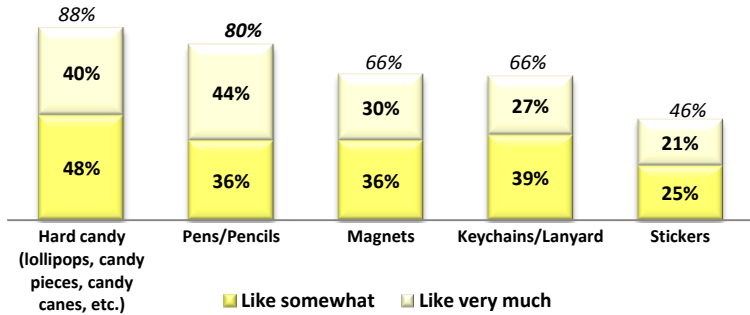
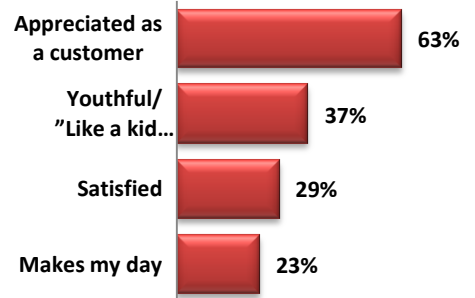


# Giveaway Candy

Hard Candy is a preferred giveaway item among nearly 9 in 10 respondents.

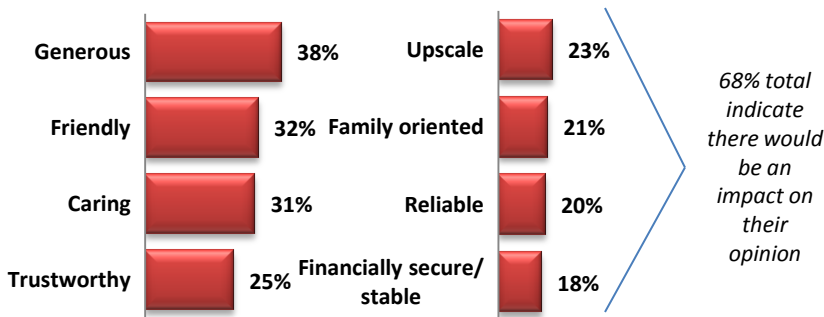


A feeling of customer appreciation is widely expressed by respondents when they take or receive give away candy.

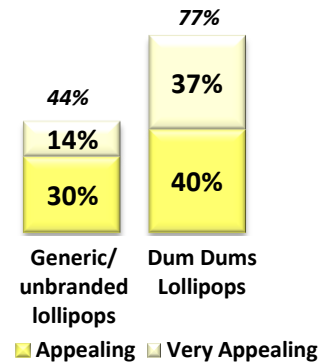


# Branded Candy

Close to 7 in 10 respondents indicate that branded candy does indeed impact their perception of a business versus a generic candy offering.

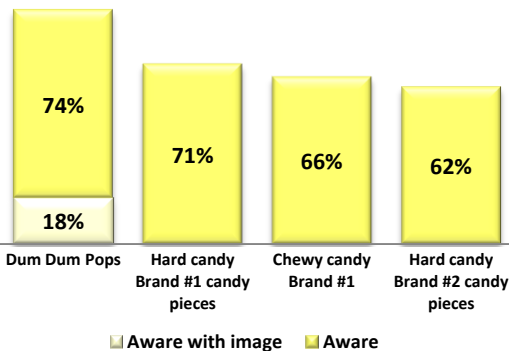


Appeal is higher for branded lollipops when compared to generic lollipops.

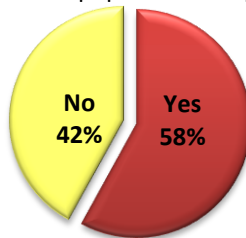


# Dum Dums & Saf-T-Pops

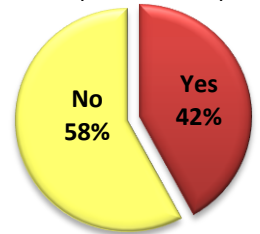
Dum Dums garner higher awareness than any other give away candy tested.



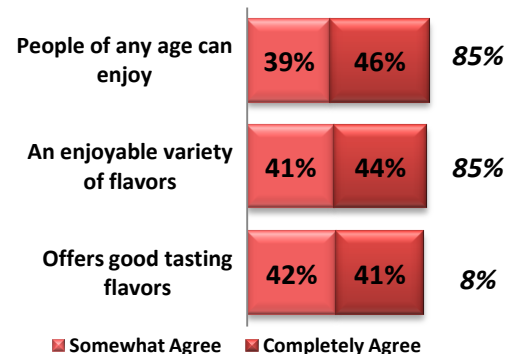
Has your child(ren) ever recalled or spoken of a business or institution where they received a Dum Dums lollipop or Saf-T-Pop?



Have you ever returned to a business as a result of your child(ren) receiving a Dum Dums Pop or Saf-T-Pop?



Close to 7 in 10 agree that Dum Dums lollipops are just the right size and they would enjoy receiving them from a business.

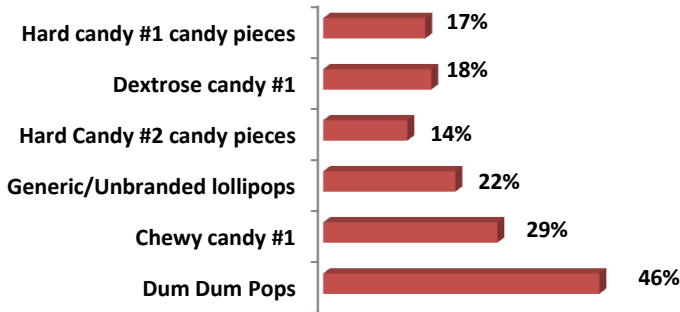


Dum Dums and Saf-T-Pops accomplish 3 things for a business:

- They increase the equity of the business in the mind of the consumer as brands the majority will recognize.
- They help sustain and encourage customer loyalty and return, drive by both the adult consumer and their children.
- They assist to further expand a business' customer base if 1 out of every 3 customers recommends their services as a result of receiving Dum Dum Pops or Saf-T-Pops.

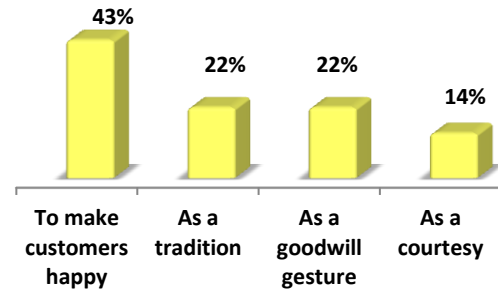
## Brands Currently Given Away/Location Where Consumers Receive Candy

Dum Dums are given away more than any other brand of lollipop or flavored hard candy.

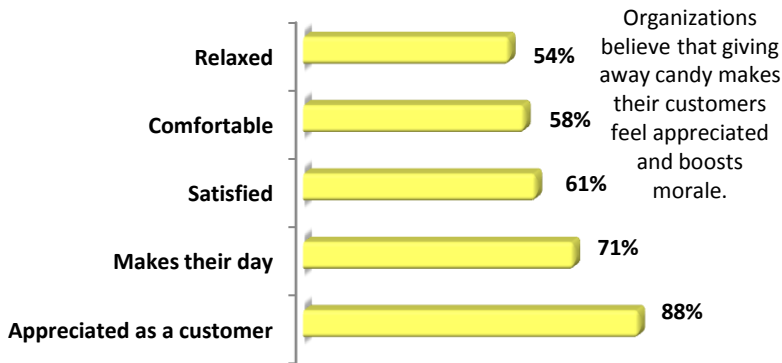


## Reasons For Giving Away Candy

Among financial institutions, the tradition of giving candy—and the goodwill gesture/courtesy of doing so—are considered important.



## Perceptions of How Candy Makes Customers Feel



## Effect Of Candy On Customer Relationship

Financial institutions are more likely to say that candy increases repeat customers, loyalty, and positive word-of-mouth.

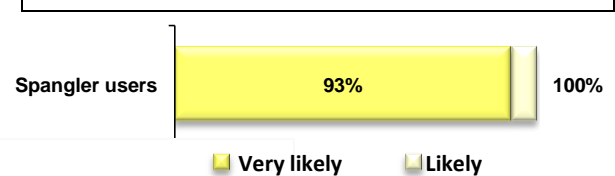


## Likelihood To Recommend Dum Dums Lollipops



Word-of-mouth is a potentially powerful tool for Spangler to leverage, as the majority of current customers would recommend its brands.

## Likelihood To Continue Purchasing Dum Dums In Future



All organizations who currently give away Spangler brands say they are likely to continue to do so.

## Level Of Client Disappointment If Not Able To Give Away Dum Dums

Current financial organizations that giveaway Spangler products believe a majority of their customers would be disappointed if they switched brands.

Financial organizations feel that their clientele is even more attached to Spangler brands.

Quote from a bank:

*"We are a bank and that is what they do. (Giving away Dum Dum Pops) is largely associated with banks."\**

