



## **Help for Military Families Comes in the Mail.**

Military families face tough financial challenges. Budget cuts will make it even harder for DeCA to deliver the commissary benefit.

4 times per year, Judy Johnson's Military Family Mailbox delivers an envelope of money saving coupons to 100,000 active duty families. Only active duty families living in military housing receive the coupons.

Judy Johnson coupons are delivered to the mailboxes of active duty families. This is the most fair and even distribution method ensuring the coupons reach the families. No family can receive more than one envelope. That means the coupons are used to generate new trials and incremental sales.

Military families like to receive the coupons in the mail, especially when in-store coupons can be hard to find. One busy, young military mom commented, "Very often, by the time I get to the store, all the coupon flyers are already taken by retirees who can shop whenever they want and know when the coupon flyers are being put out!" Another mentioned seeing shopper's take a bunch of in-store flyers home to use the coupons on future shopping trips.

### **Reach Active Duty Families:**

- They need the savings the most
- They live on base so they can shop the commissary easily
- Feature products specifically for families
- Encourage use of the commissary benefit

### **Reach Millennials...Military Families Are Young!**

- Deliver product information and benefits of interest to the younger generation.
- Advertise new products
- Create new brand users
- Increase military website visitors

To deliver a Back to School themed message or coupon in the August mailing of Judy Johnson's Military Family Mailbox contact Military Media Inc.

Learn more: <http://www.militarymedia.com/militaryfamilymailbox/Military-Direct-Mail-Co-op-envelope.pdf>

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