

# HCMN CASE STUDY: Jennie-O

## Components:

- Panel media with IRC coupon distribution via tear pads; cling advertising; mobile call-to-action to opt in to receive periodic mobile text message recipes.

## Success Measurements:

- HCMN record for coupon redemption rate: 18%
- Jennie-O has run campaigns with HCMN for five consecutive years and each year the brand's coupon redemption rate has increased.
- Hundreds of members opted in to receive mobile recipes, with few opt outs.



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