



Marketing Ideas - 4

Designed for Newsagents

The following marketing idea have been tried and tested, however UK Exhibition accepts no responsibility for your own adoption to your business. Please treat the following as guidance notes:

Feedback: Please email us if you find the below information of great benefit + if you have used the idea, also tell us the results as feedback is paramount to all businesses - [Best of Luck](#)

Guess the Contents of the Tins

The following marketing idea is designed to assist small privately owned Newsagents or shops within the media business however; it can also be adopted in a wide range of service areas

Marketing idea is popular with public as it is easy to enter and the administration is easier to run

The Promotion:

Twice a week, you conceal a voucher inside one of the newspapers and this will entitle the finder to a free copy of that newspaper each day for a period of two weeks.

The voucher can be hidden in different editions. Take care to conceal the vouchers so that it proves very difficult to riffle through the contents on every paper just to find the vouchers. A large poster in your main window and inside your shop is vital for a success of this promotion. Poster advertisement plus word of mouth should soon arouse public interest and support.

Financial support from your newspaper supplier is worth while considering as they will benefit from this success campaign also if they become involved you can increase the vouchers to allow larger amount of winners

Equipment needed:

- Vouchers, pre-printed explaining all
- Poster for main window
- Poster for inside your premises

Benefits to the News Agents:

- This promotion is simple to run and the costs are very low.
- Customers will be encouraged to drop in and buy more types of papers, including evening issues
- Customers will buy other items at the same time
- Customers will think of your shop before any rival shop