



This "Popcorn Bag" mailer has been one of the most successful and fun campaigns we have created for the cable TV industry. Millions are mailed each year. Traditionally, it is sent to non-cable subscribers in order to generate new customers. ■ The response rates vary across the country, but are consistently high in each respective area. They range from 3% to 9%. ■ The free popcorn offer included unpopped popcorn packaged in a clear video cassette case, complete with a pour spout on top, and was delivered by the installers to the individual homes as they hooked up cable in these homes. Over the years, as microwave popcorn has grown in popularity, it has replaced the "video" packaged popcorn.

## Free Popcorn Popping Up On Cable

