

# PARTNERSHIPS & MERCHANDISING

## Driving Purchase, Visibility and Revenue



## Merchandising: Self-Assessment

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- Are we utilizing our allocated resources effectively?
- Do we understand buying patterns in our markets?
- Is our POS signage effective?
- Do we execute flawlessly?
- Do we ensure our display units are maintained as 'mini-billboards' of our product?
- Do we perform routine merchandising field assessments to pinpoint opportunities?



## Merchandising: Self-Assessment

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If you've answered "NO" to any of the questions...

***you have work to do!***



# Merchandising to the Shopper

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## *Here's Why It's Important:*

- ❑ 76% of purchase decisions are made in-store (grocery store)
- ❑ 82% of purchase decisions are made in-store (mass merchants)
- ❑ Consumers are shopping inside a c-store for only about 2.5 minutes
- ❑ It takes just 3 seconds to make an impact in store



# Merchandising to the Shopper

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*Here's Why It's Important:*

- ❑ Estimated impulse buys is 16% daily and 8% Sunday
- ❑ **Displays have a huge untapped potential to drive unplanned purchases in-store**
- ❑ Consumers are hit with 3,000 messages everyday from all marketing channels



# The Good & Not So Good!

Multiple messaging; is this too much?

Mobility to maximize sales at various checkout lanes



Prime Product Placement & positioning



# POS Signage & Messaging NOISE

Colorful

Stay SIMPLE

Design to catch the eye



Few words

Trigger the purchase

A graphic for a commemorative feature. On the left is a newspaper clipping about Derek Jeter, showing him in a Yankees uniform and holding a bat. To the right, the text 'COMMEMORATIVE' is in white, 'Derek Jeter' is in large yellow letters, and 'Feature' is in white. At the bottom, there is a white rounded rectangle and the text 'INSIDE SUNDAY' in blue.

A graphic for a special section. At the top, it says 'The Courier-Journal' in a small box. Below that, 'SWEET REPEAT' is written in large, bold, blue and red letters. Underneath, it says 'UK vs UOFL — NCAA SWEET 16'. In the center are two basketballs, one blue and one red, with glowing energy around them. At the bottom, it says '• CHEER CARDS • PLAYER CARD PAGES' and 'SPECIAL SECTION INSIDE FRIDAY' in large, bold, yellow and white letters.

# POS Signage & Messaging NOISE

Complex & TOO busy – *guaranteed to be ignored*

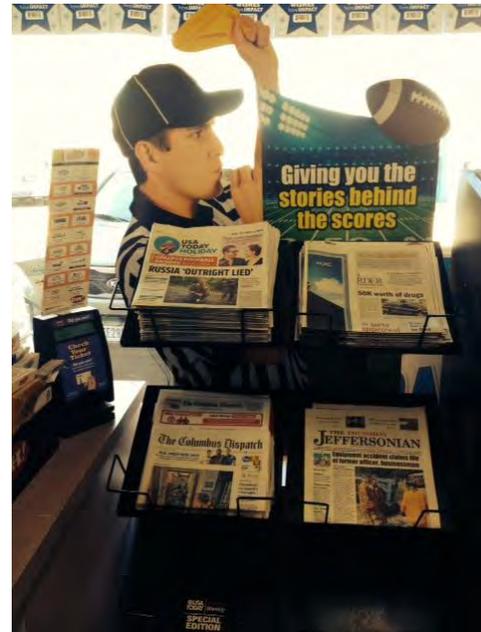
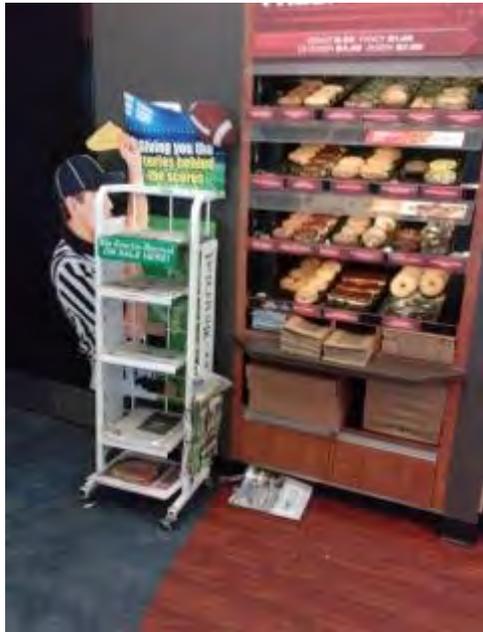
More is not better!



Stop wasting your money!

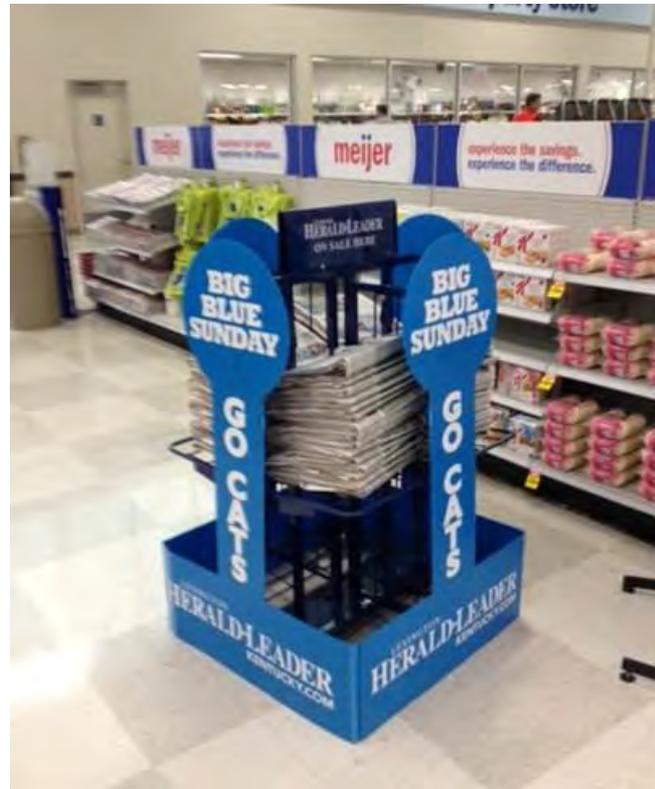
# Visual Merchandising: Sports Content/Football POP

- Visually appealing in-store displays get customer's attention
- Displays with curved edges are more effective in engaging shoppers
- Faces printed on POP drives appeal and empowers the design



# Visual Merchandising: Display Promotional Wraps

❑ Use of color/graphics help buyers connect to your product / grab attention!



## Pensacola's **HEADLINER**: Walmart Sales On The Rise

- Display and positioning at eight (8) area Walmart stores was standardized.
- These quad displays are supported with large permanent signage “Headliners” and Sunday merchandisers who visit the stores multiple times.
- Sunday sales are currently averaging +6%, with escalating gains running as high as +20%.



*“red and yellow signage can draw shoppers’ attention”*

# Albertsons & Dallas Morning News Video Display Program

- Placed video monitor displays in 51 Albertsons on May 12.
- Placement of these displays near Uscan or main register (depending on store size)
- DMN & Albertsons share the video messaging
- Albertsons has option to use 2 of the 4 shelves to promote their item (s) of choice
- +7.1% Sunday increase over base sales (April 2014). Other chains -8.5% decline over that same time period.



# Albertsons & Dallas Morning News Video Display Program

**The Dallas Morning News**

**Albertsons**

**HUNGER IS REAL**  
**1 FOR 1**  
YOUR SUNDAY PAPER  
**CAN MAKE A DIFFERENCE**

**NORTH TEXAS FOOD BANK**  
A Member of Feeding America

For every Sunday edition purchased at Albertsons, until Dec. 14th, The Dallas Morning News will donate one meal to the North Texas Food Bank.

- **13 week promotion** starting 9/28
  - Albertsons & North Texas Food Bank
  - The video display will be used as part of the promotion
    - Clear panels with POP
    - 90-second video created featuring audio and video from the N TX Food Bank's CEO.
- **Eight (8) 7-Eleven stores secured with this same display.**

# Visual Merchandising: Holidays

- How many retailers would you let merchandise like this?
- Driving customer engagement
- Merchandising responsibility to stores



# Thanksgiving Day Sales: Retailer Contests / Merchandising



- Benefits of strong partnership with Frye's in Phoenix, AZ
- Holidays, Big Sundays
- Store managers, personnel highly involved in pushing the sale
- In-store competition with Visa Cards rewards
- Creative displays recognition / texting

# Thanksgiving Day Sales: Retailer Contests / Merchandising

This strategy helps newspaper with merchandising focus



# Stik-It-Note Promotions

- Provide added to single copy readers
- Entry point for longer-term partnerships
- Sales avenue for non-traditional retailers
- Prominent placement / front-page
- Best approach.. FREE without additional purchase
- Meet or exceed retail value of the newspaper
- Supported by various promo channels to drive impulse sales
- Redemption rates & incremental sales

Retailer POP



# Ft. Myers, FL Dunkin Donuts Stik-It-Promotion



## Program Overview

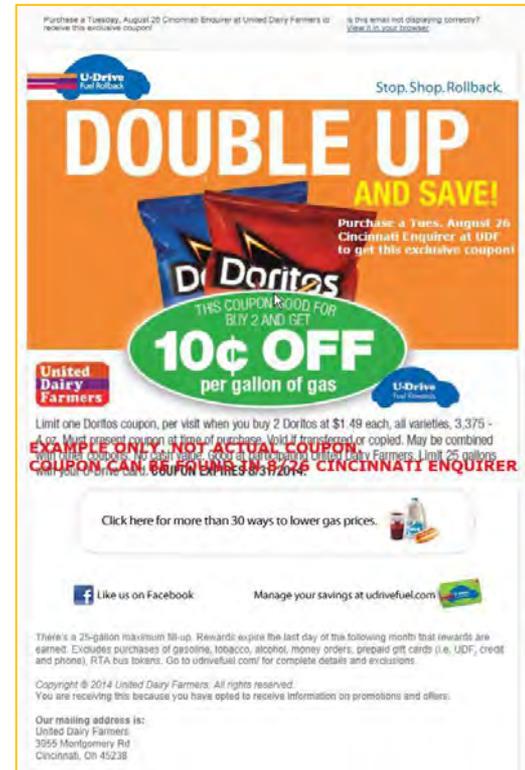
- Post-It Note coupon for free donut on single copy papers on Sunday, 2/3.
- Coupon valid at 12 participating stores through Thursday, 2/28.
- Sunday, 2/3 sales: Improved trend line by 4.5% .
- Coupon redemptions: Collected over 524 coupons. Average of 24 coupons per store.
- *Lessons Learned: Should reduce the redemption window to within one week*



# UDF, Double Up & Save Stik-it



## Email blast to U-Drive Customers



Compared to 2013, **Monday sales** improved by +1.9 percentage points with **Tuesday's** improvement by +1.6 percentage points. Promotion channels: UDF email blast / in-store POP

# Non-Traditional Retailers & Stik-its

## Smaller markets' success stories



**FREE**  
SOFT SERVE  
CONE  
with coupon

One per customer. \$1.79 value.  
Expires May 11, 2014

Redeem this coupon at:  
Dairy Queen (Maple)  
1270 Maple Ave,  
Zanesville, Ohio

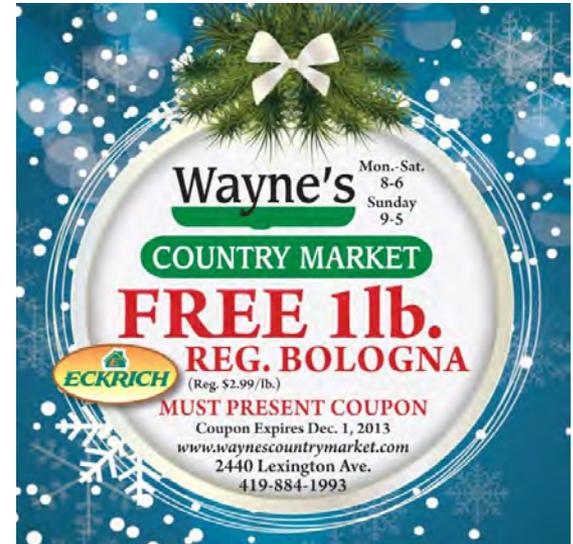


**Bob Sumerel Tire & Service**  
435 Linden Avenue, Zanesville, OH 43701  
740-455-8855 • 740-454-3801 Fax

**FREE**  
TIRE ROTATION  
a \$16 value!  
Expires December 1st, 2013



[www.bobsumereltire.com](http://www.bobsumereltire.com)



Mon.-Sat. 8-6  
Sunday 9-5

**Wayne's**  
COUNTRY MARKET

**FREE 1lb.**  
REG. BOLOGNA  
(Reg. \$2.99/lb.)

**MUST PRESENT COUPON**  
Coupon Expires Dec. 1, 2013  
[www.waynescountrymarket.com](http://www.waynescountrymarket.com)  
2440 Lexington Ave.  
419-884-1993



# McDonalds Promotions: Pacific Sunday News, Guam

**In today's  
Pacific  
Sunday  
News**

Get a coupon for free McDonald's small premium roast coffee and cherry or apple pie, valued at \$2.59.



- Get a free hot coffee and cherry or apple pie with coupon in the Sunday newspaper.
- The value for the free offer was \$2.59 compared to the \$1.00 newspaper cover price.
- Redeemed 292 coupons during three Sundays.

Go on grab some, **FOR FREE!** **cherry or apple pie & coffee**

\* McDonald's Harmon, Tamuning, Hagatna & NCTAMS.  
Good only for Sunday, March 2, 2014 with coupon below. Valid during hours served.

**FREE** **cherry or apple pie & coffee**

Valid only on March 2, 2014 for Baker's Cherry Pie or Apple Pie & a small hot premium roast coffee at participating locations. Excludes NCTAMS locations only. Not valid with any other offer, discount, coupon or other meal. Check items from part 1 and see coupon for details and restrictions. Coupon may not be transferred, substituted, sold or duplicated in any way or otherwise via electronic means. Void where prohibited.



- Get a free cheeseburger with coupon in Sunday paper
- 419 coupon redeemed.
- All McDonalds in market participated in promotion

Go on grab some, **FOR FREE!** **FREE Cheeseburger**

Get a coupon for a free **cheeseburger** in this Sunday's Pacific Sunday News.

Net proceeds of the Pacific Daily News at McDonalds® of Guam go to the Ronald McDonald House Charities® of Hawaii.

\*Available at all locations. Good only for Sunday, March 9, 2014. Valid during hours served.



# New Acquisition Success: Menards



**Wisconsin Markets:** Twelve (12) secured in July 2014 spread throughout the Marshfield, Stevens Point, Green Bay, Manitowoc, Appleton, Oshkosh, Fond du Lac, and Sheboygan markets.

Avg sales per location: 4 on Saturday & 18 on Sunday.



# Partnership: Aldi & Atlanta Journal Constitution



- Non-traditional Sunday retailer, including Saturday Bulldog
- Custom Panels w/ retailer logo and messaging
- Money Box
- Wheels on Display
- 36 locations; 13 avg sales per store



# A HOME RUN! in Westchester, NY

- Combo Sales Opportunity
- Sunday Edition & USA TODAY Derek Jeters Special Edition
- Sales initiative coinciding with last games of regular season and Jeter's retirement.
- \$5.00 combo / \$6.95 sold separately
- Temporary floor displays with secondary positions
- Targeting 20 retailers each Sunday in September.
- Averaging 133 combo sales each Sunday



# Unique Partnership Approaches – Nontraditional Vendors

Kroger - Hershey



Circle K - Pepsi



- Retailers' vendor partners for bundled offer
- Store merchandising solutions & challenges
- Retailers' social media avenues
- *Lessons Learned: Deeper discount to drive incremental sales*

# Kroger, Coca-Cola & Kentucky Speedway Partnership



**RACE TO SAVINGS**

Purchase **The Sunday Enquirer** and a **Coke Sixer** and **GET \$12 OFF** a Kentucky Speedway Tower Ticket  
OFFER CODE ON RECEIPT

**\$3.99 ONLY**  
WITH YOUR ENQUIRER PAID CASH

**Kroger**

**KENTUCKY SPEEDWAY**  
June 28, 2014

Offer valid Sunday, May 18 - Sunday, June 22, 2014. While supplies last.  
A Coke Sixer sold separately at \$2.69 - \$2.99, which includes a \$12 OFF a Kentucky Speedway Tower Ticket to the Quaker State 400.

- Three partners: Kroger, Coca-Cola and Kentucky Speedway
- Unique positioning of bundled deal
- Targeted retailer that crossed various markets
- Strategy to avoid discounting by newspaper
- Store level execution: good & bad

# Kroger, Coca-Cola & Kentucky Speedway Partnership

- ❑ Cross-merchandise as much as possible away from newspaper display

Cross-Merchandising @pre-checkout



@Coke Aisle



# Pacific Daily News (Guam): Serving Up Combo Sales



- Wendy's local breakfast platters and the Pacific Daily News for \$3.85.
- Daily sales at 258 per day (4 locations).
- Sunday Sales averaging 293 sales.



# Community Outreach Promotional Model

## One Meal Campaign

- ❑ Meal donated for every Sunday copy sold
- ❑ Side panels on displays used to promote program
- ❑ Multiple positioning points
- ❑ Sunday Extended Sales
- ❑ Promotional campaign: ROP ads, social media, signage at the Food Banks and in stores with rolling donation totals, flyers, cashier buttons, etc.



# TICKLED PINK

to Help Fight Breast Cancer



## FREE PINK DONUT

with the purchase of The Asbury Park Press.



## Asbury Park (NJ) & Dunkin Donuts Promotion:

- Pink Donut Promotion runs during Breast Cancer Month
- Portion of sale donated to the Susan G. Komen Foundation
- Attract restaurants that don't normally sell
- ROP ads
- Temporary displays & POS Extended sales at the non-permanent locations through Thanksgiving

## Raising awareness, raising hope.

The Asbury Park Press and Dunkin' Donuts® have partnered to support the Susan G. Komen Race for the Cure in the fight against breast cancer.



Visit a participating Dunkin' Donuts® store in Ocean or Monmouth County NJ in October and receive a

## FREE PINK DONUT

with the purchase of The Asbury Park Press.

Available at participating Dunkin' Donuts® stores in Monmouth and Ocean County NJ.

<p><b>COUPON</b></p> <p><b>\$9.99</b> plus tax for <b>2 Dozen Donuts</b></p> <p><small>Expires Oct. 31, 2011. Limit one coupon per customer per visit. Coupon must be presented at time of purchase. Offer valid only at participating U.S. Dunkin' Donuts stores in Monmouth and Ocean County, NJ. Offer ends 11/30/11. © 2011 Dunkin' Donuts, Inc. All rights reserved.</small></p> <p>PLU # 2636 5 81334 00062 2</p>	<p><b>COUPON</b></p> <p><b>\$1.99</b> plus tax for <b>Medium Iced Latte</b></p> <p><small>Expires Oct. 31, 2011. Limit one coupon per customer per visit. Coupon must be presented at time of purchase. Offer valid only at participating U.S. Dunkin' Donuts stores in Monmouth and Ocean County, NJ. Offer ends 11/30/11. © 2011 Dunkin' Donuts, Inc. All rights reserved.</small></p> <p>PLU # 2642 5 81334 00068 2</p>
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# 7-11 & Sacramento Bee Promotion

Feb 10 – Mar 9, 2014

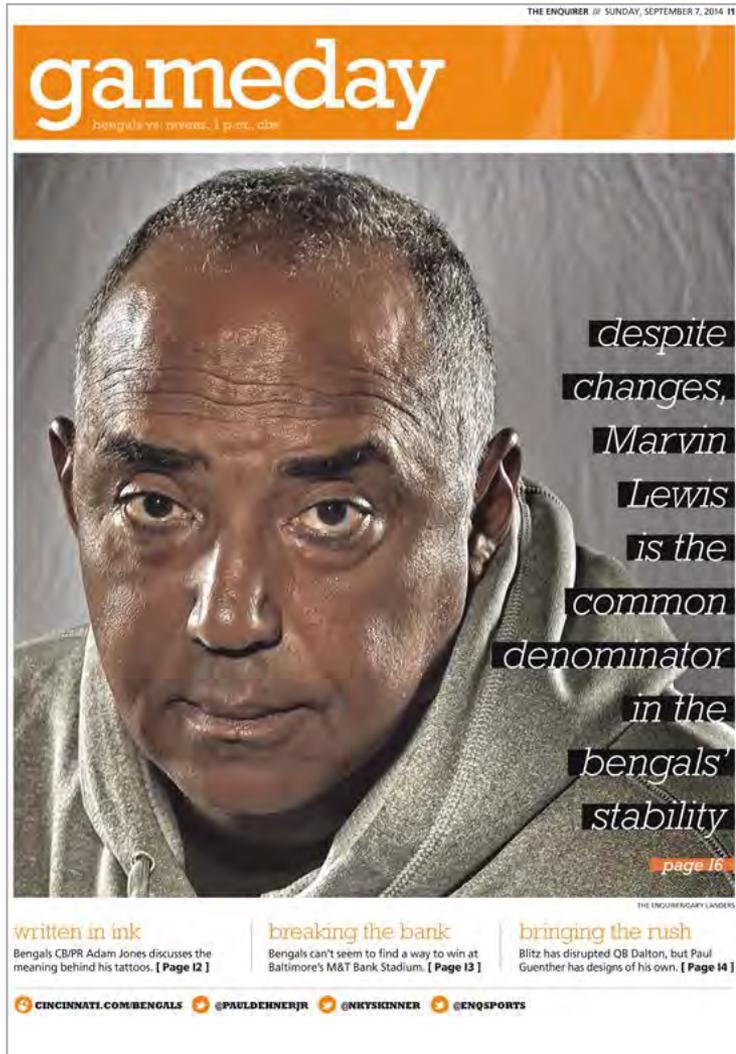
- Daily and Sunday promotion
- Merchandising plan included: in-store posters, POS stack cards, decal for dairy cooler, table tent for coffee, buttons for cashier
- New or additional displays were provided
- Sales were up 7.2% on Sunday; rest of market was down 2.8%.



**The Bee with a Small Coffee**



# Sports Content & Promo Marketing: gameday



Produced and distributed each Sunday during regular season as a stand-alone section

In-store POP



Promoting more SUNDAY value!

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## Collaboration with USA WEEKEND

Pushing offers via POP, social media



**NO BONES  
ABOUT IT!**

This deal is tasty, **FREE** and  
can be shared

Plus over  
**\$000**  
in coupons!

**USA WEEKEND**  
**INSIDE SUNDAY**

# Coupons, Coupons & More Coupons



- Extensive Promo Campaign

- In-store POP
- **Social Media**
- **Stik-it-notes**
- Text messaging
- Email blasts
- **Masthead promo**
- **Bellybands**
- ROP
- Online banners
- Electronic billboard
- Radio



# Extended Sunday Sales – MISS ME?

- Retailer promotion strategy to maintain prime positioning
- Promote heavily via in-store signage, ROP ads, masthead, online banners, display units



## Marketing Material

ATTENTION STORE MANAGERS

# Sunday Extended Sales Program



**How it works**

All stores will leave copies of the Sunday paper on the bottom of the newspaper rack for sale during the week. The papers will remain on the rack through Saturday. At that time, please pull any remaining copies. Any returns from the Sunday extended sales copies will be returned the following week. The Daily Record will adjust draws each week to ensure there is a sufficient number of copies available for sale and provide POP material announcing the program to your customers. **The Daily Record will also provide an advertisement in the paper announcing that the Sunday paper is available at all participating stores.**

**Why participate?**

**This is a tested program that provides additional traffic to your store during the week.**

Customers may have been away over the weekend and missed the Sunday paper. These customers are looking for coupon savings each week and the outstanding sections that the Daily Record provides each and every week.

**Sign up today!**

Fill out your information below and return it to your contractor:

Store name \_\_\_\_\_

Address \_\_\_\_\_

Account number \_\_\_\_\_

Store phone number \_\_\_\_\_

Store manager name \_\_\_\_\_

**No, I'm not interested.**

But I would like to speak with someone about a Daily Record display rack.

Reason \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

For more information about this program or to add a Daily Record display rack to your store, please contact

Bob Nielsen	732-643-2528
James Kennard	732-565-7241



# Extended Sunday Sales: MISS ME?

## Masthead Promotion

**Missed Sunday's paper?** You can still buy it and get **\$408** in coupons  
SEE PAGE 8A

A GANNETT COMPANY PRESSCONNECTS.COM BINGHAMTON, N.Y.

# PRESS & SUN-BULLETIN

MONDAY, MARCH 4, 2013

**ME** NEW YORK'S GUN FIGHT

## Billboard messaging

**FIRST DAY OF SAVINGS!**  
Get your back-to-school deals

up to **\$286** in coupons

**The Clarion Ledger**

**Get Sunday All Week at Retail Locations!**

## ROP Ad

TUESDAY, FEBRUARY 26, 2013 PRESS & SUN-BULLETIN • 9A

# Draft registration to become co-ed?

Recent poll finds little support for conscription, let alone for women to be added to mix

**By Richard Lardner**  
Associated Press

WASHINGTON — The Obama administration's recent decision to lift the ban on women in combat has opened the door for a change in the military draft — currently U.S. law compels only men between ages 18 and 25 to register, according to legal experts and military historians.

Never before has the country drafted women into military service. It is only conventional to register men for a draft. The Supreme Court ruled more than three decades ago, because the reason for registration is to create a pool of women in combat, troops should demand a rapid increase in the size of the military.

Women were excluded from serving in battle-field jobs, so there was no reason to register them for possible conscription into the armed forces, the court held.

"Now that front-line infantry, armor, artillery and special operations jobs are open to female volunteers who can meet the physical requirements, it will be difficult for anyone to make a persuasive argument that women should continue to be exempt from registration," said Diane Maass, a law professor at the University of Florida and a former Air Force officer.

"They're going to have to show that excluding women from the draft actually impresses military readiness," Maass said. "I just don't see how you can make that argument."

Groups that backed the end of the ban on women in combat also support including women in draft registration as a matter of basic citizenship.

"Women should have the same civic obligations as men," said Greg Jacob, a former Marine Corps officer and policy director for the Service Women's Action Network. "We see registration as another step forward in terms of equality and fairness," Jacob said.

The chairman of the Senate Armed Services Committee, Sen. Carl Levin, D-Mich., supports draft registration for women, according to his spokeswoman. Rep. Howard "Buck" McKeon, R-Calif., who heads the House Armed Services Committee, hasn't made up his mind. McKeon said through a spokesman that he's awaiting a Defense Department report due in the coming weeks that will assess the legal impact of lifting the ban of women in combat on draft registration.

A draft would be enormously unpopular, a new poll by Quinnipiac University found that American voters firmly oppose a return to conscription. Also, adding women to the mix just doesn't appear to be a high priority for a battle-weary nation nearing the end of more than a decade of war.

The U.S. military has been an all-volunteer force for the past 40 years and women have become

an integral part of it. Nearly 65 percent of the 14 military troops on active duty are female.

American voters overwhelmingly support allowing female volunteers to serve in ground combat roles by a 75-25 margin, according to the Quinnipiac poll. But the survey of 1,772 registered voters found them conflicted over mandated military service for women.

On the question of re-establishing a military draft, male and female voters said they were opposed, 65-29, according to the poll. If a draft were called, however, most backed the conscription of women as well as men, by 59-36, the poll said. But 48 percent of the women surveyed said they did not want women to be drafted, while 45 percent said they should be.

**Miss Me?**  
The Sunday Press & Sun-Bulletin is on sale all week.

Don't miss out on hundreds in savings.

Pick up your copy at any of these locations:

ALL.....	Manley's Mighty Mart locations
ALL.....	Price Chopper locations
ALL.....	Wesit locations
APALACHIN.....	Kwik Fill/Red Apple.....884 State Route 434
BINGHAMTON.....	CVS Pharmacy.....60 Pennsylvania Ave
	CVS Pharmacy.....1276 Upper Front St
	CVS Pharmacy.....157 Robinson St
	CVS Pharmacy.....65-70 Main St
	Hess.....1153 Vestal Ave
	Hess.....1454 Upper Front St
	Hess Express.....236 Conklin Ave
	Hess Express.....1284 Upper Front St
	Hess Express.....61 Glenwood Ave
	Kwik Fill/Red Apple.....267 Main St
	Kwik Fill/Red Apple.....23 Floral Ave
	Walgreens.....57 Pennsylvania Ave
ENDICOTT.....	CVS Pharmacy.....West Corner
ENDWELL.....	CVS Pharmacy.....800 Hooper Rd
	Kwik Fill/Red Apple.....3408 E Main St
	Rite Aid.....511 Hooper Rd
GREENE.....	Rite Aid.....58 Genesee St
JOHNSON CITY.....	CVS Pharmacy.....345 Main St
	CVS Pharmacy.....289 Harry L Dr
	Hess Express.....709 Harry L Dr
	Kwik Fill/Red Apple.....200 Harry L Dr
	Walgreens.....226 Main St
	Wal-Mart.....2 Garwood Dr
	Wegmans.....650 Harry L Dr
	Xtra Mart.....120 Baldwin St
NORWICH.....	Byrnes Dairy.....62 E Main St
	Hess.....6157 Route 12
	Hess.....5184 Route 12
	Rite Aid.....2701 Vestal Pkwy E
	Top's.....54 E Main St
OWEGO.....	Kwik Fill/Red Apple.....450 North Ave
	Top's.....1145 Rte 170
VESTAL.....	CVS Pharmacy.....138 Vestal Pkwy W
	Hess Express.....3205 Vestal Pkwy E
	Rite Aid.....2701 Vestal Pkwy E
	Wal-Mart.....2403 Vestal Pkwy E
WHITNEY POINT.....	Hess Express.....2818 NY Route 11

Locations not available in all areas.

# Driving Visibility, Engagement & Purchase

- ❑ Effective POS signage at point of decision-making
  - ❑ Communicate value



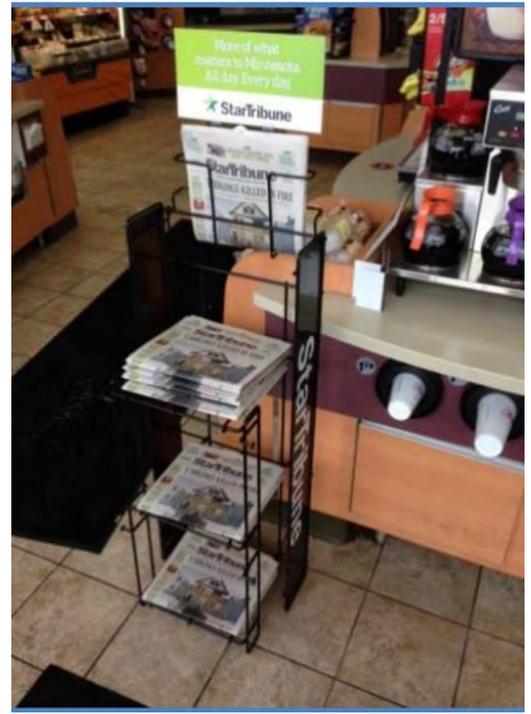
- ❑ Use retailer promotions as strategy to secure long-term merchandising objectives
- ❑ Solution-focused displays
- ❑ Keep product neat and in stock
- ❑ Utilize other promotional vehicles to support merchandising
  - ❑ Social media, online, ROP, retailers' promo channels, etc

# Retailer Partnerships & Long-Term Merchandising



- ❑ Tie promotional commitments to long-term display / merchandising strategy
- ❑ Push retailers to promote on their social media vehicles, loyalty cards, etc.

- ❑ Display Positioning Goal: Daily vs Sunday
  - ❑ Impulse vs. destination
  - ❑ Multiple points of sales
  - ❑ Utilize merchandisers based on market buying patterns
- ❑ Use space on displays to provide promotional benefits for retailer



# Questions?

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