



# 2024 Q1 Corporate New Item Program

## OBJECTIVES

Make it easy for customers to find and try new products at Publix.

Build customer perception that there is always an exciting selection of new products to be explored at Publix.

**POSITIONS AVAILABLE:  
12-18**

**MINIMUM MEDIA PLAN COST:  
\$56,000**

Paid directly to assigned agency **(NEW PROCESS)**



## Q1 TIMING (STARTING AD WEEKS)

January 2, 2024 (9-day ad)

February 1, 2024

February 29, 2024

*Dates for Q2 will be published Nov 2023.*

## WHAT'S INCLUDED

- Weekly ad themed flex area\*
- Product-level ad signage\*
- Club Publix email inclusion
- Merchandising on New Item Rack (select non-perishable items only)
- External advertising plan **(NEW PROCESS)**
  - Digital Display
  - Social Media

† 5 participants will be selected at Corporate Purchasing discretion.

\* 1 week duration for items selected for the weekly ad.

## IMPORTANT DATES

Program dates	Item submission due date:	Items selected by:
1/2/24–1/31/24	10/25/23	10/30/23
2/1/24–2/28/24	10/25/23	10/30/23
2/29/24–4/3/24	11/15/23	11/27/23



## REQUIREMENTS

Products submitted must:

- 1) have been introduced to market as a new item within the previous six months
- 2) be accepted as a new item by Publix
- 3) appear in Publix planograms
- 4) have a Publix digital coupon effective for the duration of the program

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## DIGITAL COUPON INFORMATION

A digital offer is mandatory for this program and any fees associated with Publix digital coupons are incremental to media costs.

Please work directly with Inmar for digital coupon offers. It is suggested to do a 25-30% discount to ensure the best performance.

All offers that are a part of this program will require a clip minimum that is set by Inmar to ensure the offer stays live the entire time. You cannot deviate from the minimum allowance as these offers must stay live to avoid customer dissatisfaction. You will be required to add more clips if your set clips are exhausted prior to program end.

Any digital offer you set up through Inmar will require a coupon clearinghouse and should be done well in advance of the program.

## Publix's Inmar Contacts:

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## PLEASE NOTE:

## **IMPORTANT CHANGES FOR 2024:**

**NEW THIRD-PARTY MARKETING AGENCY:** Publix will assign a third-party agency to manage and execute the external advertising component of this program. Once selected, suppliers will receive contact information and are expected to work directly with the agency to develop and execute a Publix-approved advertising plan.

**PAYMENT:** Publix will no longer collect payment. The third-party agency will manage billing and collections for this program. All fees paid will fund external advertising.

**PARTICIPATION LEVELS:** There will no longer be participation levels for this program.

All content is subject to Publix approval.