



PRINT  
ADVERTISING  
PROGRAM

**7 Things You Need to Know**

# 7 Things You Need to Know about the 2017 Print Advertising Program

It's all about the Lucky Sevens for the 2017 Print Program.

Here are 7 things you need to know about the program:

1

## 7 Day Sales Events



Our sales events will now run for 7 days instead of 10 and will start and stop on Wednesdays. This will ensure we maintain momentum and drive customers into our stores to take advantage of those hot deals featured on the pages of our national flyers. The new feature also keeps us competitive in the marketplace and gives us an opportunity to put more digital and tactical marketing events in place.

2

## Themed Flyer Events:



It's been statistically proven that one of the most effective ways to advertise is with a flyer. Our Home Hardware flyers are delivered to 5.5 million homes. In 2017, we plan to add a little flair to our flyers with themed events. Mother's Day, Father's Day, Canada Day, all of those occasions present the perfect opportunity for us to get crafty with our content.



3

## National Promotional Events



With increased competitive activity and industry consolidation, the Home Improvement Industry has never been more competitive. As we look for ways to increase market share and drive retail sales, the importance of digital and tactical sale events is at an all-time high. In 2017, the digital and tactical events will become an important part of the national promotional calendar. There have been 8 gaps carved out of the flyer schedule for national digital or tactical sale events. This will allow your store more visibility to the national events to better plan your local and regional promotions accordingly.





# 4

## Expanded LBM Wraps



We have enjoyed overwhelming success with our LBM Wrap program. It was first implemented in 2015 as a way to showcase more lumber and building materials for the HHBC banners and has become so popular we are expanding it in 2017 from 8 wraps to 12. A dozen mini flyers have been chosen from the HH National flyer program. These 20 page flyers will include the extra 4-page outer wrap making it 24 pages. The wrapped flyers are only available to the HHBC stores and will be distributed within the current areas of which an HHBC delivers their National Hardware flyer to avoid any potential customer confusion.

# 5

## Catalogue Marketing Continues



In an ever-growing digital world we are seeing more and more customers purchase goods online yet catalogue marketing continues to hold an important place among our various marketing strategies. Many consumers still use the catalogue as their preferred source of information about a company's products or services.

"The new catalogue style is modern, colorful and full of ideas for our customers. We've had a number of people ask us when the next one is coming out. It's helped generate sales for all of my stores and I am looking forward to our next issue."

### MALCOLM FIRKSER

Sunnybrook Home Hardware,  
Danforth Pape Home Hardware,  
Toronto Beaches Home Hardware,  
Toronto East Home Hardware  
Toronto, ON



Getting flyers and catalogues into the right hands helps to maximize your marketing potential.



**NEW for 2017** - the LBM catalogue will be a single buying guide released in the spring.

- We offer Free Distribution of the Spring and Fall editions of our Seasonal Catalogues.
- Catalogues are 100% Refund from Co-op Fund.
- Submit a distribution list that includes a detailed breakdown of town/postal code/quantity and your catalogues will be distributed with your choice of drop dates.
- Enter the total quantity of catalogues you'll need and don't forget store copies.
- Catalogues can be imprinted with your store details.
- The quantity required for imprint is 500.

# 6

## Keep Your Customers Coming Back With Optional Flyer Program

Keep Your Customers Coming Back With Optional Flyer Program: Augment the National Flyer Program with Optional theme flyers. You can choose from a variety of great Optionals to fill in the gaps or double up the savings you offer customers and drive more traffic to your store.

"The Optional Flyer Program serves as a nice compliment to the National Program and helps us broaden our message and offerings to customers. We've enjoyed much success with the Optionals and find they bring a lot more customers through our doors."

**TANYA HANSON ROCCA**

Roblynn Home Hardware Building Centre  
Oromocto, NB

- Optionals can be imprinted with your store details.
- A minimum of 500 flyers is required for imprint.
- Optional flyers are 100% Refund from Co-op Fund.
- The Flyer Distribution department works at least 6 weeks in advance, but we need changes to distribution lists and contracts long before then. Print quantities are based on the contracts, so it's important to order now.

# 7

## DIY Marketing Tool Now Online

DIY is more than a slogan or trend. It has become a multi-billion dollar industry and now as a Home Hardware Dealer-Owner you can tackle your own DIY project. The DIY Marketing Tool listed on Connect allows you to create your own flyer. The tool gives you the flexibility to choose the products you want to feature and you can even customize the flyer by adding your own SKUs and pricing. These customized flyers can be available within 10 days.

