

The

Best Ideas

INform

Print & Promotions, Incorporated

www.shopinform.com

888-786-3676

get the **MOST** revenue and publicity returns from
your SuperStuffer promotion





Display Your Super Stuffer! The Right Way!

IMPORTANT!

- 1 Select a section of the frame of your acoustic tile ceiling where you want to position your hanging promotions.
- 2 Clip the two clear ceiling brackets (enclosed) to the frame at a distance equal to the distance between the two grommets on the top of your header card.
- 3 For each of the two zip ties, loop each through the bracket and then through the grommet.
- 4 Pull the zip tie through it's own locking box until it locks. **DO NOT TIGHTEN ALL THE WAY!** Once you have attached **both** zip ties, tighten each in small increments until the stocking is hanging straight.

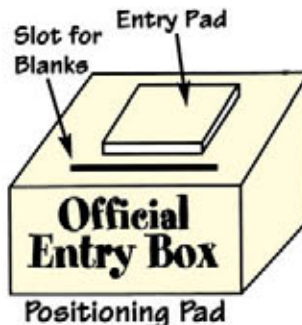
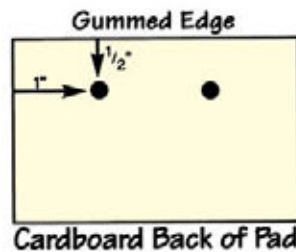
For Higher Ceilings:
Suspend the stocking from chains (not included) that can support a 30 lb. stocking (15 lbs. per chain).



Studies have shown that the SuperStuffer is **74%** more effective when toys are at eye level. This means that the stocking should hang no more than 1-1/2 feet off the ground.

Attaching the Entry Pad to the Entry Box

- 1 Use a pen to draw two dots on the cardboard backing on the entry pad. Each dot should be 1 inch from either side and 1/2 inch from the gummed edge.
- 2 Use the pen to punch two small holes where you drew the dots.
- 3 Push the two paper fasteners (enclosed) through the two holes, starting from the inside of the pad, so that they are protruding out of the back of the pad.
- 4 Assemble the entry box leaving it open at the top.
- 5 Line up the two protruding paper fasteners with the pre-drilled holes on the top of the entry box.
- 6 Then push the fasteners through these holes and spread out the wings of the fasteners into a flattened position. The entry pad should now be resting on the box top. You may now close the entry box.
- 7 Attach the pen to the top panel of the entry box by removing the paper backing on the pen sticker.



4 Simple Ways to have More Impact

1. Use the stocking as the centerpiece for your holiday decorations. Hang the stocking in a strategic place. Decorate - with lights, streamers, tinsel, etc. Make it Fun & Elaborate!
2. Hang the stocking so that the toys are at eye level. Make sure the entry box/blank is right next to the stocking...OR try one of the more strategic ideas (see item #3 and #4)
3. Move customers from places of high foot traffic to places of low foot traffic: Gas stations: put signs out by the pumps to get customer in the store. Mall retailers: put signs throughout the mall to drive traffic to your stores. All retailers: Hand out entry blank at the front of the store near the giant SuperStuffer display and tell them what aisle they can find the entry box in (or write it on the back of the entry blank). Place the entry box in an aisle that you want to drive customer to.
4. Draw attention to other promotions in the store. Place the entry box and pad of entry blanks at every cash register and service area. Put posters all around the store. Let customers know about other promotions going on. Groceries: Put the stocking near the meat department and draw attention to the turkeys on sale for Christmas dinner (or whatever other sale or parallel give-away you would like to promote). Hardware stores, banks, video stores, real estate offices, drug stores - use this stocking as a visual anchor to promote your sales and other special services!

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Four Easy Ways To Get Free Publicity

1. Give a stocking away to a local charity... and put a twist on the give-away.

What would eight stockings look like at the front of your store? Advertise that every Saturday from Thanksgiving to Christmas a lucky winner will be announced. Then, every Sunday the winners will be brought down to the store to announce the charity to which a second stocking will be donated. For less than the cost of running an ad for 4 week-ends these events are sure to attract the local press for continual news coverage throughout the holiday shopping season, that's worth thousands of dollars in advertising and it's free with your SuperStuffer program. AND the visual impact of your display would make a great photo opportunity.

2. Look for Special Opportunities in your neighborhood

A smart retailer can work off the excitement of another local event. For example, let's say the local little league baseball team makes it all the way to the state or regional finals. Of course the press and TV stations are all anxious to cover everything relating to that event. One idea is to "leverage" the energy of the little league team's success by drawing your winners only from those who guess the correct score (or total home runs, etc.). This concept works great with sequential giveaways, creating a strong bond between the store and the local team's success as they progress.

3. Involve the local Youth Group (Scouts, 4-H, etc.)

Hang two stockings in the store. The second one would be for the local girl or boy scout who earned the most pins, or had the best community service track records. Work with your local scout leaders to devise a contest that will motivate youngsters to increase their commitment to the community.

4. Invite a high profile public personality

Invite the mayor or other popular local public figure down to the store to give away one or more stockings to the charity of their choosing. This will probably reflect the mayor's favorite cause which will likely already have local press interest. Don't forget to set up a clever pose with the mayor and the giant promotion for a great photo opp.

The ABC's of Writing a Press Release

- A** Answer What-Where-When-Who
- B** Answer Why-How
- C** Follow up with interesting examples & quotes to elaborate on your basic facts

Smith Hardware
101 Main Street
Stillwater, AR 63104

meeting all your hardware needs

FOR IMMEDIATE RELEASE
May 27, 1998

CONTACT: Joe Smith
(412) 468-3060

A GIANT Way to Say Merry Christmas

Smith Hardware to Give Three 8-foot Christmas Stockings to Local Organizations

Smith Hardware will mark the beginning of the Christmas season by hanging six Giant 8 ft. tall toy-filled Christmas stockings in their store, and allowing customers to register for a chance to win throughout the month of December. Each winner will receive 2 stockings. One they will take home to their families. The second will be donated to the charity of their choice. The giveaway event will take place on Sunday, December 18th, 1998. The winners and their selected charities will be announced in the Stillwater Times on December 22nd.

Richard Smith, owner of Smith Hardware, decided to have the customers give away stockings to the charity as a way to promote the giving side of Christmas. "This is a win-win situation. Not only do the drawing winners get to take home something truly awesome for Christmas, but so do some less fortunate folks."

All six stockings will be on display in the front of the store. Entry blanks for this spectacular give-away contest are located at each register next to a pad of official entry blanks.

Betty Parker, a customer at Smith's for the last ten years said, "This is really what Christmas is all about"

If you volunteer for a local service organization, Safehouse, or children's hospital, or just have one you'd like to support, this is an unusual way to make a donation that will be remembered long after Christmas is over.

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Annotations:

- A** Proper heading for a release (points to company name and address)
- B** Provocative, succinct headline (points to "A GIANT Way to Say Merry Christmas")
- C** Double space (points to the spacing between lines)
- Use wide margins (points to the left and right margins)
- Use ### to end release (points to the end of the text)

- Put the most crucial info at the beginning of the release – in case the editor shortens it
- Use short declarative sentences, action verbs, meaningful adjectives.
- Make sure material is not blatantly self-serving.



6 Valuable Ideas to Increase the Power of Your SuperStuffer™

1. Get The Word Out

See section on how to get free publicity. In addition, make sure all of your print advertising includes a picture of the stocking next to the actual entry blank. Like a coupon, that entry blank will serve as a reminder to the customer to visit the store.



2. Motivate your Employees

By pairing up the customer contest with the employee give-away, you strongly influence the performance of your staff. Have consumers put the name of their favorite store employee on the back of their entry form. When the winning entry is announced, the employee whose name is on that entry will also win a Giant SuperStuffer™



3. Gather Valuable Data About Your Customers



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4. Use your Free Mailing List To Contact Customers Again and Again

Use filled entry blanks as a mailing list for future promotions. Get customers from that list to come back to the store by mailing them special offers, sales previews, etc.



5. Control Flow of Traffic

Bring new life to less frequently visited aisles by displaying the stocking and entry blanks at the front of the store and putting the entry box in a distant aisle. Customers will carry their filled entry blank to the designated aisle in order to participate.



6. Post Event Publicity

Once the giveaway is complete, be sure to issue post event press releases which announce the results. Be sure to include pictures that are both passive (sponsors and winners standing with their stocking in front of the store) and active (e.g., human interest photo of four year old child insisting on lugging this eight foot stocking out to the car by himself cause they're "HIS" toys now) photos.



Holiday Promotions...All Year Long!

Generate Sales Throughout the Year!

Imagine a giant in-store holiday promotion that draws customers to the aisle where your product is shelved and/or draws consumers towards your brand and away from competitors. Or just simply brings consumers into the store more often! Be sure to include our promotions designed to increase family traffic and store sales in your yearly marketing plan. Our unique promotions include:

"Baxter the Bunny" for Easter



10-13 Toys in an Easter Basket
Entry Box - 500 Entry Blanks - Sign

Jumbo Jack-O-Lantern Giant Plush



"Bernie the Bear" and Radio-Flyer Wagon

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