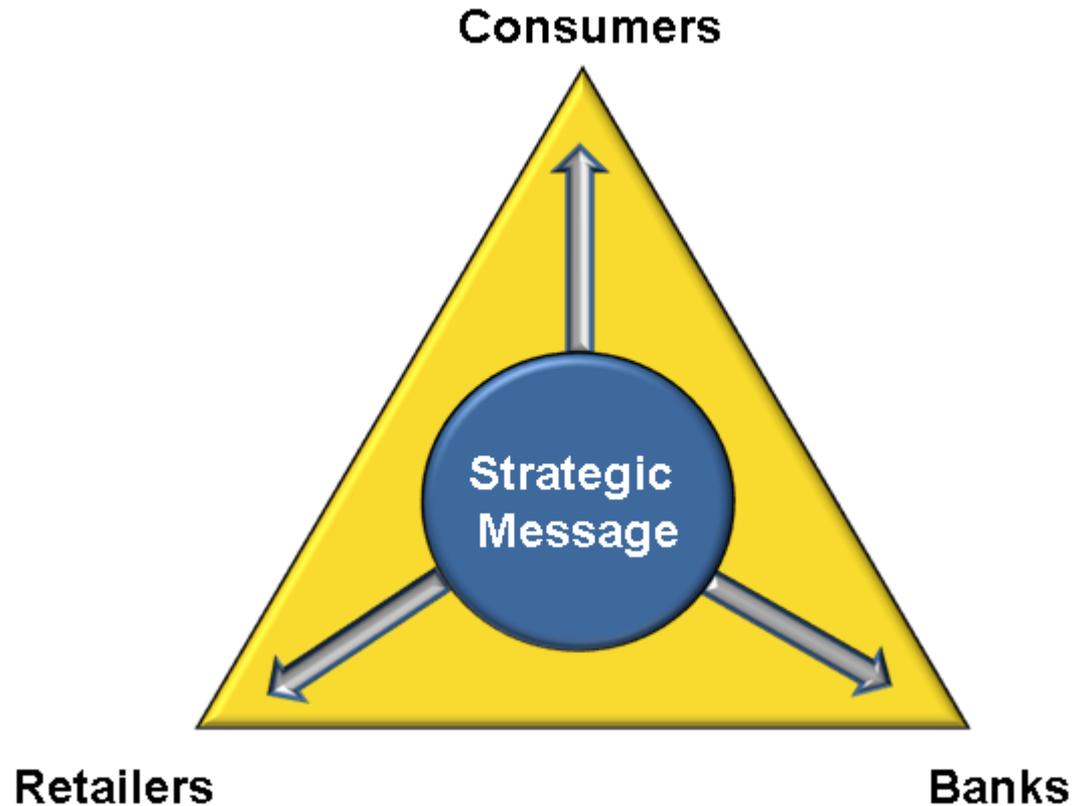
**Create Understanding  
and Interest**

**Ignite Acceptance**

**Increase/Sustain Usage**



# Messaging Strategy Needs to Resonate with Three Targets to Drive Circulation



# Strategic Messaging Development Process

Secondary  
Research:

Consumer, Retailer Relevance; Gallup Landscape Research

Primary  
Research  
Stage 1:

Demand and  
Acceptance Study

Initial Gallup  
Research 1/08

Initial RCP  
Research 1/08

Primary  
Research  
Stage 2:

Gallup Strategic Messaging Research  
12 Focus Groups 4/08

Finalize Strategic Direction

Begin Creative Development Process



# Initial Key Learning Stage 1

Secondary  
Research:

Consumer, Retailer Relevance; Gallup Landscape Research

Key Learning:

- 82% of consumers/83% of retailers are looking for ways to be more “green”
- Recyclability/longevity found to be leading “green” attributes

Primary  
Research:

Demand and  
Acceptance Study

Initial Gallup  
Research 1/08

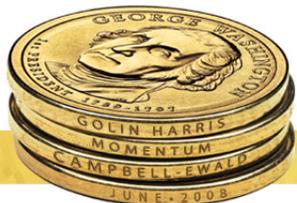
Initial RCP  
Research 1/08

Key Learning:

Utility/convenience  
messages did not  
motivate

Saving GOV'T  
money, education,  
and patriotic  
messages-did not  
motivate

“Green” messages  
appealing and  
potentially motivating  
to consumers and  
retailers



# Key Learning Stage 2

## Gallup Tested Five Strategic Messages

**Longevity/durability:** The longevity of the \$1 Coin will help make the world a little greener.

**Save Money:** The \$1 Coin can save taxpayers about \$500 million every year.

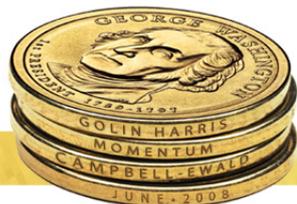
**Recyclable:** The \$1 Coin provides an easy way for all of us to contribute to a greener environment.

**Patriotic:** The \$1 Coin is a truly distinctive and unique American coin.

**Utility:** The \$1 Coin is easier and more convenient to use in every day cash transactions than \$1 bills.

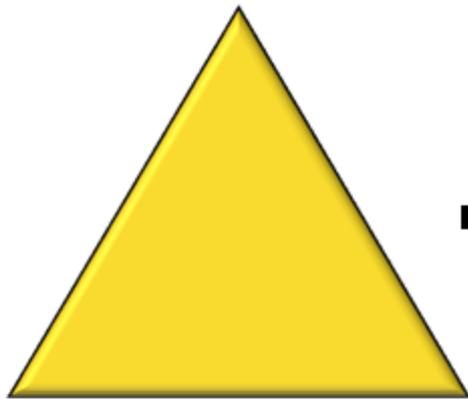
Most appealing/  
motivating      2nd most  
appealing/  
motivating      Most or 2nd  
appealing/  
motivating

43%	26%	<b>69%</b>
22%	21%	<b>43%</b>
21%	22%	<b>43%</b>
8%	18%	<b>26%</b>
7%	13%	<b>20%</b>



# Opportunity

Consumers



**Longevity/ durability:** The longevity of the \$1 Coin will help make the world a little greener.

69%

**Save Money:** The \$1 Coin can save taxpayers about \$500 million every year.

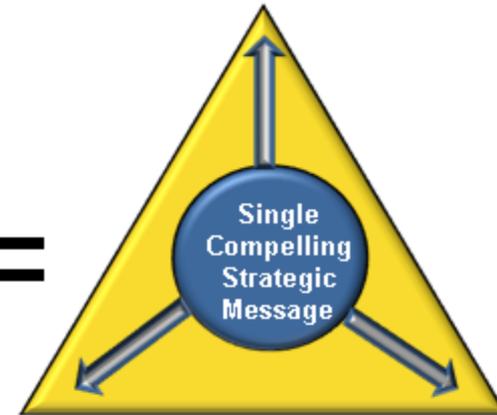
43%

**Recyclable:** The \$1 Coin provides an easy way for all of us to contribute to a greener environment.

43%

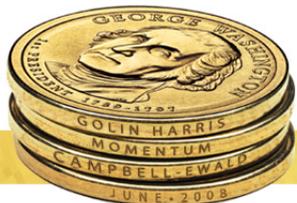


Consumers



Retailers

Banks



# Recommended Strategic Direction For the Pilot Test

**Using the Presidential \$1 Coin  
provides an easy way to help  
save our country's resources.**



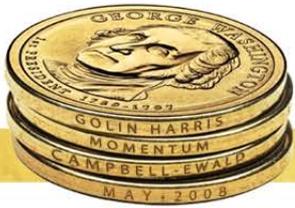
# Recommended Strategic Direction For the Pilot Test

Using the Presidential \$1 Coin provides an easy way to help save our country's resources

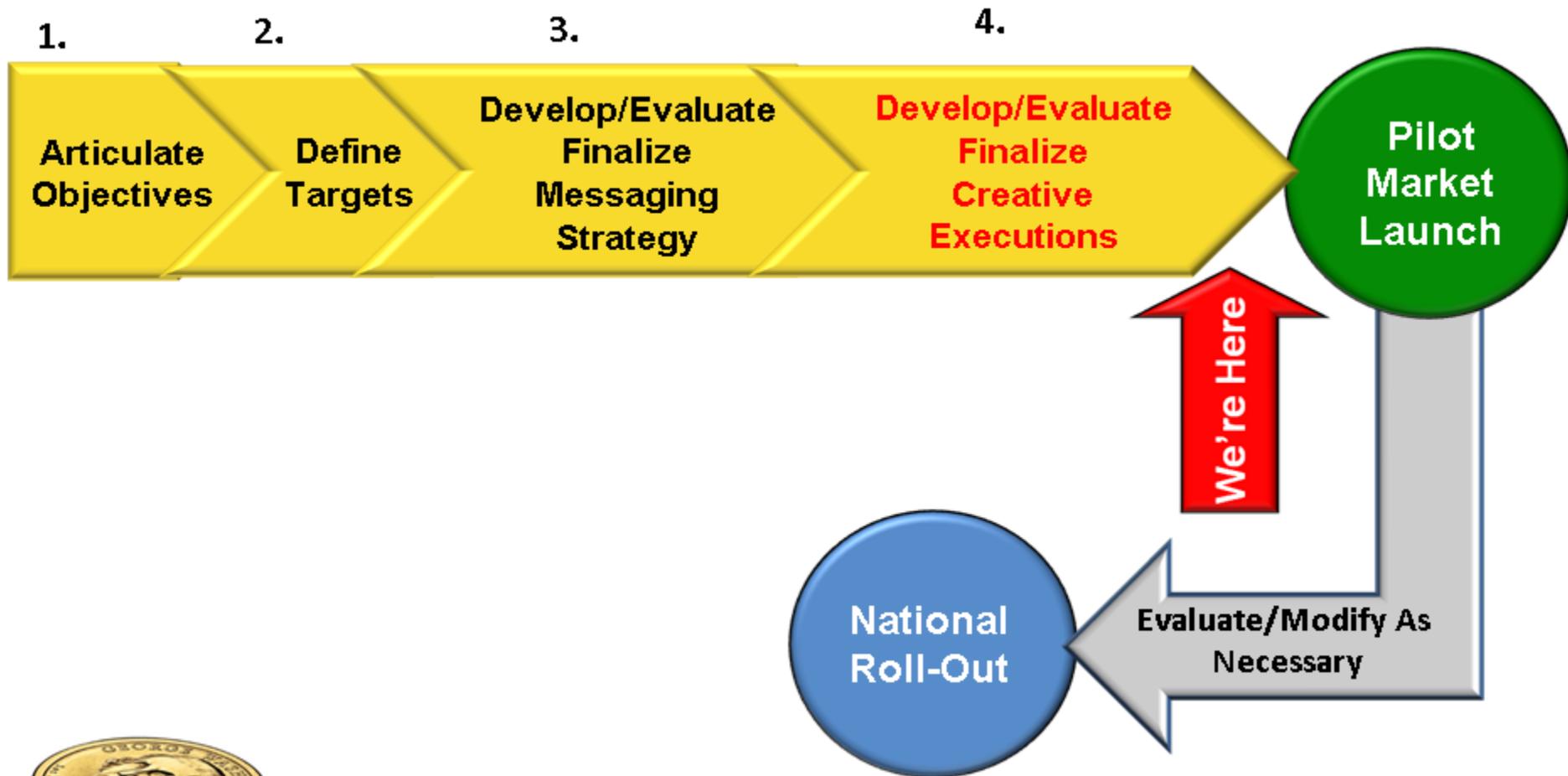
The Presidential \$1 Coin is 100% recyclable and lasts for decades, thus contributing to less waste in our environment. And that, in turn, could save our country more than \$5 billion every decade.

## Rationale:

- “Save resources” combines “*natural* resources” with “*financial* resources” – two strongest concepts
- Focuses on recyclability and long lasting as key reasons-to-believe
- “Utility” will be addressed in relevant “place space” applications as a reminder that it’s an easy way to take action



# Program Development Process



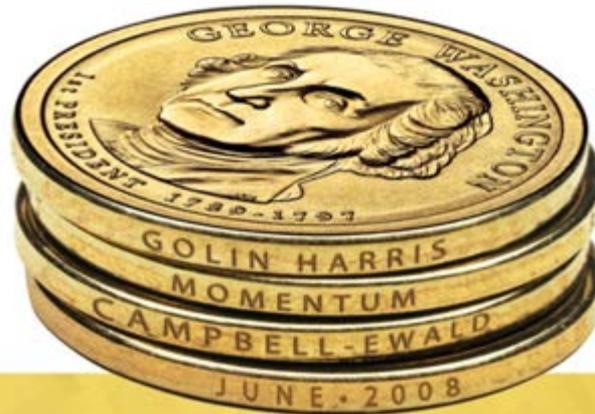


UNITED STATES MINT

# \$1 Coin Pilot Program

## Collaborative Retail Relationships

### Strategy and Retail Sell-in Presentation



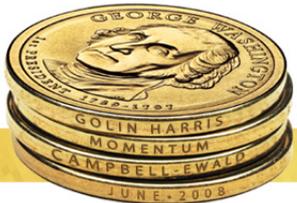
REAL CHANGE PARTNERSHIP

\$1 Coin Program | Circulation Support Program | Solicitation NUMBER USM-HG-08-0004

# Validating the Retail Approach

**Robust Circulation of the \$1 Coin** will be achieved by implementing comprehensive programming to *affect transactional behavior of both shoppers and cashiers* at available points of purchase in the pilot markets.

- **Retailers provide the access** necessary to influence behaviors of these groups on both sides of the transaction.
- **In-store messaging is a powerful medium** in affecting shopper behavior.
  - Over 70% of purchase decisions are made in-store.
  - Leading Consumer Packaged Goods companies like P&G, J&J, and Kraft are significantly increasing the budgets allocated to this critical point of influence.
- **In-store space is sold at a premium**, so it is imperative to leverage collaborative retail relationships to gain access to points of purchase.



# Effectiveness of Retail Events and Sampling

**Events and Sampling are critical components of an effective retail activation program** and represent a significant portion of the in-store spending by major manufacturers in all classes of trade and particularly in mass merchandise.

- **Events**

Leading retailers recognize events as a point of differentiation and an opportunity to drive shopper excitement as well as incremental store and category traffic.

***Wal-Mart broadly leverages “Retailtainment” events to deliver a unique shopping experience to their shoppers.***

- **Sampling**

Product sampling gives consumers a positive experience with the brand and is recognized by most experts as one of the most effective tactics in driving awareness and trial.



# Effectiveness of Retail Events and Sampling

- The purpose of sampling is to give consumers a positive experience of what the product is like, which will drive usage behavior
- Sampling, as a part of an event program, can deliver strong results against different marketing objectives:
  - **Overcomes misperceived** impressions of the brand thereby **BREAKING THE NETWORK EFFECT**
  - Delivers **new news** about a brand
  - **Supports other market programs**, but only in ways that will generate trial (e.g., Generate impressions/support PR events, etc.)

***Samples used on their own produced purchase conversion rates between 50 and 140% higher than those produced by discount coupons alone and over 100% higher than if there had been no promotion at all.***

- Secondary research indicates that consumers find sampling to be the best means of communicating new and existing products



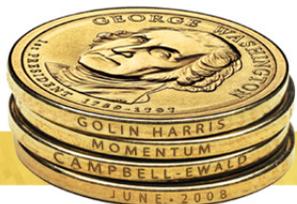
# Coin Exchange Tour as Added Value

**The addition of a mobile event – The Coin Exchange Tour - is an extremely valuable asset, critical to securing collaborative retailer support**

- The Coin Exchange Tour serves as an highly visible, media-worthy mobile sampling event that takes the program out of the store to maximize attention and retailer exposure to new shoppers.
- Incremental vendor activities in conjunction with the retail event drives traffic back into stores resulting in incremental sales.

**The addition of a high profile vehicle to the Coin Exchange Tour**

- Infuses PR events with greater opportunities to solicit earned media.
- Provides needed functionality, transport and live/stored security.
- Generates additional interest and support from both retailers and manufacturers eager to benefit from the increased visibility and attention-getting vehicle anchoring the coin exchange.



# Momentum

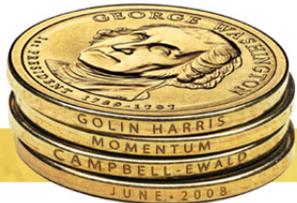
## Delivering Retail and Event Expertise

Momentum has over 2,000 experts across the globe who manage programs and award winning mobile tours for our clients representing many of the world's most powerful brands.



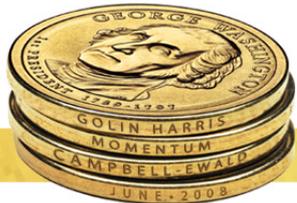
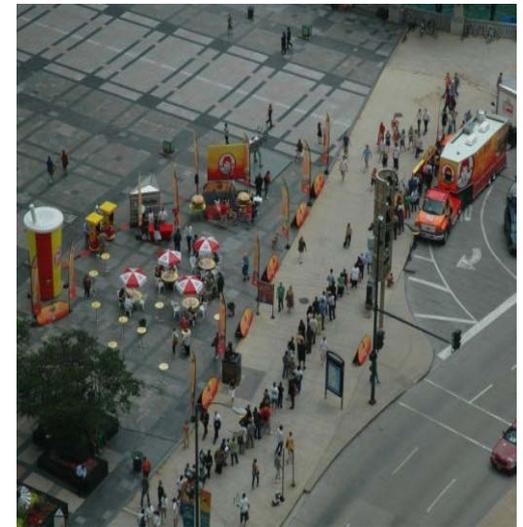
REAL CHANGE PARTNERSHIP

# Momentum Events: Kraft Foods Bagel-fuls Pop-up Launch & Retail Sampling Tour



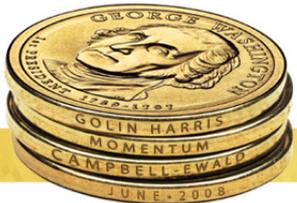
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# Momentum Events: Wendy's Great Taste Tour



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# Collaborative Retail Relationships Strategy



# Collaborative Retail Relationship Strategy

## Targeted Outreach

- 4 national relationships
- Aug 1 – Nov 15, 2008



## Solicit Retailers Who Will:

- Reinforce “green” messaging
- Encourage use
- Agree to a formal relationship
- Create, fund, implement customized promotions
- Have the ability to activate in market
- Provide necessary operational changes to accommodate coinage in process/system



## Outbound Recruitment

- Broad spectrum of prospects channels:
- Prioritize based on pre-determined criteria
- Identify key individuals
- Secure appointments
- Mutual interest in relationship into 2009 national rollout

## Broad Attraction

- Equitable and cost-effective for all retailers to participate



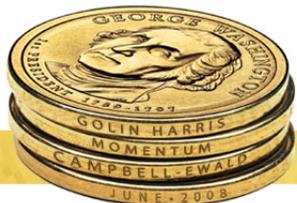
## Reach out to Retailers Who Will:

- Reinforce and extend \$1 Coin “green”
- Proactively encourage the use in transactions
- Utilize activation support including:
  - Standard or customizable in-store merchandising materials
  - Local Marketing Manager
  - Cashier training and incentive programs



## Inbound Recruitment

- Create solicitation ads in relevant media
- Local outreach
- Provide non-customized materials
- Asset personalization materials
- Event overlay
- Measurement/metrics



# Prioritization Rubik

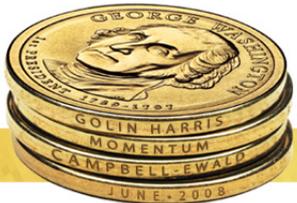
The following criteria will be used for initial Retailer assessment.  
 Criteria will be weighted to correspond with importance in the solicitation process.

Retailer	Selection Criteria	Criteria Weight	Rationale
TBD	Presence in each test market	150%	Cost efficiencies, synergies
	“Green” affinity	150%	Relevance, engagement
	“\$1 Coin” affinity	100%	Previous outreach
	Robust cash business	100%	Opportunity for \$1 coin use
	In-store merch opportunities	75%	Visibility
	Store Traffic	75%	Reach
	Engagement Readiness	100%	Established point of contact, ability to secure meeting and activate program quickly
	<b>TOTAL</b>		



# Collaborative Retail Relationships

Retail Sell-in Presentation





**TARGET®**

# Proposal for a Collaborative Retail Relationship to Drive Usage of the \$1 Coin

Presented to Target · June xx, 2008



# Agenda



- Meeting Objectives
- Background
  - Presidential \$1 Coin
  - \$1 Coin Pilot Program
  - The “Green” Platform
- The \$1 Coin Pilot Campaign
- Collaborative Retail Relationship Activation
- Benefits of Participation
- How it works

## Next Steps



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# Retailer Meeting Objectives



- Present current \$1 Coin Pilot Program
- Discuss opportunities to engage with the United States Mint through participation in the Pilot Program
- Clearly define the benefits of participation to various stakeholders representing potential collaborative retail relationships



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# Background: Presidential \$1 Coin

- Issued in 2007, in accordance with the Presidential \$1 Coin Act of 2005
- Four new \$1 Coins each year
- Rollout scheduled thru 2016
- Composition
  - Identical electromagnetic signature as the Sacagawea Golden Dollar



THE \$1 COIN.  
IT'S REAL CHANGE.



UNITED STATES MINT

# Background: \$1 Coin Pilot Program

- **Overview:**

Integrated campaign to drive awareness and usage of the Presidential \$1 Coin in pilot markets

- **Locations:**

Grand Rapids, MI; Austin, TX; Charlotte, NC; Portland, OR

- **Timing:**

August through mid-November, 2008

- **Target:**

- Adult consumers
- Frequent cash users



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# Background: The “Green” Platform

- Tested messages to define platform
- Lead message:  
**Using the \$1 Coin will help make the world a little greener.**
- Extraordinary “Green” Market Relevance
- Other directional insights support “Green” platform
  - 82% of consumers are engaged in environmentalism and looking for ways to add “green” to their lives
  - 75% of Americans plan to be more environmentally responsible in 2008
  - 43% of shoppers say retailers’ green positioning is important to them



THE \$1 COIN.  
IT'S REAL CHANGE.



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# The \$1 Coin Pilot Campaign

Nothing wakes people up like the cold, hard facts. It gives people a reason to take action.

**FACT: The \$1 Coin lasts for decades and is 100% recyclable, so they're great for the environment. Using them now could help save the country up to \$5 billion every decade.**

Need we say more?

Not much, but we need to say it in a simple, Compelling way.

We need to show the coin.

Show it in use.

Show what it's capable of doing.

Ultimately, show that a little thing could make a big difference.



Because it's more than just a \$1 Coin,  
**it's real change.**



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# The \$1 Coin Pilot Campaign

RUSHMORE TV



Television

## Integrated Elements

Public Relations

Out-of-home media



Turns out that all our presidents are now conservatives.

Works well at bookstores, movie theaters, gas stations, hardware stores and saving the environment.



Print

And...Retail



# The \$1 Coin Pilot Campaign at Retail



Custom  
POS

Training for  
Target  
Teams

Incentive  
Program for  
Target  
Teams

Custom  
Live Event  
Overlay

Local  
Account  
Manager

= Comprehensive, turnkey programming  
at no cost to Target



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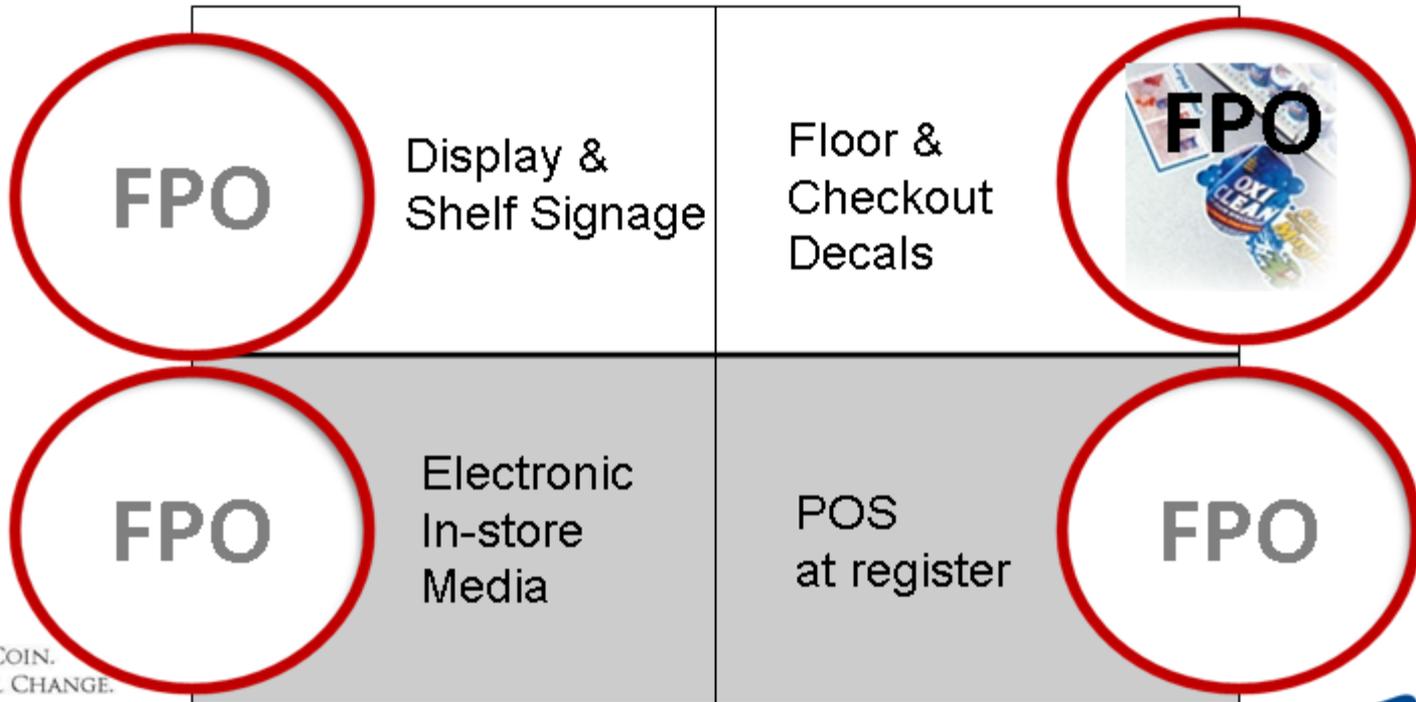
# Activation at Target



# Activation at Target



- Custom In-store POS



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# Activation at Target



- Live experiential event overlay at all participating stores in pilot markets
  - Extends program out of store
  - Creates \$1 Coin “exchange” station
  - Generates media attention
  - Drives awareness
  - Creates opportunity for incremental “Green” sampling & couponing
  - Opportunity for vendor co-op



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# Activation at Target



- Custom Training and Incentive Program for all Target Team Members at participating stores
  - Local Account Manager supports store level training and activation
  - Materials provided to stores by United States Mint
  - Incentive program aims to recognize and reward the participation of individual Target Team Members



UNITED STATES MINT

# Activation at Target



- Recognition and Incentive Rewards
  - Apparel with wide appeal
  - Design is consistent with the in-store “Green” messaging displayed at Target
  - Creates out-of-store advertising and ambassadors for both the \$1 Coin program and Target’s “Green” efforts



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# Benefits of Participation



- Builds Equity and Loyalty
- Drives Traffic in Participating Markets
- Widely Broadcasts and Support Target's Core Values
- Drives Incremental Product Sales
- Could Create Incremental Revenue Stream to Target



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# Benefits of Participation



- **Builds Target Equity and Loyalty**

- With current Target shoppers engaged in environmentalism as well as those seeking to activate
- With Target Team Members as they get involved in the delivery of the program as well as participate in incentives

- **Drives Traffic in Participating Markets**

- Programming creates new affinity with shoppers in the market who seek an alliance with retailers with strong Green positioning
- Tremendous earned media connects Target with a broad expanse of potential new shoppers



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# Benefits of Participation

- **Widely Broadcasts and Supports Target's Core Values**
  - To the local communities served through the pilot markets
  - Demonstrates the commitment of Target to conservation efforts and environmentalism in the local community

The screenshot shows the 'About Target' page with a navigation menu (ABOUT TARGET, CAREERS, NEWS, INVESTORS, COMMUNITY, DIVERSITY) and a sub-header 'About Target : Our Values : Protecting the Environment'. A sidebar on the left lists sections: About Target (Fast Facts, History, Our Focus on Design Awards + Recognition), Partners (Vendor Compliance, Partners Online), Our Values (Corporate Responsibility, 5% Giving, Protecting the Environment, LEED: Building Green), and History (Learn More). The main content area features the headline 'Real Commitment. Real Progress. Real Results.' with the subtext 'Minimizing our environmental footprint, one store at a time.' Below this is the 'Our Environmental Philosophy' section, which states that Target recognizes its responsibility as a team member, company, and global citizen to minimize its environmental footprint by reducing waste, using energy efficiently, and operating sustainably. It mentions LEED certification and the Green Building Rating System. A 'How we manage our waste' section includes a pie chart and a legend: Recycled Cardboard (57%), Trash and Environmentally Sensitive Waste (31%), Salvage and Return to Vendor Merchandise (11%), and Food Donations and Misc. Recyclables (1%). A note indicates that the 11% includes Distribution Center and Store Operations. A 'Print This Page' button is also visible.



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# Benefits of Participation



- **Drives Incremental Product Sales**
  - Provides opportunities to tie-in “Green” products and vendors to \$1 Coin program in-store to leverage exposure and drive sales of participating products
  - Offers vendors opportunities to engage in co-op programming at planned incremental distribution events to include sampling and couponing of “Green” products
- **Could Create Incremental Revenue Stream**
  - Tie in opportunities to vendors could create incremental revenue to Target through co-op promotional events to interested vendors



UNITED STATES MINT

# How it works



- **Coinage**

- Representatives of the United States Mint will work with store operations to ensure adequate orders and delivery of \$1 Coins.
- **No additional cost to store for the duration of the pilot program.**

- **Support**

- Local market account manager will work with stores to facilitate training and incentive programming.

- **POS Materials**

- Compelling POS materials to be created by Momentum in cooperation with Target. Messages will be placed on tactics selected by Target throughout the store and specifically at checkout.



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# Next Steps



- Schedule follow-up call to address any questions related to the proposal
- Identify additional key stakeholders with Target internal sponsor
- Schedule meeting with other stakeholders and key personnel to discuss program implementation, operations and timeline

Thank you



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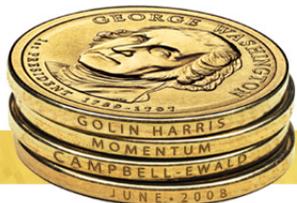
# Conclusion of Retail Presentation



# The Coin Exchange Tour

## Incremental Distribution Program

### Concepts for Retail and Non-Retail Applications



# Coin Exchange Tour Objectives

**Get \$1 Coins into as many hands as possible through retail and non-retail applications to engage and inspire consumers and retailers to keep them Circulating.**

Encourage “hands on” interaction with the \$1 Coin.

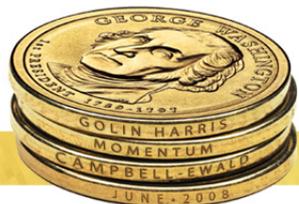
Drive incremental distribution of \$1 Coins.

**Deliver scalable and venue appropriate solutions for Retail and Non-Retail Events.**

Provide an interruptive, traffic-driver that captures the attention and imagination of current consumers and passersby.

Create a memorable, interactive, media-worthy way event to showcase the exchange.

**Provide a unique value added opportunity through the Coin Exchange Tour to secure collaborative retailers for the \$1 Coin pilot program in the four test Markets.**



# Tactics

## Attract

- Audio/video
- Motion
- Interruptive graphics

## Engage

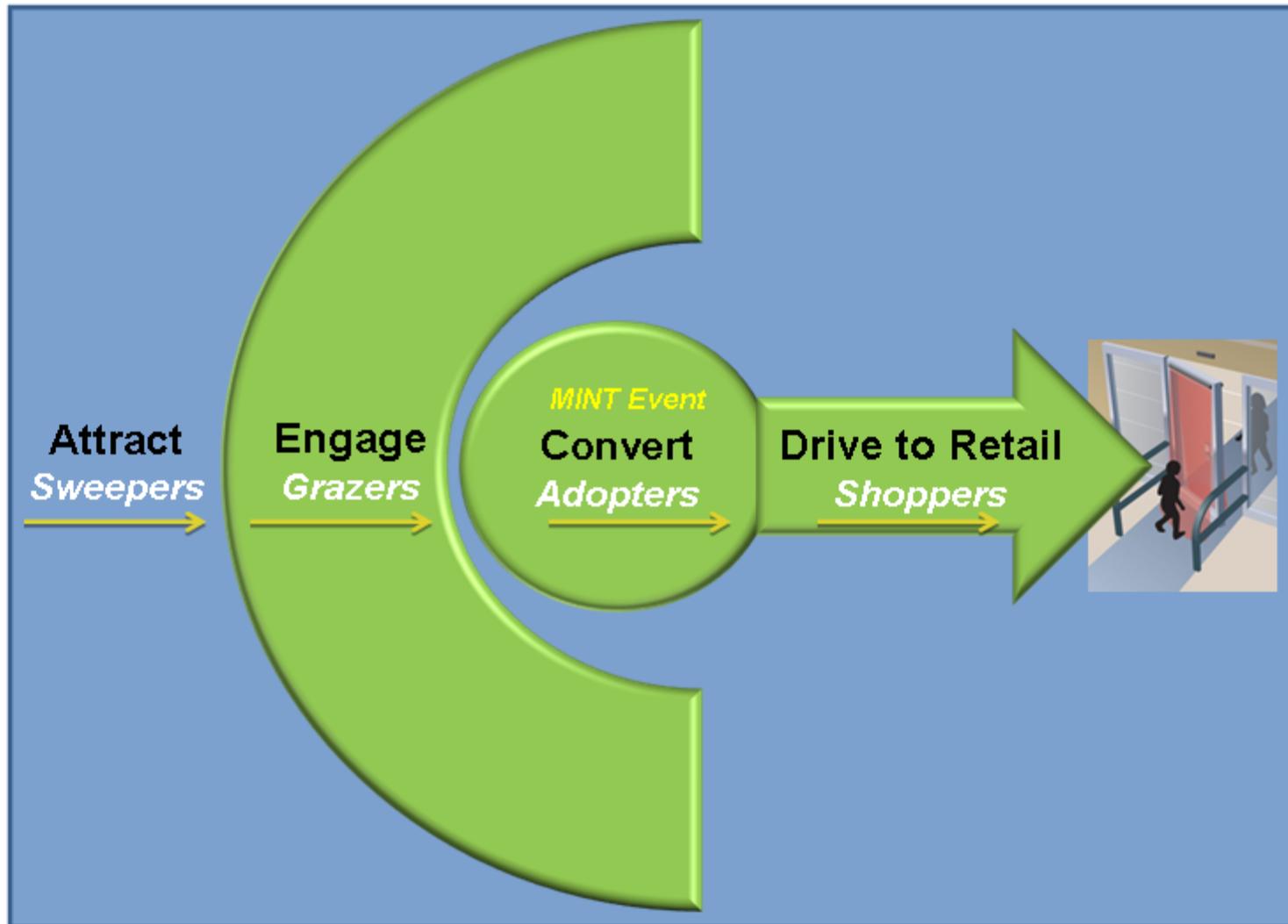
- Sweepstakes
- Games
- Challenge

## Convert

- Exchange incentives

## Drive to retail

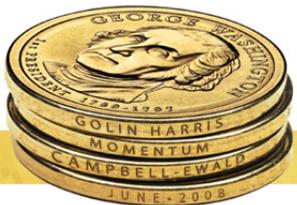
- Traffic-driving offer
- Match/win
- Shopping list



# Coin Exchange Retail Activation

## Activation Experience Features

- Enormous PR potential
- High Profile Vehicle
  - Two built-in \$1 Coin exchange units
  - Built-in plasma screen and speakers
- One free-standing exchange unit
- One free-standing kiosk with monitor, touch screen and exchange unit
- Audio
- Thematic signage
- “Change to Green” video
  - Series of segments, featured on built-in screen
- “What’s your greenprint?” touch screen activity
- “Change to Green” Game
- Lenticular buttons & Premium offers



# Retail Drivers

**Collaborative retailers may add traffic-driving overlays to maximize impact such as these:**

Green shopping list on a take-one tear pad or flyer

- Things you can buy right now to be more green
- Include coupon(s)

Scratch, match & win game

- Get a game piece when you exchange currency for \$1 Coins
- Use your \$1 Coin to reveal a code
- Take your game piece inside to see if your code matches a winning code at checkout
- Prizes determined by retailer

Vendor-supported gift bag with green product samples and coupons

Reusable shopping bag

- Exchange XX for \$1 Coins
- Get a free reusable shopping bag, made with recycled materials
- Include flyer/coupons/samples

Coloring contest

- Pass out posters featuring easy ways to be green
- Kids color them in and return them to the retailer
- Retailer displays entries and selects and rewards winners



# 2008 Throughput Detail

2008		Tour Vehicle 1			Tour Vehicle 2			TOTAL	
		In-Vehicle		Kiosk	In-Vehicle		Kiosk		
		↙	↘	↓	↙	↘	↓		
		Coin Exchange Machine							
Time in Pilot Market	Hours per day in market	8	8	8	8	8	8	48	
	Minutes per hour	60	60	60	60	60	60	360	
	Minutes per day	480	480	480	480	480	480	2,880	
	Minutes per week	2,400	2,400	2,400	2,400	2,400	2,400	14,400	
	Minutes in 80 day tour	38,400	38,400	38,400	38,400	38,400	38,400	230,400	
Transaction Potential	one exchange every 2 mins	19,200	2,400	2,400	2,400	2,400	2,400	31,200	
	one exchange per minute	38,400	38,400	38,400	38,400	38,400	38,400	230,400	
Exchange Rate @ 1 every 2 minutes	% Qty @ 2 minutes								
	\$1	50%	9,600	\$9,600	\$9,600	\$9,600	\$9,600	\$9,600	
	\$5	30%	5,760	\$28,800	\$28,800	\$28,800	\$28,800	\$28,800	
	\$10	15%	2,880	\$28,800	\$28,800	\$28,800	\$28,800	\$28,800	
	\$20	5%	960	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	
		<b>19,200</b>	<b>\$86,400</b>	<b>\$86,400</b>	<b>\$86,400</b>	<b>\$86,400</b>	<b>\$86,400</b>	<b>\$86,400</b>	<b>\$518,400</b>
Exchange Rate @ 1 per minute	Qty @ 1/min								
	\$1	50%	19,200	\$19,200	\$19,200	\$19,200	\$19,200	\$19,200	
	\$5	30%	11,520	\$57,600	\$57,600	\$57,600	\$57,600	\$57,600	
	\$10	15%	5,760	\$57,600	\$57,600	\$57,600	\$57,600	\$57,600	
	\$20	5%	1,920	\$38,400	\$38,400	\$38,400	\$38,400	\$38,400	
		<b>38,400</b>	<b>\$172,800</b>	<b>\$172,800</b>	<b>\$172,800</b>	<b>\$172,800</b>	<b>\$172,800</b>	<b>\$172,800</b>	<b>\$1,036,800</b>

2008 Pilot Market	3 Exchange Points	Exchange Range	\$518,400	-	\$1,036,800
	2 Exchange Points	Exchange Range	\$345,600		\$691,200



# Timing of Overall Retail Activation

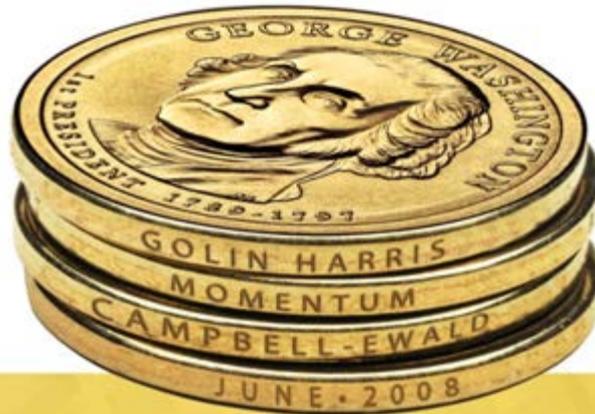
## June through December, 2008

	JUNE					JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER						
	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28			
					PR STARTS >>>		TV/RTL >>>			Aug 14 Andrew Jackson Release											DEAD MEDIA			Nov 13 Martin Van Buren Release										
Countdown to Launch	9	8	7	6	5	4	3	2	1	Retail Activation Begins																								
<b>BANK \$1 COIN ORDER OUTREACH</b>	All Bank \$1 Coin Stocking																																	
	Collaborative Relationship Bank Stocking																																	
<b>NATIONAL RETAILER ACTIVATION</b>	Develop/Pitch Retail Relationships																																	
	Collaborative Relationship Local Managers Activate In Mkt																																	
<b>MED/SMALL RETAILER ACTIVATION</b>	Asset Personalization Development																																	
	Asset Personalization Site Live																																	
	Collaborative Relationship Managers Activating Medium/Small Business Relationships																																	
	Retailer Microsite Planning																																	
	Retailer Microsite Live																																	
<b>ALL RETAILER ACTIVATION</b>	'Green' Presidential Material Planning																																	
	Green Materials Available																																	
<b>\$1 COIN INCREMENTAL DISTRIBUTION PROGRAM</b>	Program Development																																	
	\$1 Coin Activation Live in Market at Retailers																																	



UNITED STATES MINT

# \$1 Coin Pilot Program Advertising Development Process and Recommendation

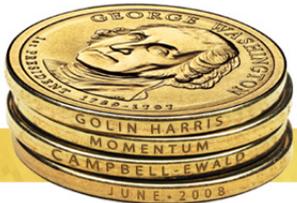


REAL CHANGE PARTNERSHIP

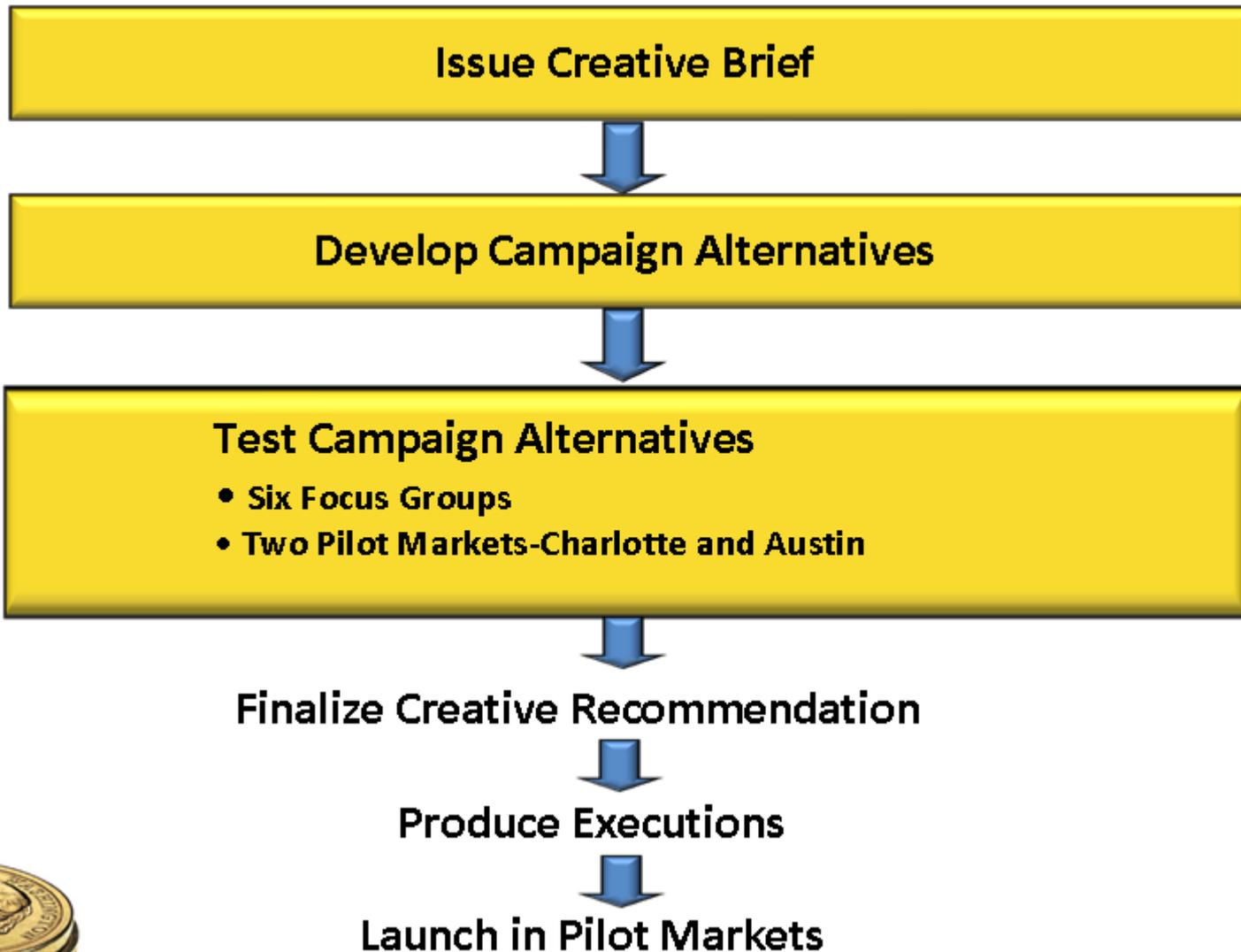
\$1 Coin Program | Circulation Support Program | Solicitation NUMBER USM-HG-08-0004

# The Advertising Plan

<b>What It Is:</b>	<b>A comprehensive plan to promote usage</b> - Broadest reach, highest frequency
<b>Why It's Critical to Success:</b>	<b>Advertising is key to changing people's opinions/behavior on large scale</b> - Critical to achieving <b>ROBUST</b> circulation
<b>How It Works:</b>	<b>Combination of TV, radio, news weeklies, online advertising, social marketing -- to deliver effective reach and frequency</b>
<b>Expected Outcomes:</b>	<b>Committed Retail Support</b> <b>Widespread consumer acceptance and usage</b>



# Creative Development Process



# Testing Stimuli

- **Five :30 TV storyboards**

1. Mt. Rushmore
2. Lady Liberty
3. Squirrel
4. Bus
5. Spend Wisely



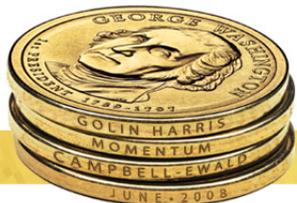
Recommend two  
for production

- **Seven Print Ads**

1. Clean up the earth
2. Great for chips
3. Cherry tree
4. Conservatives
5. Shadow
6. 100% recyclable
7. Dollar doesn't go far



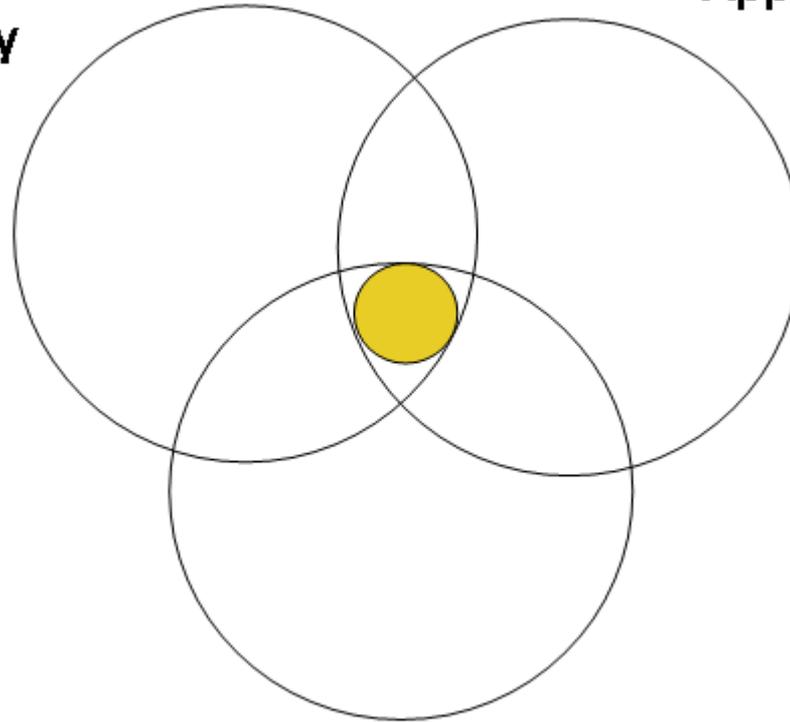
Recommend four  
for production



# Testing Criteria

Clarity/Communicates  
Strategy

Appealing



Motivating



# Key Focus Group Findings

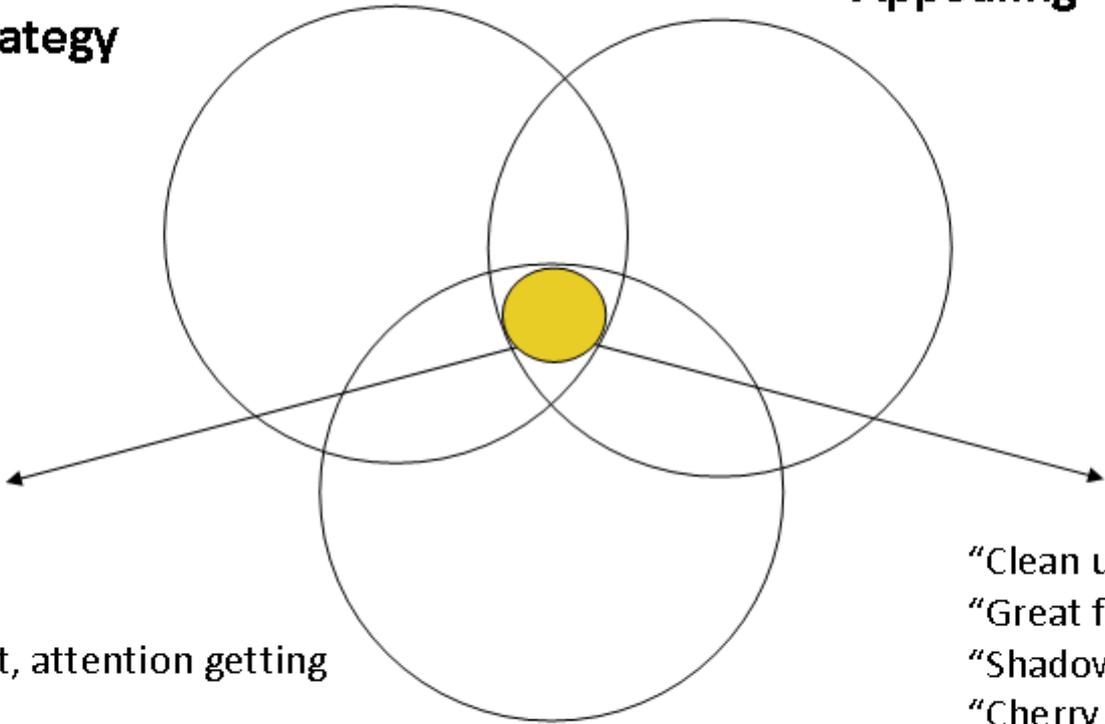
- All executions communicate the approved strategy *and* resonate with consumers
- The research clearly showed that “100% recyclable” and “Lasts for decades” have distinctly different meanings and are most powerful when used together
  - “100% recyclable” is a powerful, and necessary, proof point for the “saves *natural* resources” message. Consumers understood that it means reusable and no waste. **No one thought that it meant that the Coin is disposable.**
  - The proof point “Lasts for decades” is needed to drive the “saves *financial* resources” message. Saying “lasts for decades” is clear and believable; saying “Lasts forever” lacks believability (i.e. “nothing lasts forever!”) and it came across as advertising puffery.
- Separate research among store managers and cashiers validates the power of these claims with the retail trade



# Recommendation

**Clear and Communicates Strategy**

**Appealing**



**Television**

“Mt. Rushmore”  
“Lady Liberty”

- Big, important, attention getting
- Synergistic
- Strong connection to coin

**Print**

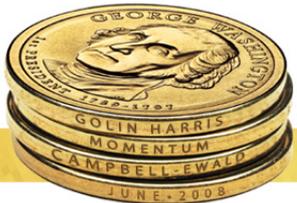
“Clean up the earth”  
“Great for chips ...”  
“Shadow”  
“Cherry tree”

- Engaging, impactful
- Reinforces TV and retail materials

**Motivating**



# Creative



# Next Steps

- Agree on recommendation
- Begin production immediately
  - **Maintain early–August launch schedule**
- Thank You

