

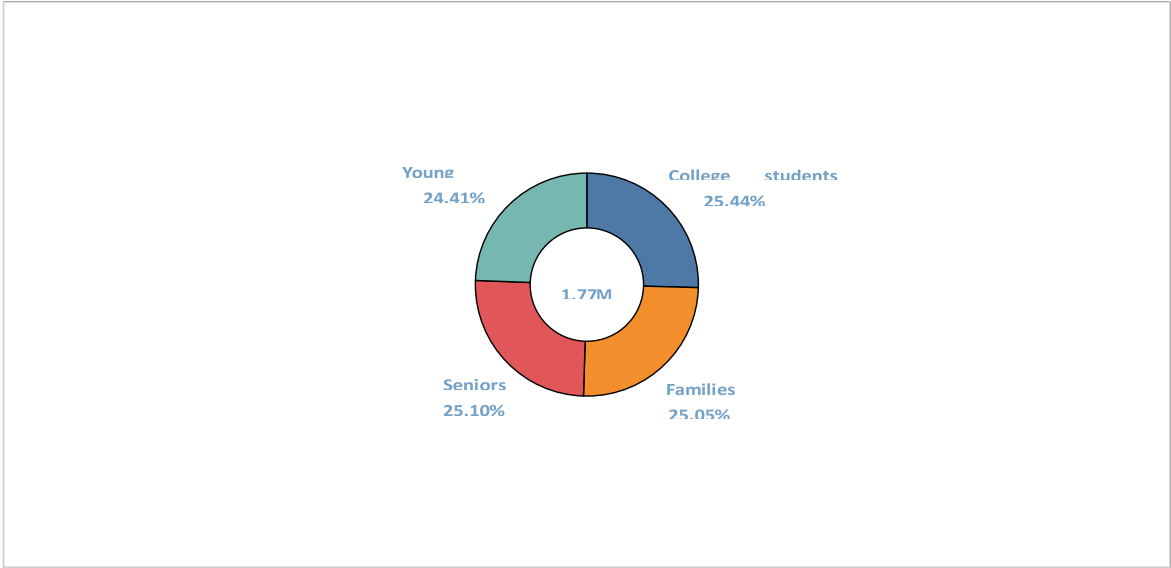
PRODUCT

PLACEMENT

ANALYSIS-

STORY

College increase seniors ..	students lead sales	and High slightly.. even without	foot	traffic	Promotions
			doesn't lo..	always	mean



Consumer Demographics

College students

Families

Seniors

Young

Sales

1.77M

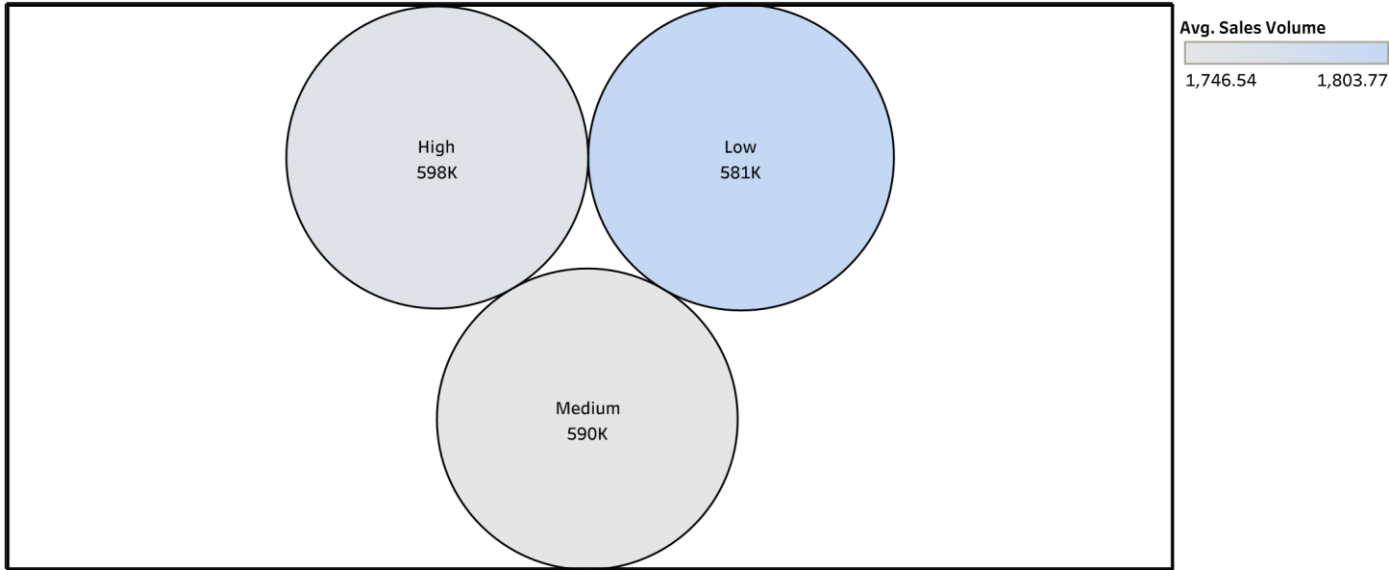
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Promotion	Product	Category	Price	Sales	Volume
No	Clothing		5,078		351,390
	Electronics		4,618		296,803
	Food		4,646		281,734
Yes	Clothing		4,302		267,190
	Electronics		4,740		290,714
	Food		4,636		281,480