Kraft coupons: nurturing a symbiotic relationship by James

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Coupons that offer discounts upon purchase of certain products or at a particular retail outlet have been in existence for quite some time now. However, what makes them a powerful marketing tool is the quality and range of products that these coupons are tied to.

Kraft Foods Inc understands this very well and has, for close to a century, endeavored to offer to its customers in over 170 countries one of the widest selection of high quality foodstuffs, confectionery and beverages in the world. Indeed, it is the second-largest food company in the world after Nestle, and its might is shown by its revenue base which stands at about $4 billion.

Kraft Foods Inc has developed its coupon program for use with this wide range of food products, so that the average shopper can have a wide variety to choose from when they go shopping. The Kraft coupons, as they are known, offer the shopper a discount against a particular Kraft product as specified on the coupon. This could be $1 off on Kraft dressing or Kraft barbecue sauce or Bakerâ€™s chocolate, or Velveeta Shells and Cheese, or it could be $0.75 off on a box of Thinsations chocolates or Kraft Mac and Cheese. They also have a special partnership with Target stores where one can make savings of up to $50 on Kraft brands, but only if they are

purchased at Target stores.

These coupons can be obtained from newspapers, product fliers, product packages, and grocery stores, but the most popular manner of obtaining them is via the internet. They are available from Kraftâ€™s website, as well as very many other websites that are not at all related to the company. Many of these coupons come in printable formats that one is simply required to print out and present to the retail outlet when they go shopping.

However, one has to take note of the expiry dates of these coupons as they are not valid after expiry. The ease with which they can be obtained also helps to increase their popularity as well as that of the Kraft brand and its products.

Coupled with this ease of availability is the level of savings that it avails to the average shopper, a benefit that is highly welcomed by customers especially during these tough economic times. Indeed, as the above types

of coupons illustrate, a loyal consumer can see themselves making huge savings over time if they concentrate most of their purchases on Kraft products and make use of the coupons whenever they can.

It is this brand loyalty that the company hopes to cultivate among its consumers in a bid to continue increasing its market share. The consumers are of course only happy to help, given the beneficial effect the relationship has on their pocket. It is thus a symbiotic relationship that is created through the Kraft coupon program, where the company grows its profits through more loyal customers, while the consumers are able to weather the economic storm facing them.

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