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# 2019 MARKETING PLAN

## An outline of our planned specials, sales & more.

*Please note: dates are subject to change.*

- 5 National Sale Events – (Winter, Spring, Summer, BOGO and Fall Flyers)
- CAP DAYS: Spring & Winter
- National Senior's Day - Every Wednesday
- FEATURED PRODUCTS - February, March, July, September & November
- SPECIALS: February, March, July, September & November
- TWELVE DAYS OF CHRISTMAS
- BOXING WEEK SPECIALS: December 26 - January 3

### ADDITIONAL ADVERTISING SUPPORT:

- Co-op Program available to support Sangster's® Brand Product Sales
- SFSC - May 2019
- Franchise Review
- Blog

### JANUARY

WINTER SALE EVENT

### FEBRUARY

WINTER SALE EVENT  
FEATURED PRODUCT

### MARCH

SPRING SALE EVENT  
FEATURED PRODUCT

### APRIL

SPRING SALE EVENT

### MAY

CAP DAY  
SFSC CONVENTION

### JUNE

SUMMER SALE EVENT

### JULY

FEATURED PRODUCT

### AUGUST

BOGO SALE EVENT

### SEPTEMBER

FEATURED PRODUCT  
BOGO SALE EVENT

### OCTOBER

FALL SALE EVENT

### NOVEMBER

FALL SALE EVENT  
FEATURE PRODUCT

### DECEMBER

CAP DAYS  
TWELVE DAYS OF XMAS  
BOXING WEEK SPECIALS



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## **2019 MARKETING PLAN**

### **FIVE NATIONAL SALES EVENTS**

Head Office will support all five flyer sales with large format posters, shelf talkers, flyers, e-blasts and social media announcements, (Facebook/Twitter/Instagram).

### **NATIONAL FLYER SALE DATES - 2019:**

Winter Sale	January 3 – February 3
Spring Sale	March 25 - April 21 (last day to order: April 22nd)
Summer Sale	June 3 - June 16
August BOGO Sale	August 6 – September 8
Fall Sale	October 14 – November 3

### **NATIONAL CAP Days (marketed as *Friends and Family Appreciation Days*)**

Spring & Winter: May 3 and December 6 & 7

Sangster's® Head Office will continue to do two Appreciation Days this year with the current card mailer format and promotional materials which include small posters, receipt tickets, online plug-ins such as e-blasts, website banner, & social media announcements, (Facebook, Twitter & Instagram).

### **FEATURED PRODUCTS – Sangster's® Brand Product**

Dates: February, March, July, September, & November

This campaign focuses on one to two exclusive products. This will be optional for stores to participate. Shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing a 'featured product' of the month at special pricing. The products will include top or exclusive products that may or may not be included in the flyer event sales.

### **MONTHLY SPECIALS**

Dates: February, March, July, September, November & December

This campaign focuses on one month promotions of ten (10) exclusive products, 6 times per year, in a one page, double-sided, flyer. Each store will receive 100 flyers for instore distribution\*. Flyers, shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing a 'Specials of the Month' at discounted prices. Top or exclusive products only that are not in the flyer event sales.

*\*Stores requiring more Monthly Special Flyers for distribution will be charged an additional fee based on quantity.*

### **BOXING WEEK SPECIALS**

Dates: December 26 - January 3

Sangster's® Head Office will produce a one page flyer promoting Sangster's Brand exclusive products. Promotional materials will include small posters, e-blasts, website banner, and social media announcements, (Facebook, Twitter and Instagram).

### **Head Office will include the following for all Product Specials:**

- Sangster's® E-blast (*for participating stores*)
  - In-store Sale Posters
  - Monthly Specials Shelf Talkers
- (All advertising collateral will be shipped with your Restore Orders)*



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## 2019 MARKETING PLAN

### WINTER SALE

Dates: January 3 - February 3

#### Head Office will include the following:

- Sangster's® E-blast *(for participating stores)*
- In-store Sale Posters
- Develop the national flyer and coordinate insertion with local newspaper(s) for distribution
- Featured Product Shelf Talkers, *(shipped with your Restore Order)*
- Create social media artwork

#### Stores are responsible for the following additional advertising options:

- ☐ Mail out post cards to your top customers
- ☐ Radio
- ☐ Social Media – stores' announcement *(uploading to your social media pages)*
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### In-store promotions:

- ☐ Demos – ie. proteins, greens
- ☐ Sampling

\$ Estimated Investment

Notes:



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## 2019 MARKETING PLAN

### **FEATURED PRODUCTS – Sangster's® Brand Product - (*participation is optional*)**

Dates: February

This campaign focuses on one to two exclusive products. Shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing a 'featured product' of the month at special pricing.

### **Head Office will include the following for all Product Specials:**

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Featured Product Shelf Talkers (*shipped with a Restore Order*)

### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
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## 2019 MARKETING PLAN

### **MONTHLY SPECIALS – Sangster's® Brand Product - (*participation is optional*)**

Dates: February

This campaign focuses on ten (10) Sangster's exclusive products. A one (1) page flyer (double sided), shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing 'monthly specials' at discount pricing.

#### **Head Office will include the following for all Product Specials:**

- ONE (1) double-sided flyer
- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Specials of the Month Shelf Talkers (*shipped with a Restore Order*)

#### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
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## 2019 MARKETING PLAN

### **MONTHLY SPECIALS – Sangster's® Brand Product - (*participation is optional*)**

Dates: March

This campaign focuses on TEN (10) Sangster's exclusive products. A one (1) page flyer (double sided), shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing 'monthly specials' at discount pricing.

#### **Head Office will include the following for all Product Specials:**

- ONE (1) double-sided flyer
- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Specials of the Month Shelf Talkers (*shipped with a Restore Order*)

#### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
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## 2019 MARKETING PLAN

### SPRING SALE EVENT

Dates: March 25 – April 21

#### Head Office will include the following:

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Develop the national flyer and coordinate insertion with local newspaper(s) for distribution
- Featured Product Shelf Talkers, (*shipped with your Restore Order*)
- Create social media artwork

#### Stores are responsible for the following additional advertising options:

- ☐ Mail out post cards to your top customers
- ☐ Radio
- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### In-store promotions:

- ☐ Demos – ie. proteins, greens
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## 2019 MARKETING PLAN

### **FEATURED PRODUCTS – Sangster's® Brand Product** - *(participation is optional)*

Dates: March

This campaign focuses on one to two exclusive products. Shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing a 'featured product' of the month at special pricing.

### **Head Office will include the following for all Product Specials:**

- Sangster's® E-blast *(for participating stores)*
- In-store Sale Posters
- Featured Product Shelf Talkers *(shipped with a Restore Order)*

### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement *(uploading to your social media pages)*
- ☐ Newspaper ad(s)
- ☐ Road side signage

### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
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## 2019 MARKETING PLAN

### NATIONAL FRIENDS AND FAMILY APPRECIATION DAYS

Dates: May 3

Sangster's® Head Office will continue with Appreciation Days this year by offering the current card mailer format and promotional materials which include small posters, receipt tickets, online plug-ins such as e-blasts, website banner, and social media announcements, (Facebook, Twitter and Instagram).

#### Head Office will provide the following:

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Shelf Talkers (*shipped with a Restore Order*)
- Mail post cards to your top 300 customers (*provided by participating stores*)
- Create social media artwork

#### Stores are responsible for the following additional advertising options:

- ☐ Radio
- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### In-store promotions:

- ☐ Demos – ie. proteins, greens
- ☐ Gift bags from Sangster's® and other suppliers
- ☐ Free gift and samples with purchase

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## **2019 MARKETING PLAN**

### **SANGSTER'S SUCCESS CONVENTION**

Dates: May 8 - 10

Sangster's® Head Office will be hosting the Annual Success Convention in Saskatoon.

The 2019 theme: **"Igniting the Passion: Charting your Pathway to Success!"**



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## 2019 MARKETING PLAN

### SUMMER SALE EVENT

Dates: June 3 - June 16

#### Head Office will include the following:

- Sangster's® E-blast *(for participating stores)*
- In-store Sale Posters
- Develop the national flyer and coordinate insertion with local newspaper(s) for distribution
- Shelf Talkers, *(shipped with your Restore Order)*
- Create social media artwork

#### Stores are responsible for the following additional advertising options:

- ☐ Mail out post cards to your top customers
- ☐ Radio
- ☐ Social Media – stores' announcement *(uploading to your social media pages)*
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### In-store promotions:

- ☐ Demos – ie. proteins, greens
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## 2019 MARKETING PLAN

### **MONTHLY SPECIALS – Sangster's® Brand Product - (*participation is optional*)**

Dates: July

This campaign focuses on TEN (10) Sangster's exclusive products. A one (1) page flyer (double sided), shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing 'monthly specials' at discount pricing.

#### **Head Office will include the following for all Product Specials:**

- ONE (1) double-sided flyer
- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Specials of the Month Shelf Talkers (*shipped with a Restore Order*)

#### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
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### **FEATURED PRODUCTS – Sangster's® Brand Product - (*participation is optional*)**

Dates: July

This campaign focuses on one to two exclusive products. Shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing a 'featured product' of the month at special pricing.

### **Head Office will include the following for all Product Specials:**

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Featured Product Shelf Talkers (*shipped with a Restore Order*)

### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

### **In-store promotions:**

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## **2019 MARKETING PLAN**

### **BOGO SALE EVENT**

Dates: August 6 - September 8

#### **Head Office will include the following:**

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Develop the national flyer and coordinate insertion with local newspaper(s) for distribution
- Shelf Talkers, (*shipped with your Restore Order*)
- Create social media artwork

#### **Stores are responsible for the following additional advertising options:**

- ☐ Mail out post cards to your top customers
- ☐ Radio
- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
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## 2019 MARKETING PLAN

### **MONTHLY SPECIALS – Sangster's® Brand Product - (*participation is optional*)**

Dates: September

This campaign focuses on TEN (10) Sangster's exclusive products. A one (1) page flyer (double sided), shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing 'monthly specials' at discount pricing.

#### **Head Office will include the following for all Product Specials:**

- ONE (1) double-sided flyer
- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Specials of the Month Shelf Talkers (*shipped with a Restore Order*)

#### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
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#### **In-store promotions:**

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## **2019 MARKETING PLAN**

### **FEATURED PRODUCTS – Sangster's® Brand Product - (*participation is optional*)**

Dates: September

This campaign focuses on one to two exclusive products. Shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing a 'featured product' of the month at special pricing.

### **Head Office will include the following for all Product Specials:**

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Featured Product Shelf Talkers (*shipped with a Restore Order*)

### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
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### **In-store promotions:**

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## 2019 MARKETING PLAN

### FALL SALE

Dates: Retail October 14 – November 3

#### Head Office will include the following:

- Sangster's® E-blast *(for participating stores)*
- In-store Sale Posters
- Develop the national flyer and coordinate insertion with local newspaper(s) for distribution
- Featured Product Shelf Talkers, *(shipped with your Restore Order)*
- Create social media artwork

#### Stores are responsible for the following additional advertising options:

- ☐ Mail out post cards to your top customers
- ☐ Radio
- ☐ Social Media – stores' announcement *(uploading to your social media pages)*
- ☐ Newspaper ad(s)
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#### In-store promotions:

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## 2019 MARKETING PLAN

### **MONTHLY SPECIALS – Sangster's® Brand Product - (*participation is optional*)**

Dates: November

This campaign focuses on TEN (10) Sangster's exclusive products. A one (1) page flyer (double sided), shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing 'monthly specials' at discount pricing.

#### **Head Office will include the following for all Product Specials:**

- ONE (1) double-sided flyer
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- Specials of the Month Shelf Talkers (*shipped with a Restore Order*)

#### **Stores are responsible for the following additional advertising options:**

- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
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#### **In-store promotions:**

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### **FEATURED PRODUCTS – Sangster's® Brand Product - *(participation is optional)***

Dates: November

This campaign focuses on one to two exclusive products. Shelf talkers and e-blasts will help participating stores promote these Sangster's® Brand products by announcing a 'featured product' of the month at special pricing.

### **Head Office will include the following for all Product Specials:**

- Sangster's® E-blast *(for participating stores)*
- In-store Sale Posters
- Featured Product Shelf Talkers *(shipped with a Restore Order)*

### **Stores are responsible for the following additional advertising options:**

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### **In-store promotions:**

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## **2019 MARKETING PLAN**

### **NATIONAL FRIENDS AND FAMILY APPRECIATION DAYS**

Dates: December 6 & 7

Sangster's® Head Office will continue with Appreciation Days this year by offering the current card mailer format and promotional materials which include small posters, receipt tickets, online plug-ins such as e-blasts, website banner, and social media announcements, (Facebook, Twitter and Instagram).

#### **Head Office will provide the following:**

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Posters
- Featured Product Shelf Talkers (*shipped with a Restore Order*)
- Mail post cards to your top 300 customers (*provided by participating stores*)
- Create social media artwork

#### **Stores are responsible for the following additional advertising options:**

- ☐ Radio
- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
- ☐ Gift bags from Sangster's® and other suppliers
- ☐ Free gift and samples with purchase

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## **2019 MARKETING PLAN**

### **BOXING WEEK SPECIALS**

Dates: December 26 - January 3

Sangster's® Head Office will produce a one page flyer promoting Sangster's Brand exclusive products. Promotional materials will include small posters, e-blasts, website banner, and social media announcements, (Facebook, Twitter and Instagram).

#### **Head Office will provide the following:**

- Sangster's® E-blast (*for participating stores*)
- In-store Sale Flyers
- Shelf Talkers (*shipped with a Restore Order*)

#### **Stores are responsible for the following additional advertising options:**

- ☐ Radio
- ☐ Social Media – stores' announcement (*uploading to your social media pages*)
- ☐ Newspaper ad(s)
- ☐ Road side signage

#### **In-store promotions:**

- ☐ Demos – ie. proteins, greens
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