



SHOPPER MARKETING SOLUTIONS



VALUED VENDOR PARTNERSHIPS

Supporting our vendors with successful merchandising and proven marketing programs are just some of the ways Coborn's, Inc. provides additional value to our vendor-partners. Together, we can build successful promotions and reach our ultimate shared goal - **driving sales!**

This Shopper Marketing Guide outlines available merchandising and marketing opportunities for your brand to drive sales and to reach and engage our best shopper households through shopper marketing channels we offer. We encourage you to take advantage of these marketing opportunities to drive sales for your categories, and even more so, help us create outstanding customer experiences and offers for our loyal shopper base. In the ever-increasingly challenging and competitive marketplace, it's also a great time to try something new.

We look forward to our successful partnerships with you, our valued vendor-partner.

IN-STORE MARKETING

Reach our guests through in-store marketing that appeals to all of their senses. Our guests are able to taste, touch, smell, see, and hear all about your product(s) through in-store merchandising, displays, digital marketing opportunities and more. This guarantees that messaging will reach consumers in one way or another!

PRINT MARKETING

Our weekly print ad (distributed to over 850,000 households) is the key invitation to our guests to visit our stores and purchase your products. Highly creative, strategically aligned to key promotional holidays and sales driving-dates, the print program is central to driving consumer interest. Augment the weekly ad with special promotional events throughout the year.

TARGETED SHOPPER MARKETING

Today's consumers want offers targeted to their specific purchase interests. With our highly successful MORE Rewards program, our customers earn fuel discounts, receive personalized offers, earn rewards and much more. Leverage our data insights and targeting capabilities to reach our primary customers - your best prospects - and reach thousands of MORE Rewards shoppers who shop in our retail locations.

SOCIAL MEDIA

Meet our customers where they are on all of our social media platforms. Our Registered Dietitian Team has built a strong following on weekly Facebook live events. And, our audience continues to engage with us on Instagram, Pinterest and other social channels.

OUR BEST CUSTOMERS

16% of our best customers make up

55% of our total sales

90% of total sales are captured on a MORE Rewards account

*weekly average

Our primary customers spend

11x more annually than that of infrequent customer

Our primary customers spend an average of

\$41 on every shopping trip to our stores

Our primary customers visit our stores nearly

10x per month



SHOPPER MARKETING PACKAGES

NEW ITEM SHOPPER MARKETING PROGRAM

- » New Item introductory offers
- » FREE item emailed offer to all Primary shopper HHs OR Heavily-reduced, high-value coupon
- » Minimum allowed = 3000-4000 or a set reasonable maximum dollar investment
- » No set-up fees
- » Coborn's, Inc. will provide forced merchandising to not only cover redemptions, but to SELL PRODUCT!
- » **YOUR INVESTMENT: "Deal-cost" per unit PLUS 25c/unit.**
Example: Item cost=\$1.13, total cost would be \$1.38 per redemption.

MONTHLY "WHAT'S NEW AT COBORN'S"

- » Shopper Marketing Offers / Email Marketing:
- » Monthly email featuring multiple new item offers that guests "click to card/MORE account"
- » Offers also available on in-store kiosks
- » Minimum coupon amount must be 50c, preferably \$1.00. The higher the retail on the item, the better the coupon value should be. On low-retail items, we recommend multiples (i.e. \$1.00 OFF on 3)
- » Merchandising TBD by offer, value, category importance, etc.
- » **YOUR INVESTMENT: \$200 set up fee plus coupon value plus 35 cent per-coupon redemption fee.**

VENDOR/BROKER GROUPED ITEM PROMOTIONAL EVENTS

- » "Grouped" major event supported by key vendors, brokered events, etc. to drive volume. (i.e. Grilling season vendors, aggregated vendor kick-off events, etc. (Bundled Campbell's, General Mills, ConAgra offers, etc.)
- » We recommend eight digital coupon offers per event.
- » **YOUR INVESTMENT: All digital event. \$2,000 set-up fee for vendor-specific events.**
- » **Fee: Coupon value + \$0.35c per coupon clicked and redeemed**

À LA CARTE

DIGITAL COUPONS

Reach our best guests with a digital offer via our MORE Rewards app and in-store kiosk.

\$100
set up fee, each

WEEKLY PRINT AD

Ask Your Category Manager for details

IN-STORE KIOSK OFFERS

Reach our in-store guests while they're shopping with printable and clip-to-card digital offers on our in-store kiosks.

\$250
each

SOCIAL MEDIA CAMPAIGN

Reach thousands of our social media followers with a social media campaign including Facebook and Instagram postings over a seven-day period.

\$250
each

TARGETED SHOPPER EMAILS

Leverage the power of our robust email platform to reach over 250,000 primary and secondary shoppers through targeted emails. Launch new items, create a special promotion or surprise and delight with a special offer or free item.

\$1000
each

IMAGE WALL/END CAP

Ask Your Category Manager for details

ONLY \$1.00 BASKETS

\$500
each



COBORN'S INC.
est. 1921 employee owned

To view this guide online, ask additional questions or register to purchase any of our omni-channel marketing options, visit us at **cobornsinc.com/marketing**

WE ARE OVER 60 TOTAL GROCERY STORES

operating in Minnesota, Wisconsin, North Dakota and South Dakota



28 Coborn's locations in Minnesota and South Dakota



20 Cash Wise locations in Minnesota and North Dakota



4 Marketplace Foods locations in Wisconsin



8 Hornbacher's locations in Fargo, North Dakota



40 Pharmacy operations within grocery stores (2 stand-alone)



34 franchised or owned convenience fuel centers



WANT TO KNOW MORE?

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