

Monthly Promotions Playbook

AUGUST 2022

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only



MOSCOW FOOD CO+OP

IMPORTANT DATES

National Farmers Market Week	August 2 - August 8
UIdaho Bound <i>On-campus event for admitted students</i>	August 5
National White Wine Day	August 4
UI Greek Recruitment <i>Panhellenic and IFC, confirmed</i>	August 10 - 15
UI New Student Fall Move In	August 18 - 19
National Potato Day	August 19
Palousafest (UI Campus) <i>Date not confirmed, but likely</i>	August 20
Hog Heaven Battle of the Bands + Car Show <i>@ Eastside Mall</i>	August 20
Lentil Festival (Pullman)	August 20 - 21
National Watermelon Day	August 22
UI/WSU Fall Semester Start	August 22 (confirmed)
Women's Equality Day	August 26
Moscow Chamber + Visitors Center Auction	August 26
Moscow School District Start	August 30
Eat Outside Day	August 31

Vandal Athletics Schedule - August - no games confirmed as of 5/24/2022

Will update when schedule is available.

FYI - MONTH-LONG THEMES

- Kindness Campaign - Focus on Customers
 - QUARTER 3: Our Community
 - *GOAL: Demonstrating our commitment to kindness to our broader community, including our producers, vendors, and artisans*

- National Panini Month
- National Peach Month
- National Picnic Month
- National Sandwich Month

FYI - CO-OP DEALS + FRESH FLYER CYCLES

August A

*As of 5/23 *Q3 promo playbook not yet released*

August B

September A

FYI - CO-OP KIDS TO GO

As of 5/23/2022, Co-op Kids To Go is discussing taking a break through August. Will likely be decided the first week of June.

FYI - MARQUEE MESSAGING

MONTH-LONG PROMOTIONS

FYI - FIVE DAY FOCUS (MONTHLY):

- August 1 - 5
 - Push for ownership sign-ups at the register
 - All new owners will be entered to win a lunch box with some snacks (Marketing)
- Consider another 5-day ownership push August 17 - 21

Feedback Needed - OWNERSHIP INCENTIVES:

- *July and August 2022 Co-op Deals flyers are not yet available, as of 5/23*

Feedback Needed - BACK TO SCHOOL (by the 15th of August)

- Displays of easy meals, lunch items, snacks to-go.
- Lunchboxes & meal/lunch containers
- Notebooks
- Logo merch
- *What other things would you like to feature or highlight?*

WEEK-BY-WEEK PROMOTIONS

FYI - NATIONAL WHITE WINE DAY - August 4

- Brief features on white wine selection available in-store. This will be shared on social media platforms and via a newsletter.
- Marketing: Class or tasting
- *Do you have any other things you'd like to feature for this day?*

FYI - PALOUSA FEST - Date not yet confirmed, but likely Saturday, August 20

Marketing:

- Will coordinate tabling at Palousafest on 6th Street, 4:30 - 7 p.m. (<-time is from 2021 event, but will likely be similar this year)
- This event focuses on welcoming incoming Vandal freshman to campus and concludes their week of Orientation. The event is free for community members to attend.
- Will coordinate swag and brochures/information to giveaway at the event.
- Event link not yet available

FYI - SYNC @ THE CO-OP - Date not yet confirmed, likely sometime between August 15 - August 22

Last year we worked with Student Involvement at the UI as a SYNC (Serving Your New Community) site. This is a day of service at businesses and schools across Moscow. We were a site for a food drive to support the Vandal Food Pantry, and will likely do this again. Marketing will work with Student Involvement staff to confirm the date and time and will share details as they become available.