MARKETING UPDATE

The installation of the new "logo wall" in August has continued to support sales of logo merc, including new sweatshirts, Nalgenes, and tote bags.

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Executive Summary

This report will share the most recent updates regarding the marketing, promotions, outreach, and education efforts of the Moscow Food Co-op. There are many great things to be excited about, as well as areas we can invest more time and care. Direct your ideas, questions, requests for more information to marketing@moscowfood.coop.

See the attached Promotions Playbook for November, December, and January. You'll also see the 2022 Media + Marketing Plan that includes new annual goals as well as a broad overview of upcoming marketing efforts.

Social media highlights

- We're currently at a new all-time high in Facebook followers (9,405), which is up 874 followers since October 7, 2021. This is great growth.
- We had 280% increase in audience size checking our Facebook page on a mobile device from 10/7 - 10/25, which isn't surprising as we pushed more Owner Appreciation content through social. Good benchmark.
- We've been hovering between an average of 28% and 17% open rate for the main-segment newsletter (6,229+ subscribers), which puts us at the edge of the top 31% percentile of grocers and grocery retailers with email campaign strategy.
- We've seen 158 organic subscribers join the main-segment email list in the past 30 days. This will be a new metric I'm tracking monthly.

Moscowberfest a great success for Downtown Business Alliance, save the date for Winterfest

The Downtown Business Alliance, a group of downtown member-businesses of the Chamber of Commerce, worked from August to October (a very short, intense timeline) to create Moscowberfest, a Bavarian-themed celebration in the newly-minted Entertainment District that runs through Moscow's downtown. Click here to read more about the Entertainment District.

Melinda and Chloe supported the planning of the event, as Melinda is on both the DBA's Steering Committee as well as the Moscow Chamber of Commerce's Board of Directors and Executive Committee, by helping with logistics and poster design.

Together they worked with Amellia and the Bakehouse team to whip up 500 soft pretzels to sell at the event. Pretzels were sold in bags of two and were completely sold out at 6:21 p.m.

The DBA is now planning Winterfest, a bright and fun "'80s ski"-themed event that will also include local beer providers in the Entertainment District. Save the date: January 22, 12 - 4 p.m.

Upper right: Chloe and Melinda at the Moscow Food Co-op's booth at Moscowberfest on Saturday, October 2.

Left: The logo for upcoming Winterfest - click the image to learn more.

Owner Appreciation Week wraps up, new ownership drive methods considered for future months

We elected to shift Owner Appreciation from September to October to align with Co-op Month. We had an extremely successful roll-out of internal communication and external promotion due to the help of many people across all areas of the team.

Here's a brief review of the Owner Appreciation Week:

- We welcomed 2 new lifetime owners at the $150 level
- We welcomed the transition of 3 annual member-owners to lifetime ownership
- 59 new owner sign-ups at the $10 level
- 149 annual members re-upped their annual ownership at the $10 level

We'll continue to employ new methods of communicating the value and benefit of ownership in the coming months via all communication channels.

Community Contributions supports WSU Physics & Astronomy Club

APPLICATIONS ACCEPTED ONLINE, PLANS TO CONTINUE DONATING TO AT LEAST ONE CAUSE PER MONTH

The Community Contributions Committee has continued to review donation applications received online as needed throughout the pandemic. The most recent request was submitted by the Washington State University Physics & Astronomy Club to the tune of 5 jack o' lantern pumpkins for their annual Pumpkin Drop.

The WSU club painted the Moscow Food Co-op logo on the pumpkins and included the Co-op in multiple thank-yous to all event sponsors.

The Community Contributions Committee will continue to review donation applications online with the support of Marketing to collect applications, track the budget, collect the items, and deliver to the recipient. Visit the application online to learn more, or share with a local organization: https://www.moscowfood.coop/community-contributions

Co-op is a featured sponsor for Provender conference

The Moscow Food Co-op has grown roots in Moscow, Idaho since 1973

We had the opportunity to create a virtual "sponsor booth" for the 45 annual Provender conference that took place October 6 - 8. 2021. The Marketing team created a brief 2-minute automated presentation to host in our sponsor booth.

Logo wall a successful display, opportunity for basket lift

As mentioned on the front page of this report, the newly "logo wall" is a fresh home for logo items like tote bags, coffee mugs, Nalgene water bottles, sweatshirts, and more. This focus on housing our logo items together serves as a great way to create an eye-catching display, and provides a one-stop location for gifts and more. We're excited to refresh this display monthly as we continue to bring in new logo merch items.

Sales of these items are consistently strong, and we're currently planning for logo merch purchases out to January 2022 to prevent any egregious out-of-stock issues.

Stay tuned for what items we bring in next! Or read the Promo Playbooks because I spill the beans there.

Marketing, Outreach & Education Briefs:

- "Orange You Glad..." has been a welcome installation in the Co-op's deli gallery. Nick Borsella's work incorporates bright colors and we're so happy to have been his first gallery show! Sue Segota will be next to display her oil-on-canvas works starting November 5. Marketing is continuing to coordinate the artists in the gallery and the space is now booked through March 2022. Please keep your eyes peeled for a fun announcement regarding the deli gallery in January 2022!

- Co-op Kids to Go, free activity kits geared toward children aged 3 - 7, will again be available in the store on Tuesdays starting November 2. Marketing works with two fantastic volunteers to select projects, build 30+ weekly kits, and advertise the free opportunity.

- Marketing is working on planning a year of unique 50th anniversary celebrations to span the entirety of 2023. Stay tuned for more invitations to share your stories of the Co-op, "loan" your logo merchandise or photos for gallery installations, and more. We're greatly looking forward to this incredible milestone and all of the ways we can creatively honor our deep roots in this community.

- Irish Spike's Unique Hot Sauces has created a sauce to benefit FARE Idaho, of which Melinda is a member of the Board and Executive Team. The sauce is made with primarily locally-sourced ingredients including Co-op lemons. He will share an in-store tasting on 10/28 from 4:30 - 6:30 p.m.

- Save the date:
  - Downtown Trick or Treat on Friday, Oct. 29. The Co-op will be a featured "stop" on the downtown map.
  - Supply drive to support Sojourner's Alliance in our parking lot on Friday, Oct. 29 from 2 p.m. - 6 p.m.
  - City of Moscow's "Light Up the Season" on Friday, Dec. 10.

Nick Borsella's installation titled, "Orange You Glad..." has been a huge hit at the Co-op. We've received so much good feedback about his use of bright color. "Carrot" (the cat portrait to the left) now has its own personal fan base. His show will run until November 5.

Sue Segota's oil-on-canvas work will be installed in the deli gallery November 5. Mark your calendar to check out her gorgeous work - or check out her website to get a sneak peek: http://segotapaintings.blogspot.com/