

OCTOBER EXTRA SAVINGS THEMED CAMPAIGNS

Drive awareness and incremental sales on a variety of refrigerated and frozen foods available at Publix



CAMPAIGN PROMOTIONAL ELEMENTS



Print Advertising

Themed page in
Extra Savings Flyer
with 4.5MM circulation



Social Media

5 Influencers
Includes posts on Instagram, Facebook,
Twitter and Pinterest with links to
program's landing page
Guaranteed impressions 1.5MM



Digital Media

Landing page highlights
offers and recipes
Email campaign to 1MM
shoppers in Publix footprint
1MM Banner Ad Impressions

RESULTS

TIMING

October 2019

SALES

Brands %
Incremental Growth
35% Unit | 26.5% Dollars

INFLUENCER

2.6MM Impressions
(2.5MM goal)
20.9K Total Engagements
(13K goal)

BANNERS ADS

1.34MM Impressions
5K Engagements
0.38% Click-thru rate

EMAIL

2MM delivered
21.42% Open rate
2.25% Click-thru rate

THE BENEFITS

Drives brand awareness
Encourages trial through value and usage ideas
Generates incremental sales

TIMING

Program Live: October 10-23, 2020
Submission Timeframe:
August 10 thru August 21, 2020

THE COST

\$1,750 - email feature
\$12,000 - price point
or coupon

FOR QUESTIONS: Contact Sue Bartlett at sue.bartlett@promopoint.com
TO PARTICIPATE: Submit the agreement to your buyer and Lee Smith at lee.smith@promopoint.com

Themed campaign requires 6 participants. Themes are subject to change.