

Monthly Promotions Playbook

JULY 2022

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only



MOSCOW FOOD CO+OP

IMPORTANT DATES

Independence Day

(Monday) July 4

**Closing at 6 p.m. - Confirmed*

World Chocolate Day

July 7

Inland NW Artisan Grains Experience

July 7-8

Just FYI - Local conference of growers, processors, maltsters, bakers and more to learn more about local artisan grains. We are possibly selling Lentil Brownies at this event.

Pour Company's Artisan Grain Fest

July 8

Event @ Fairgrounds - Link for more info: <https://www.facebook.com/events/1062666838003342>

We are possibly selling Lentil Brownies at this event.

Uldaho Bound

July 8, 15, 22, 29

On-campus event for admitted students

Rendezvous in the Park

July 14 - 16

World Ice Cream Day

July 17

Late July Fest

TBD - not yet confirmed

National Avocado Day

July 31

FYI - MONTH-LONG THEMES

This section is still lacking - as of 5/23/2022 the Q3 and Q4 NCG playbooks have not been released.

- Kindness Campaign - Focus on Customers
- Plastic-Free July
- Local Love <- *Unconfirmed*

FYI - CO-OP DEALS + FRESH FLYER CYCLES

TBD. Q3 Promo Playbook not released yet.

FYI - CO-OP KIDSTO GO

Will be continuing through the month of July on Wednesdays. Feel free to reach out if you have any questions! Co-op Kids organizers are currently evaluating the safety and general interest of meeting in-person.

FYI - FIVE DAY FOCUS (MONTHLY):

- July 1 - 5
 - Push for ownership sign-ups at the register
 - All new owners will be entered to win a plastic-free (sustainably-focused) raffle basket in support of Plastic-Free July

Feedback Needed - OWNERSHIP INCENTIVES:

- Tentative: Free bamboo spork for all new owners 6 - 8?
- Tentative: Discount on EcoToGo box, or free EcoToGo box for all new owners July 20 - 22?

FYI - MARQUEE MESSAGING:

TBA, as Co-op Deals and NCG Promo Playbooks are not yet available.

MONTH-LONG PROMOTIONS

Feedback Needed - PLASTIC-FREE JULY

- Inspired by <https://www.plasticfreejuly.org/>, Plastic-Free July aims to challenge audiences to refuse single-use plastic for the month of July while reframing your relationship with single-use plastic.

Marketing:

- Refresh and reuse much of the content on sustainable household swaps created for April 2021's Sustainable Shopping guide, focused on non-plastic items across the store and how to integrate non-plastic items into daily routines. This content will be shared on social media, enewsletter, and via the website.
 - *Potential endcap dedicated to these products?*
- Will share Change for Good program benefits in support of using less single-use bulk containers
- Working with the Sustainability Committee to create content to share more information on reusing plastics and shopping in bulk.
- Will reshare (via social media, enewsletter, and the website) the "Quick Guide to Shopping in Bulk" that was created for April 2021 as Earth Month. The signs with the QR code (detailed to the right) are still hanging in the Bulk department.
- Will engage audiences of the Co-op's social media platforms to gain their input on how they reduce and eliminate single-use plastics and in their daily life to create a lively educational campaign.
- Has items (including reusable food wraps, natural vegetable sponges, small non-plastic baby bottles) and will coordinate a giveaway via Instagram.

- Will send a note to all staff via BeeKeeper requesting “Staff Picks” that are non-plastic to share via shelf signage and social media platforms.

Feedback Needed - INDEPENDENCE DAY

The store will close at 6 p.m. on Monday, July 4.

Marketing:

- Sharing information on the products we have for outside meals, grilling, weekend BBQs, including cold beverages, local beers, mixed drink recipes (like wine-based sangria), and more, to be shared on the website, enewsletter, social media, and in Community News.
- Will create graphic for Community News, like we did last year.
- Design Red, white and blue themed sales flyer with the features below
- Put patriotic music in the music service at a low priority
- Consult the NCG Produce Guide

Features:

- Melon, grapes, fruit salad
- Thai Firecracker Salad
- Firecracker Sausage
- **Any additional ideas? Is there anything your department would like to feature?**

Feedback Needed - LOCAL LOVE - *This campaign ran in 2021, and could be a good fit for July B theme again. But as the Q3 and Q4 NCG playbooks aren't out yet, we don't yet know what the NCG themes are.* **Change this to the first two weeks of August**

- As part of our theme for July B, Local Love focuses on sharing the stories behind local producers, growers, artisans, and vendors and highlighting the direct connection between shopping at the Co-op and keeping dollars in our local economy

Marketing:

- Creating short features (including brief write-ups and photos) on local producers, growers, artisans, and vendors to be shared on the website, enewsletter, social media, and in Community News.
- Shining the spotlight on the newly-updated (and still receiving monthly updates) the “Local Means Local” webpage with our 2022 partners. <https://moscowfood.coop/local-means-local>
- Creating circular “Local Love” tags to mark local products throughout the store.
- Will send a note to all staff via BeeKeeper requesting “Staff Picks” that are local products/producers to share via shelf signage and social media platforms.

- Could we do a “local-focused” Fresh Flyer across the store?

WEEK-BY-WEEK PROMOTIONS

FYI - UIDAHO BOUND - July 8, 15, 22, 29

- Great dates to note the store may be busier than usual. The Moscow Chamber of Commerce has worked with University of Idaho Strategic Enrollment Management to coordinate tabling opportunities on the Theophilus Tower Lawn as well as downtown tours. Marketing will share more information as it becomes available.

FYI - WORLD ICE CREAM DAY - Sunday, July 17

**Chloe - touch base with Alex about this next month*

Marketing: Offer same promo as last year, buy 2 pints get 1 free

- Make this an owner-only sale
- Will be sharing a simple post on social media with a brief overview of the brands of ice cream we carry, including a nod to the new ice cream bunker. This will also be adapted for the newsletter.
- Will sponsor a promotion for “buy 2 pints get 1 free” for this day only. This will be communicated via social media platforms, multiple newsletters, and in-store signage.



FYI - LATE JULY FEST - TBD, event not yet confirmed

Feedback Needed - AVOCADO DAY - July 31

FYI - Q3 CHANGE FOR GOOD RECIPIENTS (July - September):

Recipients are not yet selected. Applications for Q3 Change for Good will be due June 10 online at <https://moscowfood.coop/change-for-good>