



National Coupon Awareness Month Toolkit

October 1-31, 2025 | 'Long Love The Coupon' Campaign

About National Coupon Awareness Month

National Coupon Awareness Month **(1-31 October)** is the UK's first dedicated celebration of how coupons, especially colourful, personalised ones, can help people save money, try new things, and feel more rewarded during their shopping journeys.

Catalina UK is leading this campaign, using fresh data to make the case for why coupons remain powerful in both print and digital formats.

What the data shows:

- ✓ Colourful coupons are 10x more likely to be redeemed than black & white.
- ✓ 63% of shoppers say colour makes coupons stand out.
- ✓ Personalisation drives loyalty: 74% are more likely to return to a retailer if offered tailored coupons.

Who this Toolkit is for:

- ✓ PR, marketing and communications teams at retailers, FMCG brands, food & drink businesses.
- ✓ Charities, food banks, community groups, senior or vulnerable adult support organisations.
- ✓ Local authorities or social programmes focused on cost-of-living, financial wellbeing, or community outreach.

Catalina's role:

Catalina UK, a leader in shopper intelligence, is driving this campaign through data-backed insights, research, and creative tools. By showcasing how coupons can improve shopper experience, Catalina wants to help brands, businesses and community groups engage shoppers more meaningfully, especially those who may be left out by receiving purely digital offers.

How to Get Involved:

Brands, businesses, and groups can engage in **National Coupon Awareness Month** by:

1. Share Shopper Insights

- Download and share the Catalina Shopper Research Report.
- Use insights in thought leadership content, blog posts, newsletters and media outreach for your audience.

2. Post on Social Media

- Use campaign graphics, infographics, and stats to spark conversation.



Example Hashtags

#LongLoveTheCoupon
#NationalCouponAwarenessMonth2025
#SmartSavings
#PersonalisedCouponMonthUK
#ColourCoupons
#CouponsAtTill

Example posts:

- Did you know colourful coupons are 10x more likely to be used than black & white ones? Bright ideas = bigger savings. #NationalCouponAwarenessMonth2025 #ColourCoupons
- 1 in 4 shoppers say personalised coupons make them more loyal to their supermarket. Connection through savings = true loyalty. #SmartSavings #LongLoveTheCoupon
- During #NationalCouponAwarenessMonth2025 we're celebrating the small things that make a big difference - like 50p off your favourite loaf of bread! #LongLoveTheCoupon

3. Publish Case Studies

- Tell real-world stories of impact.

Example case study outline:

- **Headline:** 'From stretching budgets to discovering new products: How coupons help shoppers thrive'
- **Intro:** Outline the challenge (cost-of-living pressures, food inflation).
- **Shopper Story:** Share a real or anonymised case of how coupons provided savings, introduced healthier/different food choices, or supported a vulnerable family.
- **Impact:** Highlight both emotional and financial outcomes.

4. Explore Thought Leadership angles

- o Position your brand as part of the national conversation.

Suggested angles:

- o *The Psychology of Saving*: Why colour, design, and personalisation change shopper behaviour.
- o *Beyond Discounts*: How coupons drive brand loyalty and trial in ways generic promotions don't.
- o *Coupons as Social Impact*: Supporting vulnerable households with targeted savings.

5. Community Engagement & Charity Support

- o Promote coupons in local initiatives supporting vulnerable adults or low-income families.
- o Use 'meet-the-customer' stories in local papers/charity newsletters.
- o Encourage charities to share infographics so their audiences know coupons are more than just promos – they can be lifelines.

6. Use across Channels

- o Add infographics to your website, blog, or internal communications so everyone knows why coupons matter.
- o Share research highlights in newsletters.
- o Repurpose insights for retailer pitches, PR campaigns, or community engagement.
- o Include survey-style or feedback questions: e.g. 'Do your customers want more print or app deals?'

Toolkit Resources

- o Full Shopper Research Report (download on website).
- o Infographics (ready for websites, socials, newsletters).
- o Press release announcing NCAM & research findings.

Let's make **National Coupon Awareness Month** unforgettable.
Get ready to join the conversation, share insights, and help shoppers save - while driving engagement for your brand!

#LongLoveTheCoupon