

Promotions Vision Planner



Name: Beach Blanket Bingo

Date: Month of August

Purpose:

- * to generate traffic into the stores
- * to increase sales by 20% for the month
- * to update our customers contact info (particularly email)

Goal: To have 15 cards (rewards) redeemed in each store

Vision: We just announced our month-long Beach Blanket Bingo game via social and email and our customers are so excited to fill out their bingo card each time they shop. The vibe is easy, fun, summery, and everyone can be a winner! There is already chatter on our socials about friends coming in together to get their card and start playing. The team is ready for the increase in traffic and knows all the rules of the game (and how to describe them in a customer-friendly way) so that no one is confused or disappointed. The visual team is already working on special displays highlighting the key items on the cards and creating in-store signage to promote the game. We are expecting a big WIN during a normally slow month.

Promotion Details:

- After buying items listed on game card, the cards are stamped in the appropriate box. When a player scores a BINGO in any direction, they earn a \$30 Bingo Coupon (good between 9/1 – 12/ 31).
- Customers must be in our system to play (and give us a current email address).
- Player keeps playing same card (which we keep at the stores) until the promotion is over at the end of the month. No sharing cards, even within a household.
- If customers shop in both stores, they will need cards in separate stores (that cannot be combined).
- Sale items cannot go on the Bingo card nor can items from Dog Days of Summer (happening later in the month).

Marketing for the event:

- Send out an email to customer lists of both stores – 1x per week during August
- Social Media beginning 7/25, FB Event Page
- Outside Signboard, Store window poster, Instore signs

To do before the event:

- Print BINGO cards
- Print store posters/signs
- Create and print Bingo coupons (\$30 value, good until 12/31)
- Create graphic for email & social

To do during the event:

- Create bi-weekly contact list, emailing each player approx 10 days after their most recent purchase, reminding them to come in to play to complete the card
- Post on social media

To do after the event:

- Photo album for social media after event
- Complete event report card