

Nielsen Homescan News

For members of the Nielsen Homescan Consumer Panel

Issue 3 Version C/MC | March 2017

Have your say. Make an impact. Enjoy the rewards.

Reminder: Easter Holiday Hours

Please make note that the Panel Support Centre will be closed on **Friday, April 14, 2017**, for Good Friday.



Time For A Change?

Love scanning but want a new routine? We have a convenient and fun option that allows you to scan on-the-go! Our Nielsen Homescan Mobile App lets you use your Smartphone as a scanner. With both iOS and Android versions available, now everyone in your household can scan and transmit their purchases!

No scanner to hook up, extra equipment or connecting to a phone line or computer to transmit—the app allows your Smartphone to do it all. Because your phone is always with you, you can scan anywhere, even your on-the-go purchases and instant consumables. And sending us your purchase data is easier with the app. No need to remember to transmit because after each shopping trip, the app transmits.

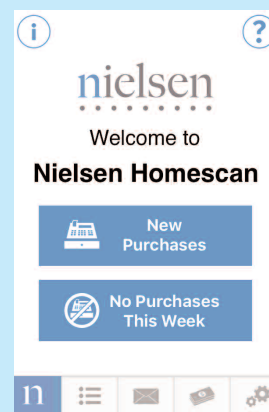
Entering your purchases is fast and easy! You can identify your favourite stores, so selecting them when scanning is faster. An on-board non-barcode directory takes the place of the Barcode Directory Card and allows you to easily enter non-barcode purchases. You can even enter your gas, coffee and restaurant/fast food purchases as you make them!

The app allows you to check if there is a survey available for you to take. It's your one-stop panel member tool and information centre! Scan, transmit and check your points using your Smartphone.

If you haven't already done so, consider switching and making it a family affair because each household member can use their own Smartphone to take part.

How Do I Switch From A Scanner To The App?

Every few months, we send out a survey to gauge your interest in switching to the app. Watch your **Surveys** page and be sure to respond! The survey will ask about your current cell phone technology to determine if it's compatible with our mobile app. We will notify eligible panelists who are selected to switch to the app.



Recording Coupons And Sales

When recording purchases, it's very important to let us know about coupons and sales. This information is crucial to manufacturers and retailers because it helps to tell them how effectively their marketing programs are working. So please be sure to tell us about all of the coupons and sales that you take advantage of, when the scanner asks "Any Deals Used?". **Here are descriptions of your deal choices when scanning:**

- A **Store Coupon** can only be used for an item purchased at a specific store.
- A **Manufacturer (Mfr) Coupon** can be used for a specific item purchased at any store.
- A **Store Sale** is a deal that a particular store offers on a product, such as special pricing displays, temporary price reductions on products, etc. Store Sales are deducted automatically at the cash register.
- An **Other Sale** is a special deal such as a senior citizen or employee discount, damaged goods that have been marked down, etc.



Coupon Face Value

If you used a store and/or manufacturer coupon, you will be asked to enter the face value of the coupon. If you used more than one coupon for an item, enter the total amount of all coupons used.



Recycle me – I'm earth-friendly! If you're earth-friendly and have Internet access, please contact the Panel Support Centre to let us know that you prefer to view your newsletters and gift point statements online at homescan.ca.

homescan.ca

E-mail: support@homescan.ca

Phone: 1-800-263-1697

(Please include your panelist ID# when e-mailing or calling us.)

Panel Support Centre Hours

Monday–Friday, 9 a.m.–9 p.m. ET

Saturday, 10 a.m.–6 p.m. ET

Nielsen Homescan

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When Did You Last Use A Coupon?

Whether your household uses coupons regularly or just occasionally, here are some important scanning tips:

- You may have noticed that some coupons have barcodes printed on them. Please do not scan these barcodes. While the scanner may accept the barcode, when you transmit your purchase information our computer system will not recognize the coupon's barcode.
- When asked about deals used on the item scanned, don't forget to let the scanner know that you did use a coupon and indicate the type of coupon—store and/or manufacturer.
- If you are asked to enter prices for a shopping trip where you used a coupon, when entering the item price, please key the full price before the coupon reduction. When asked for the face value of the coupon, key the coupon value. If you used more than one coupon on the same item, key the total coupon savings.
- When scanning your purchases at home, you will no longer have the coupon to help you determine the type of coupon and its value. So, here's a great tip: When using coupons, take along a pen and make a small indication about the coupon on the product label or packaging. For example, 40M would mean a 40 cent manufacturer coupon was used; whereas 30S would signify that a 30 cent store coupon was redeemed.
- If you forget the coupon value and the receipt does not provide this information, please estimate.

Watch Your Points Grow!

Anytime you want to check your most recent gift point balance or account activity, it's available 24/7 online on homescan.ca under the

Rewards section. You might be closer to placing a gift order than you think!



Some 'Points' About Transmitting

Your weekly transmission is very important and serves many purposes!

- Your transmission lets us know you're an active Homescan participant. It lets us know when and where you shopped and what you bought.
- When we receive your transmission, your household is automatically credited with transmission points. (Maximum one transmission per week.)
- By transmitting purchase data weekly during a Homescan Report Period, you'll earn 250 Super Scanner bonus points. In a year, Super Scanners can earn up to 3,000 additional points!
- Your transmission of purchase data automatically enters your household in our monthly Homescan Sweepstakes. (Maximum one entry per week.) Every month, we're thrilled to award a \$500 Nielsen Universal Visa® Prepaid Card to 12 lucky panelists. You could be our next sweepstakes winner through your regular panel participation!
- Transmit purchase data once each week during three specified consecutive Homescan Report Periods and you'll be automatically entered into our Grand Prize Super Scanner Sweepstakes. Four panel members a year (one per quarter as specified in our Sweepstakes Rules and Regulations) win a \$2,500 Nielsen Universal Visa® Prepaid Card.

As you can see, it pays to transmit once a week, every week! Why not maximize your gift points as well as your chances of winning?

Panelist Question Of The Month

I received an invitation to take part in the Nielsen Homescan Food and Beverage Diary, but I was not available to participate at the time. Can you tell me more about the project and how I can get involved?

The **Food and Beverage Diary** gives about 175 active Homescan panelists per week the opportunity to participate in a sub-panel. For this project, household members track their individual food, beverage and snack consumption for one week, via an online diary. Every few months, a survey invitation to take part goes out to active Homescan panelists, so be sure to check the **Surveys** section on homescan.ca regularly, and promptly indicate your interest and availability! Diary participants have the opportunity to earn rewards cards and sweepstakes entries for their efforts. We look forward to your diary participation!



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Your Say

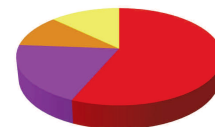
Keep tabs on the pulse of the panel quickly by following Homescan on Facebook. Weekly updates highlight YOUR final responses to our Homescan Instant Poll questions, as well as fun and interesting Nielsen facts.



And, speaking of the **Instant Poll**, be sure to take part in this feature on our panelist website! It's located on the Home page, just below the Message Centre. Each week we post a new question for you to answer and instantly see where your answer stands compared with fellow panelists. Here are the results from one of our recent Instant Polls:

Which type of website(s) do you visit most often?

- Social networking sites – 57%
- News/blog sites – 20%
- Shopping sites – 11%
- Food/recipe sites – 13%



Join the fun and make sure your vote counts by taking part in our Instant Poll every week on homescan.ca.