

5 STAR STORE

FRESHER IS BETTER CAMPAIGN

**Fresh.
New.
For You.**



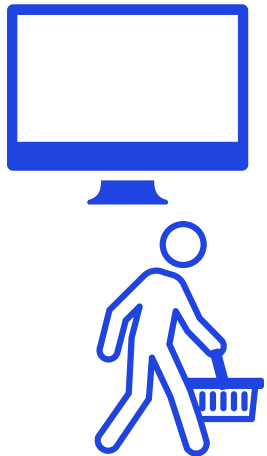
FRESH COMPANY FRESH SOLUTIONS



- Customer loyalty
- Customer engagement
- Prepared for ever-changing customer expectations
- Avoiding customer checklist motto
- Best technology

FRESHWORKS

***Solves a Problem
Fits our Audience
Stands Apart***



DIGITAL EXPERIENCE FEATURING OUR CUSTOMERS



- Customer first, 5 Star second
- Their rewards, interactions, purchases
- Immediate feedback for rewards earned
- Reminders of these rewards
- Digital shopping lists
- "I left off" tool
- In-store & online -Shopping assistance

THE NEW FACE IN RETAIL

- Fresh angle at competition
- New appeals to the audience of competitors
- Fresh essential truth in retail

ESSENTIAL TRUTH

QUALITY
AFFORDABLE
ENJOYABLE
USEFUL
TRUSTWORTHY

SERVICE
QUALITY
PRODUCTS
LOYALTY
INTERACTION
PERSONALIZATION

#1



SOCIAL MEDIA = FRESH INTERACTION

Intentional postings to highlight and promote the brand campaign

Fresh is Always Better.



Come visit Five Star for all your grocery needs (and wants)!



MEASURING SUCCESS

- Welcoming environment
- Inclusive
- Diverse employee representation
- New employee training
- Employees meeting customer service expectations

IS

Bringing customers in
Giving our customers solutions
Being a fresh space



INSTAGRAM
TWITTER
FACEBOOK
YOUTUBE

BUY NOW
SUBSCRIPTION
DELIVERY
SHOPPING CART
VIRTUAL TOURS

