

Marketing Directorate

PATRON AWARENESS

PROMOTIONS & MARKETING

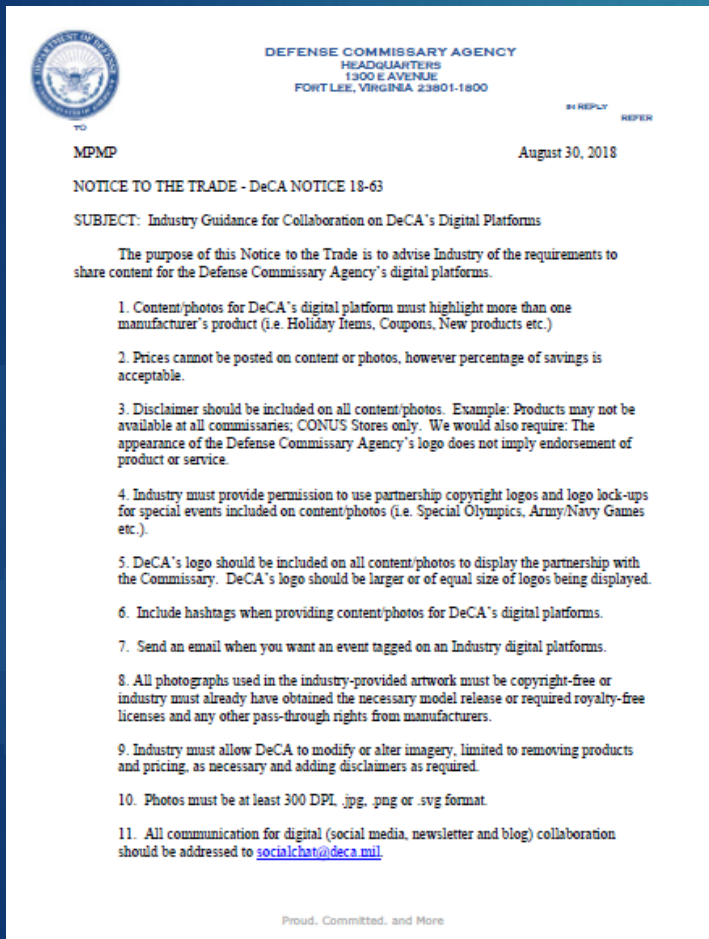


Patron Awareness – Social Media

ALA PRESENTATION 2019

Industry: Need to know about collaboration

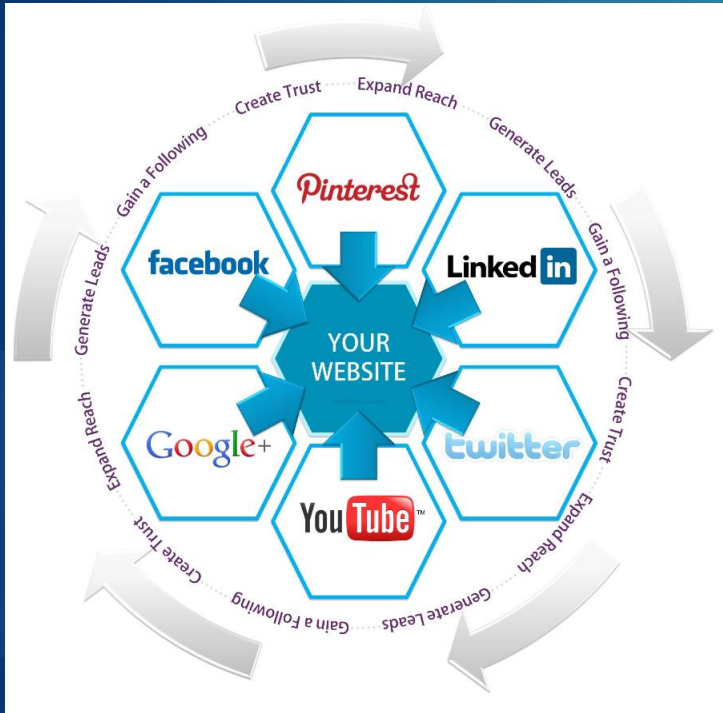
3



- Highlight more than one manufacturer's product
- Prices cannot be posted
- Include hashtags
- Provide permission to use partnership logos
- Email us at socialchat@deca.mil

https://www.ala-national.org/members/login.aspx?redir=http%3a%2f%2fwww.ala-national.org%2fcommissary%2fnotices_to_trade.aspx

Local Event Pilot with Zone 26



<p>190 Events</p> <p>+189 last 90 days</p>	<p>104.6K People Reached</p> <p>+104.3K last 90 days</p>	<p>6.6K Event Responses</p> <p>+6.6K last 90 days</p>	<p>0 Ticket Clicks</p> <p>+0 last 90 days</p>
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MISSION: BREAKFAST
SERVING THOSE WHO SERVE OUR COUNTRY

ALL UNIFORM, NON-UNIFORM, ACTIVE, & RETIRED SERVICE MEMBERS AND THEIR FAMILIES ARE INVITED TO A **FREE BREAKFAST CELEBRATION**

DATE: WEDNESDAY, MAY 8

MAY 8 Mission Breakfast at Quantico MCB
Public · Hosted by Defense Commissary Agency and 2 others · 3 co-hosts pending [?]

★ Interested ✓ Going Share ...

📅 Wednesday, May 8, 2019 at 7 AM – 10 AM EDT

📍 3250 Cattin Ave, Quantico, VA 22134-5109, United States Show Map

About Discussion

✍ Write Post 📷 Add Photo/Video 📺 Live Video 🗳 Create Poll

👤 Write something...

47 Going · 212 Interested

INSIGHTS See More

<p>8K People Reached</p> <p>+1.2K last 7 days</p>	<p>259 Responses</p> <p>+47 last 7 days</p>
<p>Track ticket sales</p> <p>Add Ticket Link</p>	<p>Audience</p> <p>Women 25-34 23% of total responses</p>

Live Events



Defense Commissary Agency
Published by Dana Sizemore (7)
Page Liked · April 5

Meet Chad Fortune the Driver of Soldier Fortune Monster Truck. He is signing autographs at the Lackland AFB Commissary. #chadfortune Monster Jam — at Commissary @ Lackland AFB Texas.

579 Views · 3 Shares

Like Comment Share

Write a comment...

Performance for Your Post

2,325 People Reached

679 3-Second Video Views

22 Reactions, Comments & Shares

18 Like	17 On Post	1 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

42 Post Clicks

12 Clicks to Play	1 Link Clicks	29 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Link to Facebook Video:
<https://www.facebook.com/YourCommissary/videos/vb.136880189673357/582375258909089/?type=2&theater>

Commissary Connection- Email Newsletter

This is our first sales flyer email alert! If you'd like to receive this alert in the future, please [update your profile](#) and select "Sales and Promotions" under My Preferences!

Stay Connected to Your Commissary!

Wednesday, April 24, 2019



Sales Flyer

View featured savings or verify your status as an authorized customer to view promotional prices!

Featured Savings

Promotional Prices

YES!

Your Everyday Savings

**DEAL
of the
WEEK**



Ensure® Nutrition Shakes
Vanilla or Chocolate, 6 ct.

Save **36%** off our already low prices!



General Mills® Cheerios™
Multi-Grain Cereal, 12 oz.

Save **57%** off our already low prices!



General Mills® Cocoa Puffs™
Cereal, 11.8 oz.

Save **37%** off our already low prices!



Jolly Time® Pop Corn
Select Varieties, 32 oz.

Save **34%** off our already low prices!



Keebler® Club Crackers
Select Varieties, 12.7 - 13.7 oz.

Save **32%** off our already low prices!



Old El Paso® Flour Tortillas
Select Varieties, 8 - 10 ct.

Save **36%** off our already low prices!



Kool-Aid® Drink Mix
Select Varieties, 19 oz.

Save **38%** off our already low prices!



Old El Paso® Taco Seasoning
Original, 6.25 oz.

Save **43%** off our already low prices!

Stay Connected to Your Commissary!



All promotions may not be available at all locations. Please check linked resources to learn about effective dates and other requirements of promotions.

Marketing

ALA PRESENTATION 2019

Marketing Industry Promotions & Events



Contact us at **marketing@deca.mil**

- ▶ Keep us informed so we can keep the patron informed
- ▶ Use this to inform the marketing team about APPROVED sales, promotions, and events
- ▶ Copy the category manager
- ▶ This email is monitored by Michael Pulley and Matt Perry. More people will be added as the team grows.
- ▶ Use this for all general marketing inquiries and notices

Marketing Needs to Know (at least 8 weeks prior)

▶ WHAT

- ▶ What is the promotion, sale, or event

▶ WHEN

- ▶ When is the promotion, sale, or event
- ▶ When is the winner announced

▶ WHO

- ▶ Who can participate (demographic & geographic)

▶ HOW

- ▶ How do patrons participate/engage

▶ WHERE

- ▶ Where is this happening

Media

11

- ▶ All media needs to be reviewed and approved by the marketing department
- ▶ Minimum of 8 weeks prior to the event
- ▶ All media must have the Commissary logo
- ▶ Provide media for:
 - ▶ Website
 - ▶ Social Media
 - ▶ In store displays

COMMISSARY



Swag

12

- ▶ Send industry swag to the commissary closest to the event
- ▶ Send Shipping and Content Details to:
 - ▶ Marketing@deca.mil
 - ▶ Socialchat@deca.mil

Zone 28

13

Direct Savings at the Register

- ❖ Dollar off
- ❖ Percent Off
- ❖ Price Point
- ❖ BOGO's
- ❖ Group Pricing

Not Necessarily Monetary

- ❖ Tiered offers
- ❖ Messages
- ❖ Markdowns

Require Special Circumstances

- ❖ Employee/ Associate Offers
- ❖ Tender Based Promotions
- ❖ Offers with Discount Limits
- ❖ Compounding Promotions
- ❖ Group Membership as Reward