

WINSOU 168

3-Month Campaign Strategy



CAMPAIGN 1: "MOMS SHOP TOGETHER, SAVE TOGETHER"

Mothers Shopping Group Initiative

Campaign Duration: 3 months

"Stronger Together - When mothers unite, amazing things happen!"

Campaign Mechanics:

Target Group: Women who are mothers only

Trigger: 2 mothers shopping together

Minimum Spend: \$15 each (\$30 total)

Reward: 2 FREE items (pre-selected gift items)

Easy Verification: Simply say "We're moms shopping together" at checkout - no proof required

Staff Instructions:

Accept customer's word when they say they're mothers

Look for obvious signs: shopping with children, discussing mom topics

No need to ask for proof or verification documents

Simply ask: "Are you both moms shopping together today?"

Apply discount immediately upon confirmation

Marketing Materials:

In-store signage: "Bring a Fellow Mom, Get Rewarded!"

Social media hashtag: #Winsou168MomSquad

Window displays: Showcase motherhood and community support

Staff training: Simple identification process for mothers shopping together

Messaging: "Because motherhood is better together"

Target Messaging:

"From one mom to another - you deserve this treat"
"Making mom life easier, one shopping trip at a time"
"Moms supporting moms - just tell us you're shopping together!"

Success Metrics:

Number of mother group purchases per week
Average transaction value increase
Mother customer retention rate
Social media engagement from mom community



CAMPAIGN 2: "WOMEN HELP WOMEN"

Charity Initiative

Campaign Duration: 3 months

"Every small act of kindness creates ripples of change"

Campaign Mechanics:

Charity boxes in every **Winsou 168** store
Customer donations collected throughout campaign
Winsou 168 contribution: \$2,500 additional funding
Recognition: All donations marked "From **Winsou 168** Customers"
Beneficiary: Women-focused charity organization

Marketing Materials:

Box design: Clear, elegant with campaign messaging in **red & gold**
Signage: "Your generosity changes lives"
Progress updates: Monthly posters showing donation growth
Final ceremony: Community event announcing total and beneficiary

Implementation:

Install charity boxes and launch announcement
Regular progress display updates
Grand total reveal and donation ceremony
Thank you campaign with impact stories



CAMPAIGN 3: "YOUR VOICE MATTERS"

Customer Feedback Initiative

Campaign Duration: 3 months

"Your opinion shapes our future - speak up and be rewarded!"

Campaign Mechanics:

QR code at checkout and strategic store locations

Instant gift for completed feedback (small branded items)

Survey topics: Store experience, product requests, concerns, suggestions

Gift options: Winsou 168 keychains, mini products, discount coupons

QR Code Survey Questions:

How was your shopping experience today? (1-5 stars)

What products would you like to see more of?

Any concerns or suggestions for improvement?

What should Winsou 168 focus on next?

Would you recommend us to friends? Why?

Marketing Materials:

QR code posters: "Scan, Share, Get Rewarded!" in **gold & red design**

Staff announcement: "Don't forget to scan for your free gift!"

Social media: "We're listening! Share your thoughts"

Counter displays: Showcase available gifts

OVERALL 3-MONTH SUCCESS METRICS

Campaign Goals:

300+ mother group shopping instances

\$4,000+ customer charity donations (+ \$2,500 Winsou 168 contribution)

500+ customer feedback responses

25% increase in average transaction value

30% increase in mother customer retention

Build strong mom community around **Winsou 168** brand

BUDGET ESTIMATE

Campaign	Description	Amount
Campaign 1	Free items + marketing materials	\$2,400
Campaign 2	Winsou 168 donation + boxes/signage	\$2,800
Campaign 3	Gifts + QR materials	\$1,050
TOTAL INVESTMENT		~\$6,250

PROMOTIONAL STRATEGY

Social Media: Daily posts featuring mom stories and community support with **red & gold branding**

In-store: Eye-catching displays celebrating motherhood in **Winsou 168** colors

Community: Word-of-mouth through satisfied mother customers

Local Media: Press release about charity initiative results

Mom Groups: Target local parenting communities and playgroups

All three campaigns run simultaneously for maximum impact, building a strong mother community, driving sales, and strengthening Winsou 168's reputation as a women and mother-supporting business! 