



# Monthly Promotions Playbook

**December  
2022**

MOSCOW FOOD CO-OP MARKETING TEAM

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only

## MONTHLY THEMES & OBJECTIVES:

- Kindness Campaign - Spreading Kindness Wherever We Go
  - QUARTER 4: Our World
  - *GOAL: Pushing kindness out into the world*
    - Highlighting fair trade values and the vendors we carry who support them
    - Highlighting benefits of supporting a cooperative business
      - Features on our partnering cooperative businesses
- National Pear Month
- National Egg Nog Month

## Promotional Questions:

- What items do you want to highlight for December holidays?
- Do we want to run the end-of-year bulk sale (regarding if we're doing inventory or not?)
- How do we take what we learned over the Thanksgiving holiday to improve this month?
- How do you want the products in your department to be highlighted as a holiday shopping solution?
- How will we make the Co-op a wonderful experience for our guests?

## IMPORTANT DATES

<b>National Cookie Day</b>	Saturday, December 4
<b>Alternative Giving Market</b>	Thursday, December 8
<b>2023 Q1 Change for Good App Deadline</b>	Saturday, December 10
<b>UI/WSU Winter Commencement</b>	December 11
<b>UI/WSU Finals Week</b>	Dec. 11 - Dec. 17
<b>Field Day BOGO Campaign</b>	<b>December B Sales Cycle - 12/14 - 1/3/2023 3 weeks</b>
<b>Artwalk</b>	Thursday, December 15
<b>Hanukkah</b>	Sunday, Dec. 18 - Monday, Dec. 26
<b>Christmas Eve - Closing @ 6</b>	Saturday, December 24
<b>Christmas - CLOSED</b>	Sunday, December 25
<b>Day after Christmas - CLOSED</b>	Monday, December 26
<b>*Boxing Day</b>	
<b>Kwanzaa</b>	Mon., Dec. 26 - Sun., Jan. 1, 2023
<b>New Year's Eve - Closing @ 6</b>	Saturday, December 31
<b>New Year's Day - CLOSED</b>	Sunday, January 1
<b>Inventory!!</b>	Monday, January 2 from 5 AM - 2 PM
<b>Change for Good Recipient Turnover</b>	Monday, January 2 after opening

### **FYI: Winter Market Dates at the 1912 Center (Runs 9 a.m. - 1 p.m.)**

*Link with more information: <https://www.1912center.org/wintermarket1.php>*

**November 5, 2022**

**November 12, 2022**

**December 3, 2022**

**December 10, 2022**

**February 4, 2023**

**March 4, 2023**

**Dates Not Yet Confirmed:**

DeLIGHTful Decor Contest

Date TBA

32nd Jazz Choirs Holiday Concert

Date TBA

[Light Up the Season Parade](#)

Date TBA

**Vandal Athletics Schedule - December (as of 9/28/2022):**

**University of Idaho Athletics - Composite Schedule**

**FRIDAY, DECEMBER 2ND, 2022**

**Women's Swimming and Diving vs Vandal Invite Moscow, Idaho**  
MOSCOW, IDAHO UI SWIM CENTER

**Men's Basketball vs Northern Illinois University 6 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

**SATURDAY, DECEMBER 3RD, 2022**

**Women's Swimming and Diving vs Vandal Invite Moscow, Idaho**  
MOSCOW, IDAHO UI SWIM CENTER

**SUNDAY, DECEMBER 4TH, 2022**

**Women's Swimming and Diving vs Vandal Invite Moscow, Idaho**  
MOSCOW, IDAHO UI SWIM CENTER

**TUESDAY, DECEMBER 6TH, 2022**

**Men's Basketball vs University of North Dakota 6 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

**SUNDAY, DECEMBER 11TH, 2022**

**Men's Basketball vs University of California Riverside 2 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

**FRIDAY, DECEMBER 16TH, 2022**

**Men's Basketball vs Northwest Indian 6 PM Moscow, Idaho**  
MOSCOW, IDAHO ICCU ARENA

**MONDAY, DECEMBER 19TH, 2022**

**Men's Basketball at Cal-State Northridge TBA Northridge, CA**  
NORTHRIDGE, CA

**WEDNESDAY, DECEMBER 21ST, 2022**

**Men's Basketball at Long Beach State University TBA Long Beach, CA**  
LONG BEACH, CA

**THURSDAY, DECEMBER 29TH, 2022**

**Men's Basketball at Montana State University TBA Bozeman, Mont.**  
BOZEMAN, MONT.

**Women's Basketball vs Montana State 6 p.m. Moscow, Idaho**

MOSCOW, IDAHO ICCU ARENA

**SATURDAY, DECEMBER 31ST, 2022**

**Men's Basketball at University of Montana TBA Missoula, Mont.**

MISSOULA, MONT.

**Women's Basketball vs University of Montana 2 p.m. Moscow, Idaho**

MOSCOW, IDAHO ICCU ARENA

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## **CO-OP DEALS + FRESH FLYER CYCLES**

### **December A**

**Wednesday, November 30 - Dec. 13**

\*Fresh Flyer submissions due Wednesday, Nov. 23

*Our theme: Cozy Season*

NCG Theme FYI: Holiday Baking

Recipe #1: Choc Chip Oat Pomegranate Cookies

Recipe #2: Cranberry Mandarin Sauce

### **December B**

**Wednesday, December 14 - Jan. 3 (3 weeks)**

\*Fresh Flyer submissions due Wednesday, Dec. 7

*Our Theme: Stock Up and Save*

Recipe #1: Pear Galette w Crystallized Ginger

Recipe #2: Indian-spiced Pork w Roasted Veggies

### **January A**

**Wednesday, January 4 – January 17**

FF submissions due Wed. Dec. 29

*Our Theme: Resolutions/Fresh Start*

NCG Theme: Winter Warmers

Recipe #1: Greek Meatloaf

Recipe #2: Honey-roasted Citrus

## **FYI - CO-OP KIDS**

The Co-op Kids crew will review how October and November in-person + hybrid Tuesday activities go before planning December. We may pause completely in December. More information TBA. See *October's section on Co-op Kids (page 6)* for more information.

### **Feedback Needed: Wine & Bulk Sale: Do we want to do this again?**

Last year's dates were 12/29-31 (Wednesday - Friday)

- Promotion: save 15% on purchase of 6+ bottles
- Save 20% on select bulk (everything excluding what was currently on sale for Co+op Deals and consistent Basics)
- This included body care (wellness) and dish soap/laundry soap

### **FYI: Gift Card Push**

We'll market the benefit of purchasing gift cards as holiday gifts. No additional "bonus" included, like get a \$100 gift card for \$90, etc.

### **FYI: Field Day BOGO Campaign - December B Sales Cycle - Wednesday, December 14 - Jan. 3 (3 weeks)**

NCG has negotiated Co+op Deals **BOGOS** on 38 Field Day items for the 2022 December B promotional period. The flyer will feature 10 items on three full pages. In addition to flyer promotion, this campaign will include a direct to home mailer to approximately 400,000 households all within 10 miles of NCG co-ops.

### **Things to note:**

- These are scheduled to **start sending from USPS December 5**. As we found out with the April-May 2022 direct mail piece, we start to see them about 5 days after they are forecasted to depart from USPS bulk services.
- This auto-ships - meaning, like the last direct mail campaign, we are not in control of who receives the mailer. **NCG purchased a general list of 400,000 households nationwide and will target shoppers within 10 miles of NCG co-ops.**
- At this time, there will be no Moscow Food Co-op branding on this. NCG will be using generic Co+op Deals branding and pushing customers (recipients) to go to Grocery.Coop to find their nearest co-op.
- We cannot self-fund additional mailers

## **MONTH-LONG PROMOTIONS**

### **Feedback Needed - FIVE DAY FOCUS (MONTHLY):**

**\*\*All new** owners in the month of December will receive a bounceback coupon for \$5 off a \$35 purchase valid through Sunday, January 15.

- December 1 - 5
  - Push for ownership sign-ups at the register
  - **GOAL:**

### **Feedback Needed: COFFEE BAR FEATURES:**

- White Chocolate Peppermint Mochas
- Orange Mochas

## **CURATED GIFT BOXES FOR FINALS AND HOLIDAYS - Date TBD**

Interest in offering curated "local" themed gifts at 2 price points? \$25 and \$50. With the cost to include shipping.

Group Brainstormed Ideas:

- Chocolate, Coffee - Tony's Choccolonely Bars
- Fresh oranges & chocolate
- Logo Merc option - tote bag, Nalgene, local candy, local chapstick
- "Local" themed box

- Cards or stationery

## **Feedback Needed: DECEMBER HOLIDAY PIES & SIDE DISHES - Dates TBA**

Notes from 2021: Offered same menu options as available for Thanksgiving preorders, while edits have been made to the way they're listed online. One additional item is a vegan version of Wild Rice & Walnut Stuffing. *Pies and Sides were set to align on the same due date, and use the same Google Form.*

*\*Marketing will deliver physical order forms updated with this menu to Front End for customers who want to place their orders for both December holiday sides and pies in-person.*

**\*Marketing's Suggested Due Date for edits to menu, pricing, and order format: October 24**

Suggested Form Release: November 28

Suggested Order Deadline: End of day Friday, December 16 or Saturday, December 17

## **WEEK-BY-WEEK PROMOTIONS**

### **Date not determined/FYI: Light Up the Season Parade**

Downtown parade organized by the City of Moscow. Usually early in December and is generally 6 -7 p.m. *More information TBA.*

### **FYI: ArtWalk - Thursday, December 15**

We are a season (October 2022 - June 2023) Artwalk location, meaning we will be hosting a reception or event of sorts every month on the third Thursday. More details to come.

### **Dates not determined/FYI: DeLIGHTful Downtown Decorating Contest**

*(From press release in 2021)* The City of Moscow invites businesses in the downtown corridor to enter into the DeLIGHTful Downtown decorating contest. This contest is a new feature to Light Up The Season hosted by the City of Moscow Parks and Recreation Department which includes the Holiday Parade and Winter Wonderland Tree Lighting. *More information TBA.*

### **HANUKKAH - Sunday, Dec. 18 - Monday, Dec. 26**

Marketing can create custom signage for grocery displays as needed by Ops.

Will include a custom newsletter.

*Ideas for cross-merchandising and endcaps:*

- Recipe cards for matzo balls and latkes
- Red Onions and potatoes (cross merchandising with Produce)
- GoodLight Chanukah Candles and Big Dipper Wax Works Hanukkah Candles
- Matzo Meal
- Napa Valley Olive Oil
- Hanukkah cards
- Field Day Apple Sauce
- Garlic & Rosemary Potato Pancake Mix

### **KWANZAA - Sunday, December 26 - Saturday, January 1, 2022**

*Any specific product coming in for either Hanukkah or Kwanzaa?*

Consider all-inclusive holiday table

Adopt a family:

Troy/Deary ACS - focus on them for food bank order in November  
Wrapping table/volunteers

### **FYI - CHANGE FOR GOOD Q4 RECIPIENTS:**

Q1 2023 Change for Good Deadline: December 10, 8 p.m.

Please note, the two organizations below will select 3 tabling dates through Q4 to table at the Co-op. Chloe will post in Beekeeper when those are scheduled.

#### **Palouse Land Trust - Moscow, Idaho**

Palouse Land Trust (PLT) works with landowners and communities to conserve the lands we love, now and forever, and to enrich connections to the natural world. PLT is raising funds to continue their community wellness and education classes at Idler's Rest - including yoga classes, sound baths, guided meditations, and more.

#### **Alternative Giving Market of the Palouse - Serves non-profit groups on the Palouse**

Alternative Giving Market of the Palouse (AGMP) is hosting the 13th annual giving market in support of local nonprofit organizations, ranging from eradicating food insecurity to providing arts education to youth. AGMP is fundraising to cover the costs associated with the venue rental and marketing/printing, so the maximum amount of funds can go directly to support local nonprofits.

#### **The Co-op's FLOWER Program**

The Co-op's FLOWER Program (Fresh, Local, Organic, and Within Everyone's Reach) offers a 20% discount to owners who qualify for federal assistance programs. Speak with any cashier to learn more about this program, or email us at [ownerservices@moscowfood.coop](mailto:ownerservices@moscowfood.coop).