

BUSINESS GENERATING IDEAS

1. Begin a holiday gift-giving campaign in your store to increase sales this holiday season

- Make the most of your sales by promoting the items your store currently carries for the holiday season such as poinsettias, gift cards and flowers
- Highlight the gift card selection that your store has as an easy and practical holiday gift
- Cater to shoppers who are looking to celebrate the holiday's, while still staying within their budgets
- Shoppers can save money by making holiday gifts from scratch – such as holiday chocolates and baked goods, include these in your holiday display

2. Come up with a catchy slogan to attract shoppers to your store

- Homemade Holidays
- Unwrap the Savings
- Give the gift that keeps on giving
- Very Merry Savings
- Handmade to Heartfelt

3. Use signage to promote items in departments throughout your store

- Baking ingredients
- Fresh produce
- Beer and Wine
- Bakery
- Floral Department
- Greeting Cards
- Gift Cards



4. Create an end cap display featuring must have baking necessities

- Pie Dough
- Cookie and Cake Mixes
- Candy Canes
- Gum Drops
- Gingerbread
- Pecans and other nuts
- Holiday frosting and sprinkles

5. Help shoppers partake in gift-giving with ideas for practical, affordable gifts

- Deliver on value by offering affordable gifts that recipients need and will use
- Spotlight the savings and practicality of gift offerings with signage

6. Highlight your stores gift card selection AND packaging options

- Make the gift cards easy to find and highlight them with signage
- Shoppers will also need packaging options – include gift wrap and greeting cards near this display
- Use stanchion signs to remind shoppers to pick up a gift card while they shop
- Include a small display of gift cards at the check-out to stimulate last minute gift purchases



7. Promote gift baskets as practical, custom-made gift options

- Use stanchion signs to present shoppers with gift baskets as a practical option, whether they put them together themselves or your store carries pre-made options
- Highlight gift basket items in-aisle using shelf strips or perp tags
- Gift Basket options:
 - Gourmet food that includes nuts, chocolate, candy, crackers and cheese
 - Health and Beauty items such as shampoos and other toiletries
 - Pet basket that includes treats, toys and collars
 - Alcohol basket that includes an assortment of wine, beer, mixers and snacks

8. Feature baked goods from your bakery as options for holiday gifts

- Highlight holiday specialty gourmet desserts such as cookies, pies and cakes
- Include specialty chocolates near the baked goods



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MARKETING
RESEARCH
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HOMEMADE HOLIDAYS

How to increase stores sales as the economy shifts-to-thrift

With the nation seemingly emerging from recession, American consumers remain skittish about spending their money during this upcoming holiday season according to new research from The Nielsen Company. Households continue to focus on “essential gift giving” such as staple consumables, candy, beverage/ alcohol and entertaining at home, and 86 percent said that they expect to spend the same or less this year than last – with a 7 percent increase in those indicating they would spend less. Overall, Nielsen is projecting that holiday sales will rise 0.03 percent this year, accounting for \$90 billion in dollar sales.

“Given everything the consumer has absorbed over the past 12 to 18 months, the fact that we expect this coming holiday season to be flat in dollars can be viewed as a modest positive,” said James Russo, VP, global consumer insights at Schaumburg, Ill.-based Nielsen. “Americans have undergone a fundamental change in how they spend their money and the days of stretching finances to make purchases not deemed as necessary are over, at least for the time being. That said, our research has shown that consumers are looking forward to loosening their purse strings a bit, but only once they feel more confident about the state of the economy and their personal financial situation.”



Other key findings from the research include:

- Traditional items such as apparel, toys and technology will be the most popular categories, albeit at restrained levels and primarily sold in “value” channels
- Products aligned with at-home entertainment, such as cookware, kitchen items, bed and bath accessories, and alcoholic beverages will do well
- Gift cards are one category where consumers plan to spend more this holiday season, followed by toys and apparel
- Value retailers such as dollar stores, online, discounters and club stores will attract the lion’s share of holiday spending as consumers minimize trips and search for the best values, while office supply, pet stores, home improvement and drug retailers are likely to feel the brunt of the economic slowdown
- Some 20 percent of households said that they had no plans whatsoever to entertain at home or away from home during the holidays
- Spending cutbacks are being driven by all income groups

So, how can retailers make the most of this season? They need to recognize that U.S. consumers are, first and foremost, seeking value and will start their holiday shopping well before Thanksgiving. They should also reach out to their best customers and make them feel special and give them a reason to shop at their outlet during the season and into 2010. Successful retailing has always been about delivering the right product at the right price and in the right place. The difference now is effectively mining and communicating to the right consumer as an active participant in driving growth.

Figure 1:

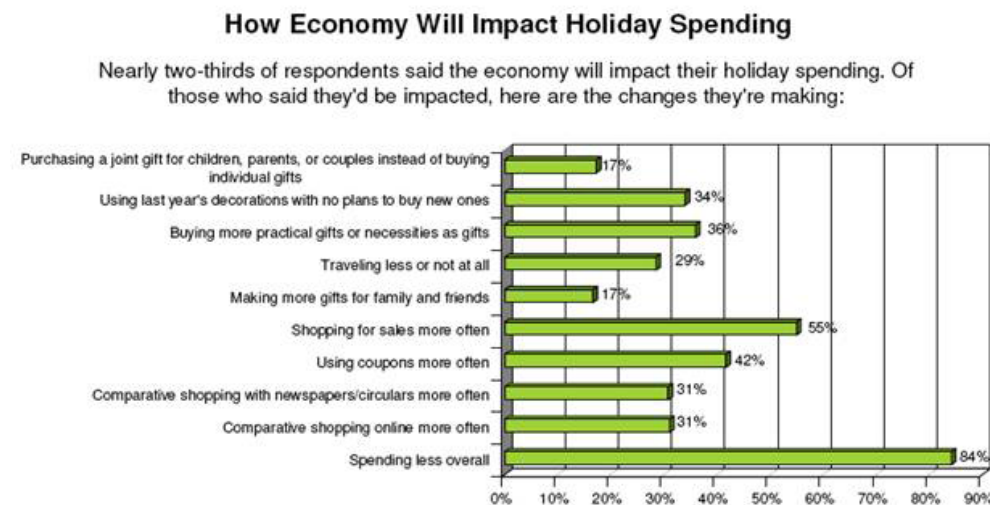


Figure 2:

People shop in different stores for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop in a particular store during the holiday season? (Check only ONE)

	1	2	3	4	5	6
Helpful, knowledgeable customer service	4.4%	3.7%	4.4%	4.9%	5.2%	4.4%
Quality of merchandise	8.7%	11.0%	12.4%	12.8%	13.4%	11.8%
Selection of merchandise	20.0%	23.1%	24.3%	22.6%	21.5%	21.0%
Sales or price discounts	41.8%	37.9%	36.5%	38.2%	40.0%	43.3%
Convenient location	7.8%	6.5%	6.5%	6.3%	5.6%	4.9%
Every-day low prices	15.6%	16.0%	14.2%	12.8%	12.6%	12.7%
None of these	1.6%	1.7%	1.8%	2.5%	1.7%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Article source: *Progressive Grocer*. "2009 Holiday Season Sales Expected to Be Flat." 30 September 2009.

THOUGHT STARTERS



93.2 percent of Americans celebrate a winter holiday.¹

Step 1: Uncover the need

- The holidays are the biggest spending season for stores. What are you planning on doing in-store to increase your sales for this holiday season?
- Nearly half of consumers exchange gifts for the holidays. What products do you carry that could be included in holiday gift promotion?
- What have you done in the past for the holiday season?

Step 2: Close the deal

- A big part of the holiday season revolves around food and drink. Would you like us to help you develop an economical signage program to promote the holidays in your store?

65.3% of shoppers are affected by the economy.²

Step 1: Uncover the need

- Due to the current economic situation, more and more people must cut their 2009 holiday budget. What could you do to combat the potential decline in sales?

Step 2: Close the deal

- Nearly 50 percent of shoppers will be shopping multiple stores to find the lowest price this season. Why don't you begin a campaign that focuses upon the added-value that shoppers receive from shopping your store? You can do this by suggesting ways for shoppers to save money!

89% of shoppers will be using a shopping list when they go holiday shopping this season.³

Step 1: Uncover the need

- Shoppers that use lists are less likely to be impulse spenders. What types of programs have you run in the past to influence customers to buy more?

Step 2: Close the deal

- Why don't you create an end-cap featuring holiday baking ingredients such as condensed milk, chocolate chips and candy canes? By placing the ingredients together shoppers are more likely to pick up ones they may have missed.
- It's all about promotions this year. Why don't you incorporate your weekly specials into the holiday season? By running BOGO and price cuts, shoppers will pick up larger quantities of items they need for their holiday gifts!

Consumers still plan on buying gifts, but they won't be spending extravagant amounts of money on purchases.⁴

Step 1: Uncover the need

- Grocery stores provide shoppers with practical gift options. What does your store carry that could be included in a holiday gift campaign?

Step 2: Close the deal

- It's all about practical gift giving this season. Shoppers want gifts where one-size-fits all. Why don't you begin a "homemade holidays" campaign

in your store? You can focus on homemade baked goods and festive treats that customers can give as gifts.

- Grocery stores carry other thoughtful gifts for the holidays. Why don't you include poinsettias, greetings cards, wine and gift baskets in your "homemade holiday" campaign?

Gift cards will make a comeback this holiday season.⁵

Step 1: Uncover the need

- Although shoppers shied away from gift cards last year, more and more people will be purchasing these for the holidays. How do you currently merchandise your gift cards in-store?

Step 2: Close the deal

- Convenience is at the top of shopper's lists, especially with the current economical situation. How about you include the gift cards your store carries in a gifts-made-easy themed promotion? Don't forget to include holiday themed décor to get shoppers in the mood!
- To capture additional sales, some stores have run promotions involving their gift card selection – such as buy 2 save \$5 or gas rewards for buying gift cards. Why don't you run a similar promotion in your store?

1 BIGResearch. "Economy to Impact Two-Thirds of Families this Holiday Season, According to NRF Survey."
2 NRF. "Holiday Forecast 2009."

3 NRF. "Holiday Forecast 2009."
4 Iconoculture. "Holiday Shopping 2008: Diamonds vs. Coal in the Stocking?"

5 Mintel Oxygen.