

promopoint

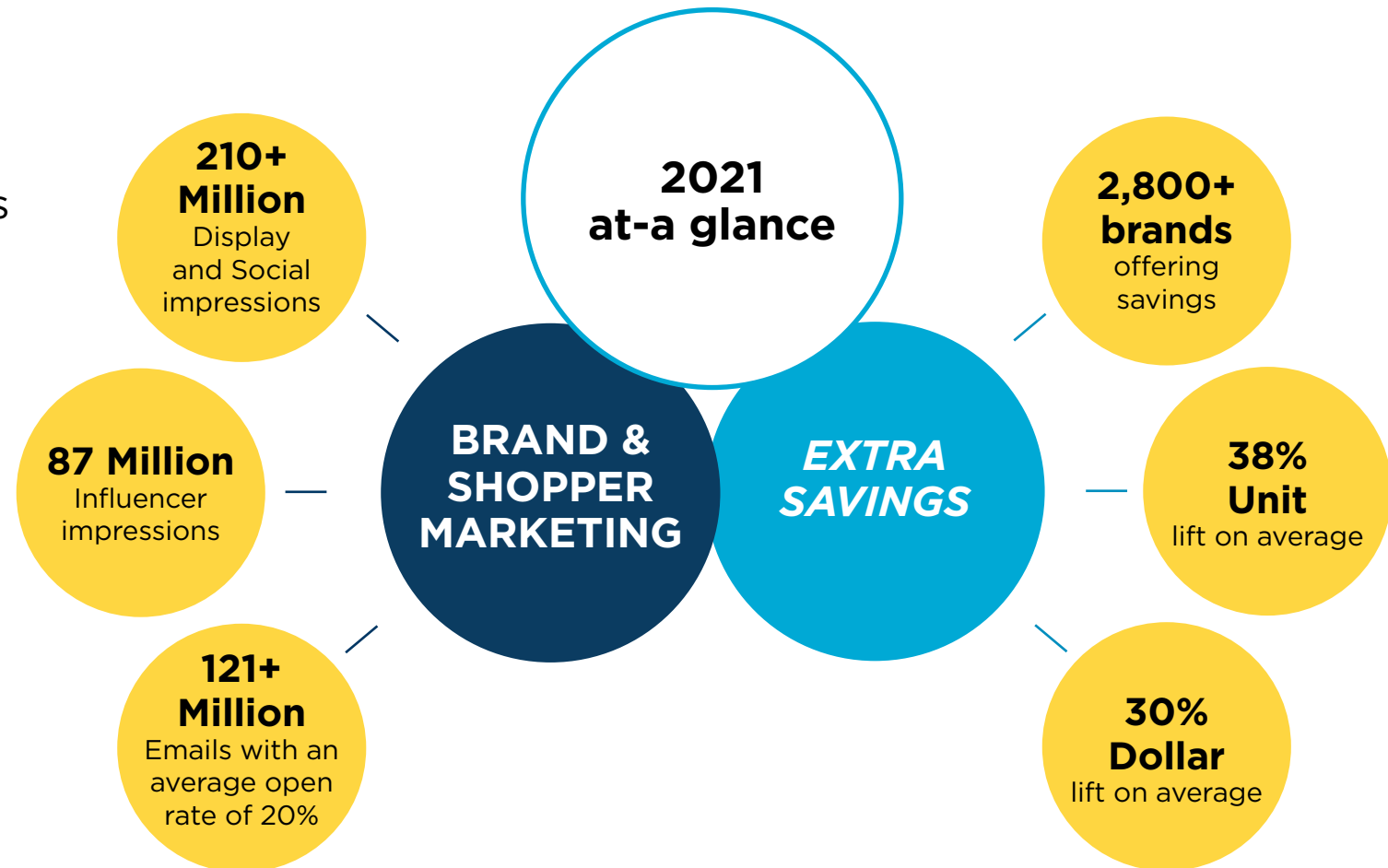
Promotional Opportunities 2023

EXTRA SAVINGS | SHOPPER MARKETING | BRAND SOLUTIONS



We Know Publix

We've managed and executed successful marketing campaigns at Publix for more than 20 years. We are constantly evolving to meet the needs of the Publix shopper and our brands.



Engaging Shoppers, Delivering Results

We reach relevant shoppers across multiple platforms where and when they are most engaged.



Publix Opportunities

EXTRA SAVINGS

Promotes brands through sale prices and coupons, with options to magnify brand messaging.



[LEARN MORE](#)

SHOPPER MARKETING

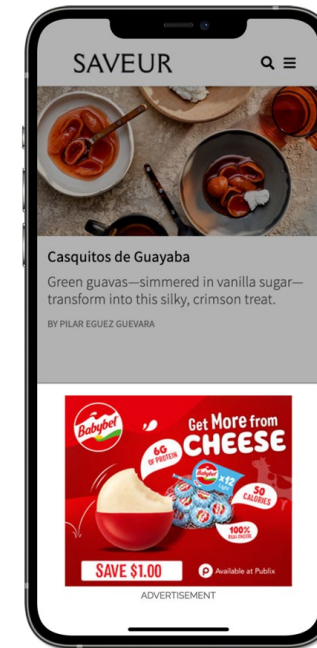
Multi-manufacturer, themed campaigns that engage shoppers through coupon savings and branded content.



[LEARN MORE](#)

BRAND SOLUTIONS

Targets shoppers with custom solutions that are based on brand objectives and budget.



[LEARN MORE](#)

Overview

Provides savings, coupons and inspiration to Publix shoppers.

THE BENEFITS

- Reminds shoppers of value at point of purchase and drives incremental unit lift
- Provides space for brand communication and inspiration
- Drives incremental revenue

OVERVIEW

- Flyer highlights price points, digital and traditional coupons for both Food and Non-Food items
 - Distributed in stores and newspapers: 2.9MM circulation
 - Display and video ads run across web and social channels: 6.2MM impressions
 - Available to all shoppers on publix.com
 - Themed campaigns are highlighted within the Flyer throughout the year, and inspire shoppers through savings, seasonal content and trends
- Shelf signs at point of purchase
- 2-week execution, Saturday-Friday

Eligible participants must NOT be in any of the Publix Weekly Ads during the *Extra Savings* dates.

PUBLIX.COM/EXTRASAVINGS
EFFECTIVE JUNE 4 TO JUNE 17, 2022

Extra Savings

\$4.99
Pop Secret Microwave Popcorn Family Size 12-pk. your choice

\$5.29
Good Humor Viennetta 21.9-oz or Klondike Shakes 6-pk. your choice

50% OFF
(shelf price reflects discount)
Steak-Umm Sliced Steaks 15-21-oz, your choice (frozen)

\$2 OFF
WITH MFR DIGITAL COUPON
Any 1 Huggies Diapers 15-100-ct.

\$4.99
Degree MotionSense 2.6-2.7-oz your choice

\$3 OFF
(shelf price reflects discount)
Thera Tears Products your choice

publix.com/digital-coupons

An advertising supplement. Quantity limits per customer apply. Not all items are available at all stores.

BACK TO OPPORTUNITIES

SAVE NOW

PUBLIX.COM/EXTRASAVINGS
EFFECTIVE NOVEMBER 4 TO NOVEMBER 18, 2022

Extra Savings

2 for \$3
2 for \$4
2 for \$9
\$9.99
\$4.99

**Your favorites.
Your savings.**

Now thru
Friday, November 18

Available at Publix

Extra Savings EFFECTIVE JUNE 4 TO JUNE 17, 2022

\$5.29
Good Humor Viennetta 21.9-oz or Klondike Shakes 6-pk. your choice

Shelf Sign

Display Ads link to Publix.com

Brand Participation Options

PRICE POINT | \$8,200

2 FOR \$6
 Promised Land Dairy
 Natural Milk
 28-oz
 your choice

TRADITIONAL COUPON
 \$10,000

COUPON VALID AUGUST 29 TO SEPTEMBER 11, 2020

\$2 OFF
 Any 2 Dove Men+Care Hair Care
 1.75-12-oz, Body Wash or Shower
 Foam 13.5-23.5-oz, Deodorant
 1.7-5.4-oz or Bar Soap 6-ct.
(mix or match) excludes dry spray
Limit one deal per coupon. Customer is responsible for all applicable taxes.
 Reproduction or transfer of this coupon is strictly prohibited. Valid for in-store
 purchases only. Offer good 8/29/2020 - 9/11/2020 at your neighborhood Publix.
 LU # 00000

Redeem at Publix

- Must be LU coded
- 24 coupon limit per flyer

PERCENTAGE OFF | \$8,200

25% OFF
(shelf price reflects discount)
 Icy Hot or Aspercreme
 2-4-oz or 3-5-ct.
 your choice

DIGITAL COUPON | \$8,200

publix.com/
 digital-coupons

\$1 OFF
 WITH MFR DIGITAL COUPON
 Any 1 Healthy Choice
 Wrap
 6-oz

DOLLAR OFF | \$8,200

\$1 OFF
(shelf price reflects discount)
 Colgate Optic White
 Renewal or Advanced
 Toothpaste
 3-9-oz
 your choice

NET-DOWN DIGITAL COUPON | \$8,200

publix.com/
 digital-coupons

2 / \$5
 Creative Roots
 Coconut Water
 4-pk., your choice

Sale Price **2 / \$5**
 Digital Coupon **\$1 Off 2**
FINAL PRICE WITH MFR DIGITAL COUPON 2 / \$4

PERCENTAGE AND DOLLAR OFF
 Buyer pre-approval required

- Not available for all categories

DIGITAL COUPONS

- QR Code links to your brand's digital coupon on publix.com
- Once offer is approved by Publix, you will be contacted by Inmar to complete digital coupon setup
- Clips must be set up as unlimited
- All digital coupons must start **two days** prior to *Extra Savings* Flyer start date
- Digital coupon redemption ends 2 weeks after program end date

Additional Brand Participation Options

Engage shoppers with brand communication and inspiration through full, half or quarter page promotions.

ALL PURCHASES RECEIVE **DOUBLE POINTS!**

ONE STOP SHOPPING.

365 DAYS OF SAVINGS

publix \$10

\$12.99

Downy Fabric Enhancers
164-oz
your choice

\$3.99

Crest Toothpaste:
3D White 3.8-oz,
Pro-Health 5.1 or 6.3-oz
or Complete 7-7.2-oz
your choice

\$4 OFF

publix.com/
digital-coupons

WITH MFR DIGITAL COUPON
Any 1 Olay Regenerist
Facial Moisturizing Cream,
Serum or Eye Product
4-2.5-oz
(excludes trial/travel sizes)

\$2 OFF

publix.com/
digital-coupons

WITH MFR DIGITAL COUPON
Any 2: Secret, Old Spice,
Ivory or Gillette Deodorant
or Body Spray 1.6-7.6-oz OR
Old Spice Body Wash 16-30-oz
or Bar Soap 8-12-ct.
(mix or match)(excludes PH Balance
& High Sulfurance/Classic)

\$2 OFF

publix.com/
digital-coupons

WITH MFR DIGITAL COUPON
Any 1 Always Discreet:
Pads 16-66-ct.,
Liners 32-44-ct. or
Underwear 10-32-ct.

\$5 OFF

publix.com/
digital-coupons

WITH MFR DIGITAL COUPON
When You Purchase \$15
of Crest, Olay, Old Spice,
Head & Shoulders, Herbal
Essences, Aussie, Pantene,
Secret, Always or Always
Discreet (mix or match)

\$1 OFF

publix.com/
digital-coupons

WITH MFR DIGITAL COUPON
Any 1 Always Ultra Thin
or Maxi Pads
13-46-ct.

\$2 OFF

publix.com/
digital-coupons

COUPON VALID APRIL 23 TO MAY 6, 2022

Any 1 Pampers Swaddlers,
Cruisers, Pure Protection,
Easy Ups or Baby Dry Diapers
10-16-ct.

Earn a \$10 Publix gift card every* time you buy \$50 in participating items.
Sign up today at [stockingspre.com!](https://stockingspre.com)

*Offer can be redeemed up to 12 times a year.

AND MORE!
SLIDER SUNDAY
EVERY SINGLE SUNDAY.

FIND US AT YOUR LOCAL PUBLIX

Located in the refrigerated
MEAT DEPARTMENT

Located in the
DELI DEPARTMENT

Located in the
READY TO DRINK TEA SECTION

© 2022 King's Hawaiian Bakery, Inc. | © 2022 BY GRILLO'S PICKLES, INC. | © 2022, Shaka Tea

2 FOR \$10

Grillo's Pickle Chips
25-oz

2 FOR \$7

King's Hawaiian Slider Buns
9-ct.
your choice

2 FOR \$8

King's Hawaiian Rolls
12-ct. 12-oz
your choice

2 FOR \$4

Shaka Tea
14-oz
your choice

HALF PAGE
\$45,000
Traditional coupon limit: 1

LA COLOMBE COFFEE

WE'VE MOVED!

FIND US NEXT TO ENERGY DRINKS!

2 FOR \$5

La Colombe Coffee Latte
9-oz
your choice

QUARTER PAGE
\$25,000
Traditional coupon limit: 1

FULL PAGE
\$85,000
Traditional coupon limit: 3

Full, half and quarter pages must contain brand messaging.

Brand Enhancements

Add digital support to price points and coupons to increase shopper engagement and drive more brand awareness.

WAKE UP TO DELICIOUS
Easy to make. Easy to take.

2 FOR \$7
Oscar Mayer Fully Cooked Bacon 2.52-oz your choice

\$3 OFF
When You Spend \$12 or more on Participating Items:

Redeem at Publix

Quarter Page

WAKE UP TO DELICIOUS
Easy to make. Easy to take.

Available at Publix

Email

CommonThread Sponsored - 174 Likes, 5 Comments

Instagram Sponsored - 1 like

Social Ads

5 CHICKEN FRIED STEAK RECIPES

WAKE UP TO DELICIOUS

SAVE NOW

Display Ads

Brand Enhancements | Pricing

STANDARD

DISPLAY | \$15,500

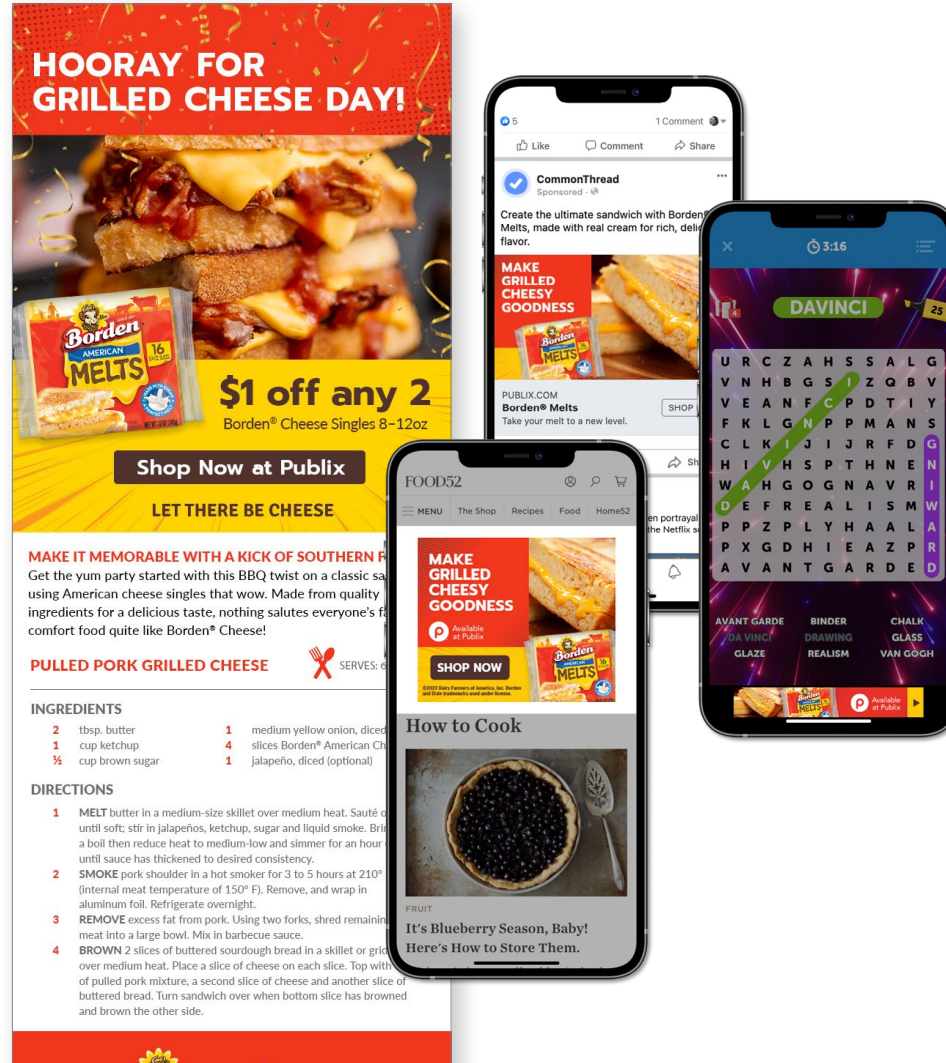
- 1.6MM Total Impressions
- 2.4K Total Estimated Engagements
- INCLUDES:
 - Location targeting
 - Demographic/behavioral targeting

INFLUENCER | \$18,500

- 667K Total Impressions
- 6.1K Total Estimated Engagements
- INCLUDES:
 - 3 Influencers
 - 6-12 posts, depending upon goals
 - Option to add additional IG Stories

DISPLAY & INFLUENCER | \$25,000

- 1.44MM Total Impressions
- 7.2K Total Estimated Engagements
- INCLUDES:
 - Display Ads - 769K
 - Influencers - 667K



AMPLIFIED

REACH PACKAGE | \$25,000

- 2MM Total Impressions
- 6.3K Total Estimated Engagements
- INCLUDES:
 - Email - 1MM+
 - Social Ads - 1MM

TARGET PACKAGE | \$50,000

- 4.25MM Total Impressions
- 10.7K Total Estimated Engagements
- INCLUDES:
 - Email - 1MM+
 - Social Ads - 1.75MM
 - Display Ads - 1.5MM

CONNECT PACKAGE | \$50,000

- 3.667MM Total Impressions
- 12.3K Total Estimated Engagements
- INCLUDES:
 - Email - 1MM+
 - Social Ads - 1MM
 - Display Ads - 1MM
 - Influencers - 667K

New Items & Organic



NEW ITEMS

Item must have been introduced in the market as a New Item within the previous 6 months (of the *Extra Savings* start date), and accepted as a New Item by Publix (at least 3 weeks prior to the *Extra Savings* start date)

- Item must have at least 85% distribution

14 NEW ITEM THEMED CAMPAIGNS PLANNED IN 2023:

12/31-1/13	6/17-6/30
2/11-2/24	7/15-7/28
3/11-3/24	8/12-8/25
3/25-4/7	9/9-9/22
4/8-4/21	9/23-10/6
4/22-5/5	10/21-11/3
5/20-6/2	11/18-12/1

- Additional New Item campaign support will be included for the 8/12-8/25 campaign



ORGANIC

Item must be certified by the USDA and made with 95% or more organic ingredients


16 ORGANIC THEMED PAGES PLANNED IN 2023:

12/31-1/13	7/15-7/28
1/28-2/10	7/29-8/11
2/11-2/24	8/26-9/8
3/25-4/7	9/9-9/22
4/8-4/21	9/23-10/6
4/22-5/5	10/7-10/20
6/3-6/16	10/21-11/3
6/17-6/30	11/4-11/17

Note: Your brand can highlight the New Item or Organic logos regardless if themed campaigns are planned. Be sure to check the New Item or Organic box on the submission form.



new


Exciting NEW Items



2 FOR \$11


Amy's Organic Pasta Sauce
25.5-oz
your choice







2 FOR \$6


Sambazon Acai Bowl
6.1-oz
your choice





\$3.49

Bibibop Asian Grill Sauce
16-oz
your choice





Choose organic for less.

Our icons help you spot organics easily.

made with at least 70% organic ingredients

2 FOR \$7

Stonyfield Organic Smoothie
4-pk.
your choice






2 FOR \$6

Apple & Eve Organics Apple Juice
8-pk. 6.75-oz



Themed Campaigns

Offered throughout the year, themed campaigns inspire shoppers through savings, seasonal content and trends.

BENEFITS

- Provides additional marketing support at an affordable fee, driven by efficiencies across multiple brands
- Provides an opportunity to further magnify brand messaging
- Reaches a large universe of Publix shoppers in an engaging manner

MARKETING COMPONENTS

- Email
- Digital Ads
- Influencers
- Custom Landing Page
- Recipe Flyer

Items must be relevant to thematic.
See calendar for details.

Exclusively at Publix

SEE SAVINGS

The power of plants.

Products to support your plant-forward lifestyle.

VALID SEPTEMBER 19 - 23, 2022

Save now on these plant-based products and more!

2 for \$5
Banilla Red Lentil or Chickpea Pasta
8.8-oz
your choice

TRY A BANILLA PASTA MADE ENTIRELY FROM chickpeas

GET RECIPES

Find these plant-based deals and more!
Now thru Friday, September 23

SAVE NOW

Exclusively at Publix

SEE OFFERS

Log in to your Publix account to access digital coupon savings at checkout.

Ice Cream adventures

OFFERS VALID JULY 2 - 15, 2022

Your ice cream adventure awaits!

and more!

Save \$2
WITH MFR DIGITAL COUPON
On any 1 Edy's Ice Cream
1.5-qt

get recipe

GAME DAY FAVORITES

★ FAVORITES ★

GET RECIPES

Offers valid now through February 11

Exclusively at Publix

LIMITED QUANTITIES AVAILABLE

Select Your Coupons

SELECT ALL COUPONS TOTAL COUPONS SELECTED TOTAL SAVINGS \$0.00

Print Coupons

\$1 OFF Any 1 Quaker Old Fashioned Oats 12.5-oz, Quaker 2-Step Oats 12.5-oz, or Quaker Oats 12.5-oz	\$1.50 OFF Any 3 for Kellogg's Special K cereal or Kellogg's Corn Flakes cereal	\$1 OFF Any 2 House of Blues 12.5-oz, or House of Blues 8.5-oz, or House of Blues 4-oz	\$1.50 OFF Any 1 Tostitos or Mission tortilla
\$1 OFF Any 1 Campbell's Soup 14.5-oz, or Campbell's Soup 10.5-oz, or Campbell's Soup 6-oz	publix.com/digital-coupons \$1 OFF WITH MFR DIGITAL COUPON 4 New Banilla From Mexico	publix.com/digital-coupons \$1 OFF WITH MFR DIGITAL COUPON Any 2 Legume Cheese & Sauce	\$2.66 Duke's Southern Sausage 16.1-oz
2 for \$2.88 Kraft's Macaroni & Cheese 10.5-oz	\$4 Six Kennerly's Special Sauce or Caprese Marinara 12-oz	2 for \$6 Hellmann's Mayonnaise or Vegan Dressing & Spread 12-oz	\$1.09 Light Recipe Sausage 16.1-oz
\$3.99 Doritos 5.5-oz, or Doritos 4.5-oz, or Doritos 3.5-oz	5 for \$4 Lentils & Vegetables 16-oz	\$9.89 Sparkling Ice 12-oz	\$3.99 Ball Aluminum Cup 12-oz
2 for \$2.66 Mission Salsa 16-oz	2 for \$7 Mission's Gourmet Salsa 16-oz	2 for \$5 Mission Tortilla Chips 10-oz	2 for \$12 Curl's Pulled Pork or Pulled Chicken 12-oz
2 for \$7 Edy's Vanilla Soft Serve Ice Cream 1.5-qt	2 for \$8 Mission's Premium Beef Fritos 10-oz	20% OFF Greenfield Natural Mass Cal. Breakfast 12-oz, Hot Dog 7-oz, Fully Cooked Breakfast 2-oz	2 for \$8 Banilla Cream 1.5-qt

2023 Calendar

PRINTER-FRIENDLY CALENDAR

CONTACT US

To learn more, click on a themed campaign below.

Program Dates	Publix Seasonal Events	Themed Campaigns	Submission Time Frame* <i>(includes artwork)</i>	Approval Notification			Program Dates	Publix Seasonal Events	Themed Campaigns	Submission Time Frame* <i>(includes artwork)</i>	Approval Notification		
1/14-1/27	Healthy You	Plant-Based†	10/14-10/27/22	11/23/22			7/15-7/28	Ice Cream Month	2 For the Price of 1	4/14-4/27/23	5/24/23	✓	✓
1/28-2/10	Super Bowl 2/12	Game Day Favorites	10/28-11/10/22	12/7/22		✓	7/29-8/11	Back To School	Back to School	4/28-5/11/23	6/7/23		✓
2/11-2/24	Heart Health	Live Well	11/11-11/24/22	12/21/22	✓	✓	8/12-8/25	Back To School	Back to School New Item	5/12-5/25/23	6/21/23	✓	
2/25-3/10	Spring Break	2 For the Price of 1	11/25-12/8/22	1/4/23			8/26-9/8	Labor Day 9/4	Plant-Based†	5/26-6/8/23	7/5/23		✓
3/11-3/24	March Madness	Tournament Time	12/9-12/22/22	1/18/23	✓		9/9-9/22	Tailgating	Hispanic Heritage Live Well	6/9-6/22/23	7/19/23	✓	✓
3/25-4/7	Spring	Cool Foods	12/23/22-1/5/23	2/1/23	✓	✓	9/23-10/6	Fall Season	Game Day Favorites	6/23-7/6/23	8/2/23	✓	✓
4/8-4/21	Easter 4/9	Plant-Based†	1/6-1/19/23	2/15/23	✓	✓	10/7-10/20	Frozen Food	Cool Foods	7/7-7/20/23	8/16/23		✓
4/22-5/5	Earth Day 4/22	Live Well	1/20-2/2/23	3/1/23	✓	✓	10/21-11/3	Halloween 10/31	Fall Flavors	7/21-8/3/23	8/30/23	✓	✓
5/6-5/19	Mothers Day 5/14	2 For the Price of 1	2/3-2/16/23	3/15/23			11/4-11/17	Thanksgiving 11/23		8/4-8/17/23	9/13/23		✓
5/20-6/2	Memorial Day 5/29	Pet Essentials	2/17-3/2/23	3/29/23	✓		11/18-12/1	Thanksgiving 11/23		8/18-8/31/23	9/27/23	✓	
6/3-6/16	Fathers Day 6/18	Hurricane Preparedness	3/3-3/16/23	4/12/23		✓	12/2-12/15	Baking	Holiday Favorites	9/1-9/14/23	10/11/23		
6/17-6/30	Summer	Plant-Based†	3/17-3/30/23	4/26/23	✓	✓	12/16-12/29	Holidays	Holiday Beauty	9/15-9/28/23	10/25/23		
7/1-7/14	Independence Day	Ice Cream Adventures Summer Grilling	3/31-4/13/23	5/10/23			12/30-1/12	Holidays	Live Well	9/29-10/12/23	11/8/23		

Campaigns are subject to change.

† To be approved for program participation, all ingredients listed on the product label must not be derived from animals.

* Last day of submission time frame reflects artwork due date. Product images & Quarter/Half/Full page ad creative drafts due by submission deadline.

2023 Opportunities

[BACK TO OPPORTUNITIES](#) ▶

Seasonally-relevant, multi-manufacturer campaigns deliver savings & inspiration to Publix shoppers. Brand communication, traditional and digital coupons are highlighted through fully integrated marketing elements.



NEW YEAR
1/21 - 2/17



SUMMER
5/6 - 6/2



AUTUMN
8/19 - 9/15



HOLIDAY
11/11 - 12/29

Campaigns are subject to change.

Save More

MARKETING COMPONENTS

IN-STORE COUPON BOOK

819K circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments

DISPLAY ADS

- Location and behavioral targeted
- 1.6MM impressions

SOCIAL ADS

- 1MM impressions
- Location and behavioral targeted

IN-STORE ENGAGEMENT | **NEW**

Coupon booklet distributed in 130 high-volume Publix stores

LANDING PAGE

Highlights offers and recipes

RECIPE FLYER

Downloadable PDF to include your recipe

PROGRAM DATES		SUBMISSION DEADLINE
NEW YEAR:	Jan. 21-Feb. 17, 2023	Oct. 14, 2022
SUMMER:	May 6-June 2, 2023	Feb. 3, 2023
AUTUMN:	Aug. 19-Sept. 15, 2023	May 12, 2023
HOLIDAY:	Nov. 11-Dec. 29, 2023	Aug. 4, 2023

ADD-ON COMPONENTS

IN-EMAIL FEATURE

Feature your offer, recipe and/or brand messaging in the program's email\$1,750

BRANDED EMAIL

Targeted to shoppers in Publix footprint; 1MM deployments ..\$7,500

BRANDED DISPLAY ADS

Location and behavioral targeted to your preferred audience; 1.6MM impressions\$15,500

BRAND-SPECIFIC INFLUENCERS

667K guaranteed impressions; Includes blogs and social posts\$18,500

SAMPLING OPPORTUNITIES

Inquire for more information.

PROGRAM FEES

Digital Coupon.....\$6,900

*Up to 1 coupon, plus ad space
Must be set up through Inmar*

Quarter Page\$9,250

Up to 1 coupon, plus ad space

Half Page\$17,575

Up to 2 coupons, plus ad space

Full Page.....\$31,450

Up to 4 coupons, plus ad space

Manufacturers are responsible for redemption costs.



MARCH 2022 RESULTS

INCREMENTAL SALES

63.7% Unit
32.9% Dollars

EMAIL

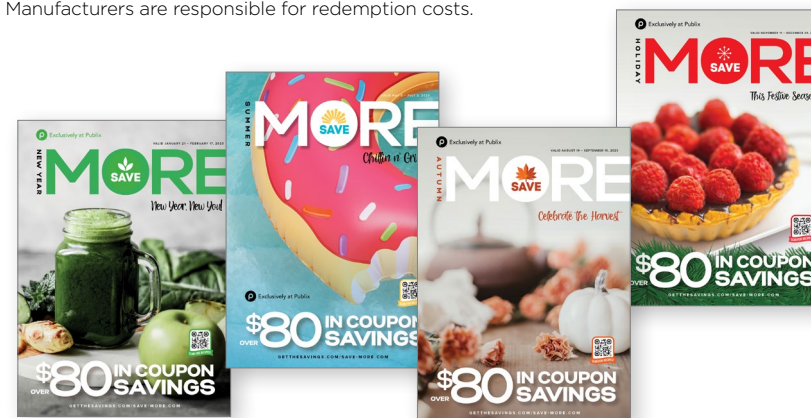
2.1MM delivered
20.30% open rate
2.51% click-through rate

DISPLAY ADS

1.63MM impressions (1.6MM goal)
2.5K engagements

SOCIAL ADS

1MM impressions (1MM goal)
11.2K engagements



Campaigns are subject to change.

Custom Campaigns

[BACK TO OPPORTUNITIES](#) ▶

We create programs based on your brand's needs and initiatives.

✓ **YOUR OBJECTIVE.**

✓ **YOUR BUDGET.**

✓ **YOUR TIMING.**

Promopoint secures Publix Corporate approval. Program planning, creative development, and Publix routing average eight weeks.

All campaigns are custom quoted.

All digital capabilities link to a URL of your choice, i.e., Publix.com, and can include add-to-cart functionality.

INFLUENCERS
SAMPLING
OPPORTUNITIES
STANDARD
DISPLAY
& SOCIAL
EMAIL CAMPAIGNS
IN-STORE + DIGITAL
MOBILE LOCATION
ADS
AT-SHELF
ENHANCED DISPLAY

Campaign Thought Starters



E-commerce



National Campaign



Digital Coupon



Pricing

Email

Our email campaigns can include one email deployment or 2+ emails.

Shoppers double opt-in to receive our emails, and the list is scrubbed every 90 days ensuring above-average open rates and click-through rates (CTR).

AVAILABLE CAPABILITIES INCLUDE:

- Multiple linking (recommend no more than three total)
- Animation (static image is required as all email clients do not support animation)
- A/B testing; subject line and unique creative

TARGETING BASED ON THE FOLLOWING CRITERIA:

- Location Only (ZIP code, mile radius to store list)
- Behavioral (based on various behavioral elements, including shopping behaviors)



PROMOPOINT AVERAGES

18%-23% Open Rate

1.98% CTR

Standard Display & Social

We use a combination of data sources and targeting methods to reach your preferred audience.

0.15%
Display CTR
BENCHMARK

STANDARD DISPLAY
Programmatic standard display runs across web and in-app environments.

0.29%
Social CTR
BENCHMARK

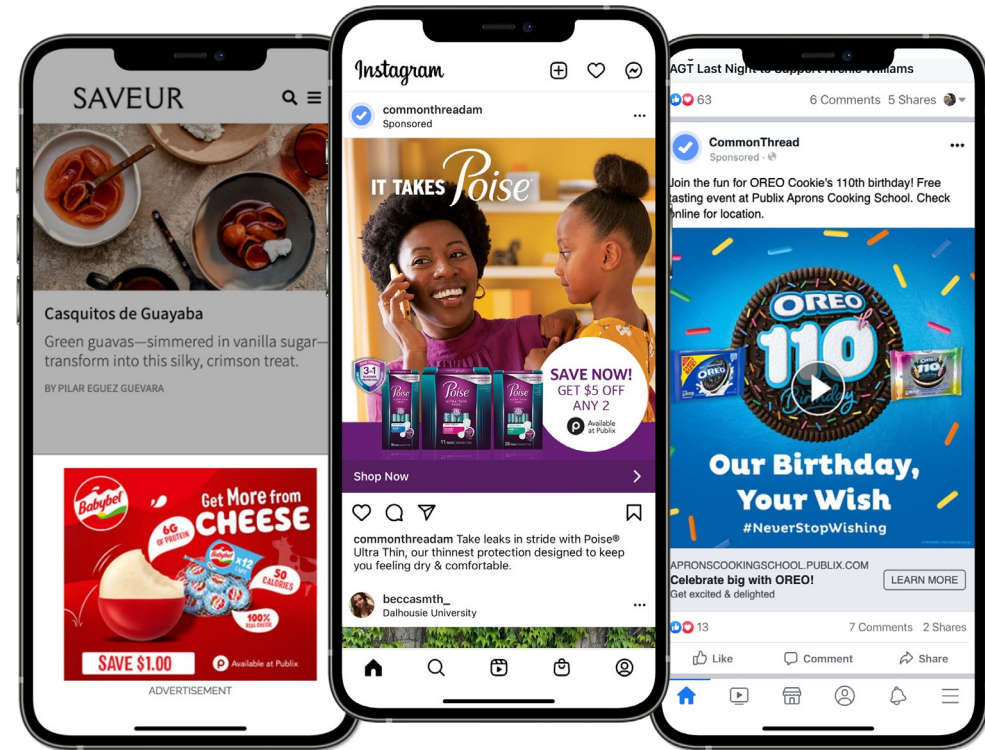
SOCIAL DISPLAY & VIDEO
Social display and video units run across Facebook and Instagram (Pinterest upon request).

ADDITIONAL CAPABILITIES:

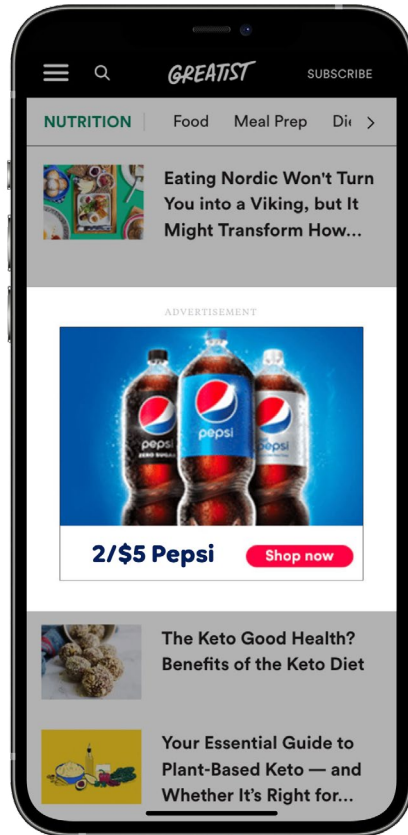
- Rich Media, including custom-built games
- Native Video

TARGETING BASED ON THE FOLLOWING CRITERIA:

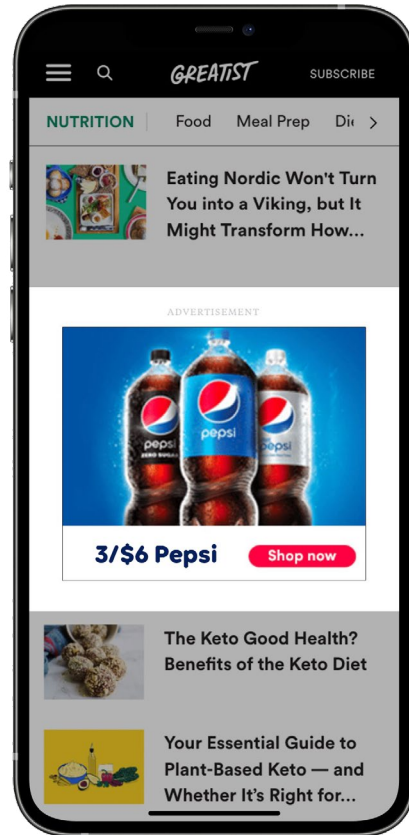
- Location Only (ZIP code, mile radius to store list)
- Behavioral (based on various behavioral elements, including shopping behaviors, social following, etc.)



Enhanced Display



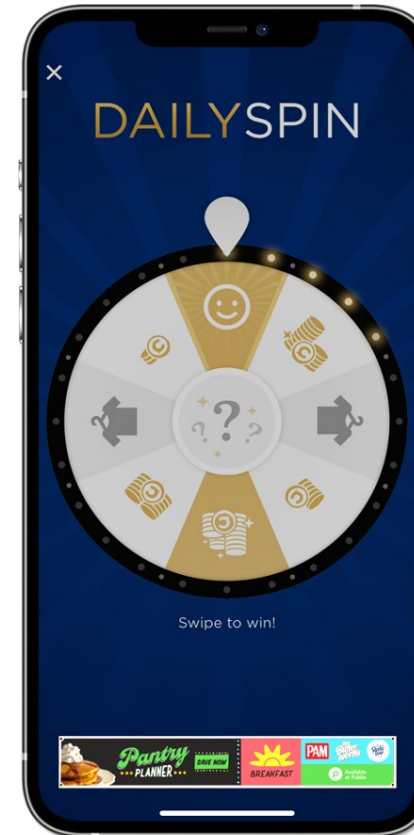
Creative shown to Charlotte shoppers



Creative shown to Miami shoppers

DYNAMIC TARGETED OFFERS

Your creative will dynamically update to match the sale price of the nearest retailer of your choice.



2.5%
CTR
BENCHMARK

DISPLAY WITH GUARANTEED CLICKS

Our rewarded display model enables consumers to opt-in from their in-app experience in exchange for a digital reward (ex: gaining lives or unlocking a chapter). Great for encouraging consumers to watch a video or engage in your branded content. Campaigns deploy in in-app environments only.

[SEE EXAMPLE](#) ▶

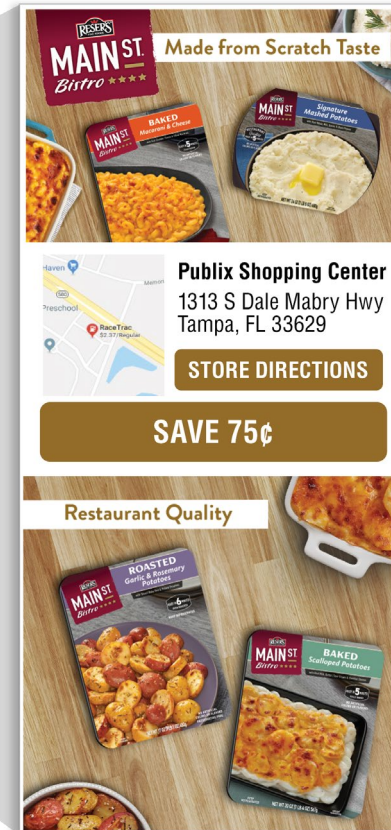
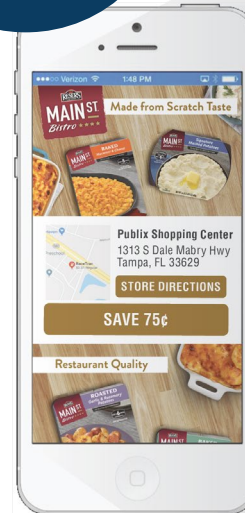
Mobile Location Ads

These geo-targeted campaigns are delivered to shoppers who have been inside selected store(s) in the past 30 days and are within a specific mile radius of the store(s).

- Ads link to a custom takeover mobile landing page that features product messaging and the nearest store location. Messaging could include a video or recipe and can link to a landing page, digital coupon, in-home delivery, or curbside pick-up service
- Up to three different linking options are available



Works well for brands with limited distribution



Influencers

The most authentic way to promote your brand! By leveraging the voices of a hand-selected blog and Instagram influencers curated to meet your goals, we'll supercharge engagement and sales for your specific brand and retailer.

Influencers create custom, ownable content in static or video form to amplify across Facebook, Instagram, Pinterest, and/or TikTok.

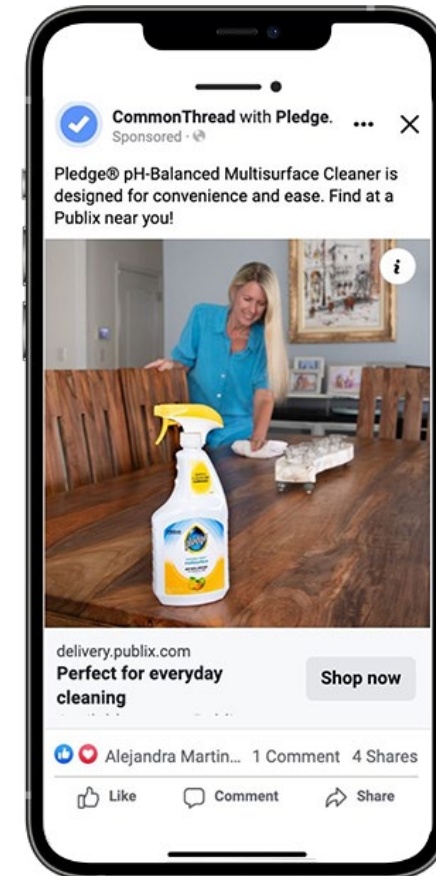
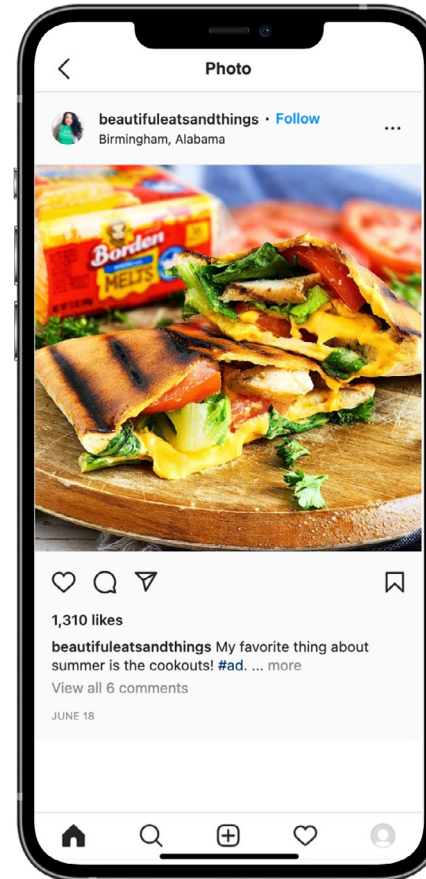
We offer both **Standard** and **Exclusive** programs:

- Influencers are located in the retailer footprint, and the majority of their followers reside in the same market
- 2-week flight minimum duration

STANDARD PROGRAM INCLUDES:

- 12 content pieces and guaranteed 665K+ impressions
- Blog: 1 main post + 3 social shares
- IG: 2 in-feed posts + 6 IG stories

Our **Exclusive** program **REQUIRES** a minimum 3-month total exclusivity—one month prior, one month during, and one month post.



Landing Pages

We can design and develop a custom landing page to meet your digital campaign needs.

Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus—to help sell your product.

Whether it's to highlight your brand, promote an offer, or provide the shopper with a recipe, a landing page is the best option for increasing the conversion rates of any marketing campaign.

All landing page campaigns include post-event analytics.

Desktop

Tablet

Mobile

In-Store

Combine with any of our digital components to impact shoppers along their path to purchase.

8-week minimum lead time required



Shelftalk®



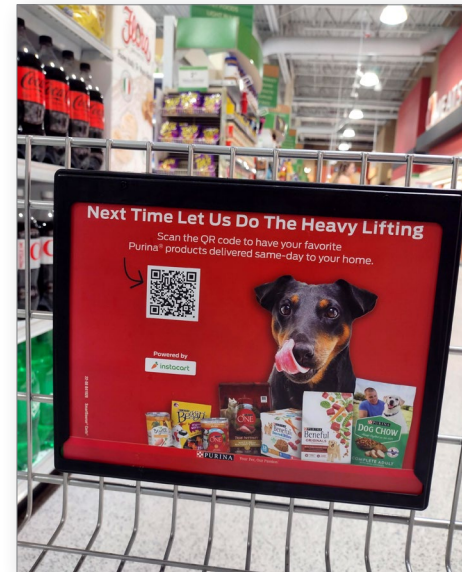
Instant Redeemable Coupon (IRC)



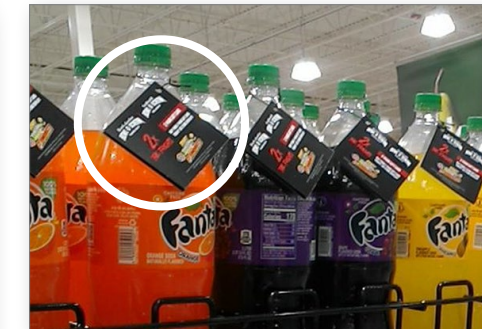
Freezer Cling



BoxTalker



Cart Sign



Neck Hanger

Publix Curbside Pickup Sampling

Sample your brand to Publix e-commerce shoppers via Publix Curbside Pickup powered by Instacart. Sample packs contain sample-sized items plus high-value digital coupons on new and/or interesting items.

BENEFITS INCLUDE:

- Inspire trial and drive sales by attracting new shoppers to participating categories
- Build shopper loyalty by surprising shoppers with samples
- Distribute samples in a new and efficient manner

DETAILS:

- 199 Publix stores across all Publix Divisions have been identified to participate in the sampling program
- The sample packs are sealed, translucent bags containing samples plus a Publix branded card featuring brand messaging and digital coupons

- Each sample pack contains up to three samples (each sample not to exceed 2 oz), and the item must be in full distribution at Publix
- Frozen and refrigerated items cannot be included in the sample pack but will be considered for digital coupons
- Digital coupons should be of high value
- Digital coupons will be exclusive to this program and will not be available on Publix.com
- Digital coupons will be live for four weeks. Coupon expiration date needs to be two weeks after the program end date
- Custom programming will be considered. Inquire for more information

**OVER
91% trial rate
OVER
30% average
purchase conversion***

**based on aggregate findings from Sample Pack programs*

TIMELINE:

Submissions due for Publix consideration:	25,000 samples (including coverage) to arrive at specified location by:	In-Store distribution begins:
Friday December 30, 2022	Friday February 10, 2023	Thursday April 13, 2023
Friday February 17, 2023	Friday March 31, 2023	Saturday May 20, 2023
Friday May 12, 2023	Friday June 23, 2023	Saturday August 12, 2023
Friday September 1, 2023	Friday October 13, 2023	Saturday December 2, 2023

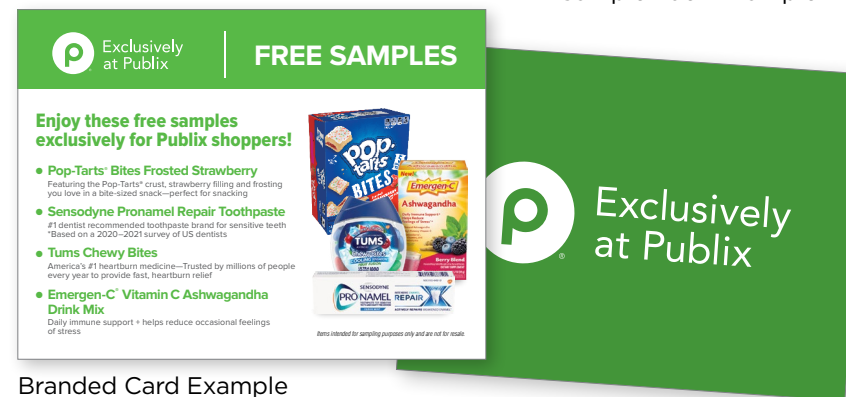
Campaigns are subject to change.

COSTS:

Sample \$20,400
 Digital coupon \$10,800



Sample Pack Example



Branded Card Example

Additional Sampling Opportunities

Partner with us and Sunflower Group to execute your demos at Publix today! Safety precautions in accordance with CDC/Publix Guidelines will be followed during all demos.

BENEFITS INCLUDE:

- Engage shoppers via professional demonstration staff that have been trained with your key brand talking points
- Encourage more shoppers to try your brand
- Build brand awareness
- Drive sales



PROMOPOINT MANAGEMENT INCLUDES:

- Facilitating brand partnerships to expand program reach and maximize budgets
- Sampling coordination, including working directly with Publix Buyers and DMs to gain approvals for all three categories: Food, Non-Food, and Alcohol Beverage
- Providing store lists based on targeting requests (including ACV)
- Custom quotes that capture all sampling supplies and product costs included in one flat fee
- Coupon handouts and point of sale (available upon request)
- Post-event reporting
 - Initial report sent immediately following the first demo weekend
 - Final recap sent 8-10 weeks after final demo execution



Reporting

Every digital campaign receives a marketing recap approximately two weeks after program completion.

RECAP INCLUDES:

Key metrics specific to your campaign include number of impressions, open rate, and click-through rate.

\$40K+ CAMPAIGN BUDGET RECAP INCLUDES:

IRI sales data. Sales data is available approximately nine weeks after program completion.

EXECUTIVE SUMMARY

OVERVIEW

The program's objective was to drive awareness and incremental sales of specific breakfast products at Publix.

TIMING
February 26–March 11, 2022

TARGETING
Shoppers who reside within a 5–10-mile radius of a Publix store; are promotional purchase

COMPO

- Extra
- Email
- In-App
- Display
- Social

RESULTS

SALES (IRI data for Publix Corp.-- 3 weeks ending 3/13/2022)

- Total Units & Sales: 280.3K Units | \$ 1.4MM
- Incremental Units & Sales: 92.9K Units | \$272.0K
- Total Brands Incremental Lift from Baseline: 49.5% Unit | 25.1% Dollar

EMAIL

- Deployments: 2

DISPLAY & SOCIAL ADS | AUDIENCE INSIGHTS

BEHAVIORAL

- 0.23%** CLICK-THROUGH RATE THOSE WHO EAT BREAKFAST AT HOME
- 0.19%** CLICK-THROUGH RATE COUPON CLIPPERS
- 0.17%** CLICK-THROUGH RATE COFFEE PURCHASERS

LOCATION

Tampa, Fla. was the top performing market for display, with consumers driving a 0.35% click-through rate.

DEMOGRAPHICS
% of campaign engagements

A18-24	17%
A25-34	43%
A35-44	9%
A45-54	12%
A55-64	19%

Females were responsible for 71% of the total clicks to site from the display and social ads.

Our Team

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2 For the Price of 1

[BACK TO 2023 CALENDAR](#) ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

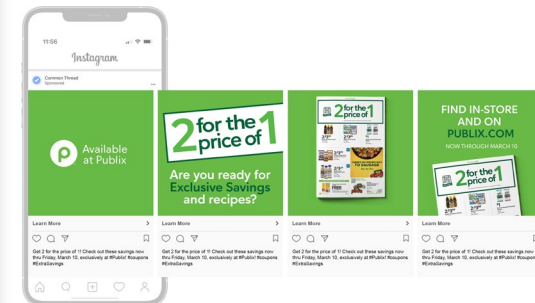
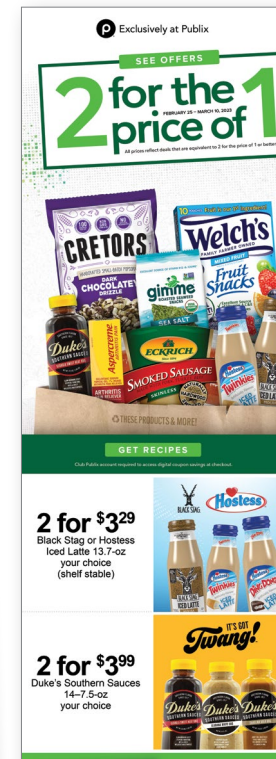
- In-email feature
(Must also run an offer in flyer)\$1,750
- Price point/digital coupon\$9,300
- Coupon\$11,200
- Quarter page.....\$28,000
- Half page.....\$50,000

PROGRAM LIVE

- Feb. 25-Mar. 10, 2023
- May 6-19, 2023
- July 15-28, 2023

SUBMISSION PERIOD

- Nov. 25-Dec. 8, 2022
- Feb. 3-16, 2023
- Apr. 14-27, 2023



Back to School

[BACK TO 2023 CALENDAR](#) ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 2.1MM+ deployments
- 2.1MM sent in week 1, follow-up email sent to openers in week 2

DISPLAY ADS

- Location and behavioral targeted
- 1.6MM impressions

SOCIAL ADS

- Location and behavioral targeted
- 2MM impressions

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages stock-up behavior through value
- Generates incremental sales

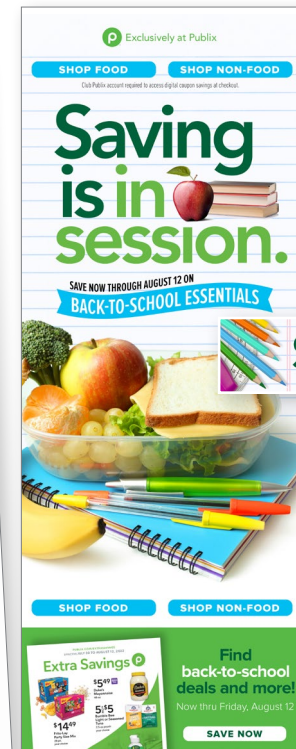
THE COST

In-email feature
(Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

July 29–Aug. 11, 2023 Apr. 28–May 11, 2023
 Aug. 12–25, 2023 May 12–25, 2023

SUBMISSION PERIOD



JULY 2022 RESULTS

INCREMENTAL SALES

60.7% Unit
 39.4% Dollars

EMAIL

2.1MM delivered
 20.17% open rate
 2.15% click-through rate

DISPLAY ADS

1.7MM impressions (1.6MM goal)
 2.7K engagements

SOCIAL ADS

2.0MM impressions (2MM goal)
 11.4K engagements

Cool Foods

[BACK TO 2023 CALENDAR](#) ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

INFLUENCERS

- 1MM impressions
- Includes blogs and social posts

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

In-email feature
(Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

Mar. 25–Apr. 7, 2023 Dec. 23, 2022–Jan. 5, 2023
 Oct. 7–20, 2023 July 7–20, 2023

SUBMISSION PERIOD



MAY 2022 RESULTS INCREMENTAL SALES

36.7% Unit
 22.1% Dollars

EMAIL

1.1MM delivered
 22.15% open rate
 2.34% click-through rate

INFLUENCERS

670K impressions (667K goal)
 5.7K engagements

Fall Flavors

BACK TO 2023 CALENDAR

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

INFLUENCERS

- 1MM impressions
- Includes blogs and social posts

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives awareness of new seasonal flavors
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

- In-email feature (Must also run an offer in flyer)\$1,750
- Price point/digital coupon\$9,300
- Coupon\$11,200
- Quarter page.....\$28,000
- Half page.....\$50,000

PROGRAM LIVE

Oct. 21-Nov. 3, 2023

SUBMISSION PERIOD

July 21-Aug. 3, 2023



OCTOBER 2022 RESULTS

EMAIL

- 1MM delivered
- 26.76% open rate
- 2.59% click-through rate

INFLUENCERS

- 1.20MM impressions (1.0MM goal)
- 11K engagements



Game Day Favorites

[BACK TO 2023 CALENDAR](#) ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 2.1MM+ deployments
- 2.1MM sent in week 1, follow-up email sent to openers in week 2

DISPLAY ADS

- Location and behavioral targeting
- 1.6MM impressions

SOCIAL ADS

- Location and behavioral targeting
- 1.5MM impressions

INFLUENCERS

- 1.3MM impressions
- Includes blogs and social posts

LANDING PAGE

- Highlights offers and recipes

RECIPE FLYER

- Downloadable PDF to include your recipe

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

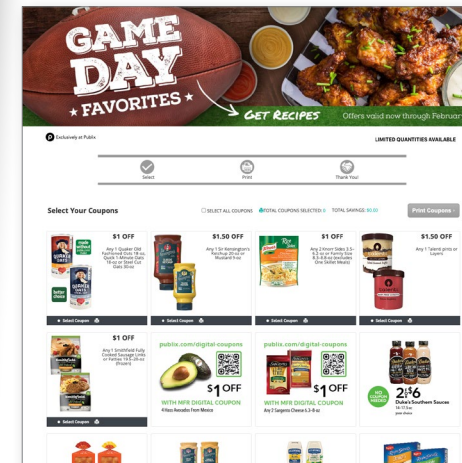
In-email feature
 (Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

Jan. 28–Feb. 10, 2023 Oct. 28–Nov. 10, 2022
 Sept. 23–Oct. 6, 2023 June 23–July 6, 2023

SUBMISSION PERIOD

Campaigns are subject to change.



JANUARY 2022 RESULTS

INCREMENTAL SALES

70.0% Unit
 41.0% Dollars

EMAIL

2.1MM delivered
 23.33% open rate
 2.49% click-through rate

SOCIAL ADS

1.02MM impressions (1MM goal)
 4.6K engagements

INFLUENCERS

1.9MM impressions (1.66MM goal)
 21.2K engagements

Campaigns are subject to change.

Hispanic Heritage

Celebrate and support Hispanic Heritage Month at Publix.

[BACK TO 2023 CALENDAR](#) ▷

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions, divided between general market & Hispanic targets

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales
- Dedicated media targeted to Hispanic shopper

THE COST

In-email feature	
(Must also run an offer in flyer)	\$1,750
Price point/digital coupon	\$9,300
Coupon	\$11,200
Quarter page	\$28,000
Half page	\$50,000

PROGRAM LIVE

Sept. 9–22, 2023

SUBMISSION PERIOD

June 9–22, 2023



SEPTEMBER 2022 RESULTS

INCREMENTAL SALES

45.0% Unit
27.8% Dollars

EMAIL

1.1MM delivered
21.07% open rate
2.22% click-through rate



Holiday Beauty

BACK TO 2023 CALENDAR ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages stock-up behavior through value
- Generates incremental sales

THE COST

In-email feature
 (Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

Dec. 16–29, 2023

SUBMISSION PERIOD

Sept. 15–28, 2023

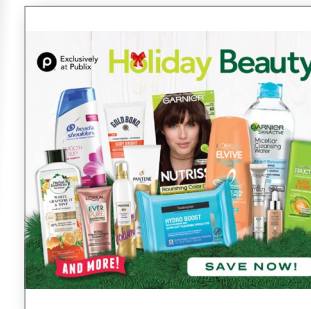


DECEMBER 2022 RESULTS

INCREMENTAL SALES
 25.7% Unit
 21.1% Dollars

EMAIL
 1MM delivered
 19.24% open rate
 2.03% click-through rate

DISPLAY ADS
 1.65MM impressions (1.6MM goal)
 2.9K engagements



Holiday Favorites

BACK TO 2023 CALENDAR ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

INFLUENCERS

- 1MM impressions
- Includes blogs and social posts

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness during a key holiday timeframe
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

In-email feature
 (Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

Dec. 2-15, 2023

SUBMISSION PERIOD

Sept. 1-14, 2023



DECEMBER 2022 RESULTS

INCREMENTAL SALES

- 34.2% Unit
- 24.9% Dollars

EMAIL

- 1MM delivered
- 19.25% open rate
- 2.02% click-through rate

INFLUENCERS

- 1.02MM impressions (1MM goal)
- 9.5K engagements

Hurricane Preparedness

BACK TO 2023 CALENDAR ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

DISPLAY ADS

- Appear on weather.com
- Location and behavioral targeting
- 1.3MM impressions

INFLUENCERS

- 1MM impressions
- Includes blogs and social posts

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages stock-up behavior through value
- Generates incremental sales

THE COST

In-email feature
(Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

June 3-16, 2023

SUBMISSION PERIOD

Mar. 3-16, 2023



JUNE 2022 RESULTS

INCREMENTAL SALES

28.7% Unit
 21.2% Dollars

EMAIL

1MM delivered
 18.7% open rate
 2.02% click-through rate

INFLUENCERS

1.0MM impressions
 14.3K engagements

DISPLAY ADS

1.4MM impressions (1.3MM goal)
 2.4K engagements

Ice Cream Adventures

BACK TO 2023 CALENDAR ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

INFLUENCERS

- 1MM impressions
- Includes blogs and social posts

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

In-email feature
 (Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

July 1-14, 2023

SUBMISSION PERIOD

Mar. 31-Apr. 13, 2023



JULY 2022 RESULTS

INCREMENTAL SALES

33.3% Unit
 19.2% Dollars

EMAIL

1MM delivered
 18.87% open rate
 1.99% click-through rate

INFLUENCERS

1.02MM impressions
 (1.0MM goal)
 10.97K engagements

Live Well

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

INFLUENCERS

- 667K impressions
- Includes blogs and social posts

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

- In-email feature
(Must also run an offer in flyer)\$1,750
- Price point/digital coupon\$9,300
- Coupon\$11,200
- Quarter page.....\$28,000
- Half page.....\$50,000

PROGRAM LIVE

- Feb. 11-24, 2023
- Apr. 22-May 5, 2023
- Sept. 9-22, 2023.....
- Dec. 30, 2023-Jan. 12, 2024

SUBMISSION PERIOD

- Nov. 11-24, 2022
- Jan. 20-Feb. 2, 2023
- June 9-22, 2023
- Sept. 29-Oct. 12, 2023



BACK TO 2023 CALENDAR >



DECEMBER 2022 RESULTS

Live Well
INCREMENTAL SALES
44.4% Unit
28.3% Dollars

EMAIL
1.2MM delivered
21.73% open rate
2.50% click-through rate

INFLUENCERS
708K impressions (667K goal)
7.4K engagements

New Item

BACK TO 2023 CALENDAR >

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

DISPLAY ADS

- Location and behavioral targeting
- 2MM impressions

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

In-email feature
(Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

Aug. 12-25, 2023

SUBMISSION PERIOD

May 12-25, 2022

The collage features several promotional elements:

- Top Left:** A flyer titled "Exciting NEW Items" with a "new" badge and a QR code. It lists products like El Monterey Signature Burritos, Cabot's Shredded Cheese, and Astepro Allergy Nasal Spray.
- Top Right:** A list of "Extra Savings" offers:
 - Splenda Liquid Water Enhancer: 2 for \$8 (3.11-oz, your choice)
 - Me & The Bees Lemonade: 2 for \$4 (12-oz, your choice)
 - El Monterey Signature Burritos or Chimichangas: \$12.99 (12-pk., your choice, frozen)
 - Any 1 Cabot Shredded Cheese: \$1 OFF (8-oz, with MFR digital coupon)
- Bottom Left:** A "Save \$1" offer: "WITH MFR DIGITAL COUPON On any 1 Cabot Shredded Cheese 8-oz".
- Bottom Right:** A "Save \$4" offer: "On any 1 Astepro Allergy Nasal Spray 60-dose or Claritin 24-70-ct".
- Center:** A large blue "new" badge and the text "Exciting NEW Items" with a QR code and "SCAN FOR RECIPES!" text.



AUGUST 2022 RESULTS

INCREMENTAL SALES

70.2% Unit
 26.4% Dollars

EMAIL

1MM delivered
 22.99% open rate
 2.42% click-through rate

DISPLAY ADS

2.1MM impressions (2MM goal)
 2.9K engagements

A horizontal banner with a "new" badge, the text "Exciting NEW Items", a "SAVE NOW" button, and the "Exclusively at Publix" logo.

Pet Essentials

BACK TO 2023 CALENDAR >

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

In-email feature
 (Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

May 20-June 2, 2023

SUBMISSION PERIOD

Feb. 17-Mar. 2, 2023

DECEMBER 2022 RESULTS

EMAIL
 1MM delivered
 22.02% open rate
 2.32% click-through rate

SOCIAL ADS
 1.1MM impressions (1MM goal)
 4.6K engagements

Plant-Based*

[BACK TO 2023 CALENDAR](#) ▶

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

INFLUENCERS

- 1MM impressions
- Includes blogs and social posts

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

In-email feature
(Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

Jan. 14-27, 2023 Oct. 14-27, 2022
 Apr. 8-21, 2022 Jan. 6-19, 2023
 June 17-30, 2023 Mar. 17-30, 2023
 Aug. 26-Sept. 8, 2023 May 26-June 8, 2023

SUBMISSION PERIOD



JANUARY 2023 RESULTS

INCREMENTAL SALES

47.9% Unit
22.3% Dollars

EMAIL

1.2MM delivered
21.88% open rate
2.42% click-through rate

INFLUENCERS

1.21MM impressions (1MM goal)
24.0K engagements

*To be considered for program participation, items must include one or more of the following claims or certifications on the package:

1. Certified Plant Based by NSF/Plant Based Foods Association or
2. Make a plant-based claim on package such as “made with plants,” “made from plants,” “contains 20g plant protein”.
3. Some products that are Certified Vegan or contain a vegan claim may qualify but we would need additional verification that the product:
 - Formulation consists of at least 70% plant derived ingredients by weight (excluding water and salt) and
 - Formulation consists of no more than 25% of ingredients by weight (excluding water and salt) of non-plant, non-animal ingredients (this includes flavorings, gums, colors, leavening agents, etc.)
 - Please include this information in your submission for review.

Summer Grilling

BACK TO 2023 CALENDAR

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

DISPLAY ADS

- Location and behavioral targeting
- 1.6MM impressions

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

- In-email feature
(Must also run an offer in flyer)\$1,750
- Price point/digital coupon\$9,300
- Coupon\$11,200
- Quarter page.....\$28,000
- Half page.....\$50,000

PROGRAM LIVE

July 1-14, 2023

SUBMISSION PERIOD

Mar. 31-Apr. 13, 2023



Tournament Time

[BACK TO 2023 CALENDAR](#) ▷

MARKETING COMPONENTS

PRINT ADVERTISING

- Extra Savings Flyer themed campaign
- 2.9MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1MM+ deployments
- 1MM sent in week 1, follow-up email sent to openers in week 2

INFLUENCERS

- 1MM impressions
- Includes blogs and social posts

RECIPE FLYER

- Downloadable PDF to include your recipe

Campaigns are subject to change.

THE BENEFITS

- Drives brand awareness
- Encourages trial through value and recipe ideas
- Generates incremental sales

THE COST

In-email feature
(Must also run an offer in flyer)\$1,750
 Price point/digital coupon\$9,300
 Coupon\$11,200
 Quarter page.....\$28,000
 Half page.....\$50,000

PROGRAM LIVE

Mar. 11-24, 2023

SUBMISSION PERIOD

Dec. 9-22, 2022



MARCH 2022 RESULTS

INCREMENTAL SALES

46.4% Unit
 29.9% Dollars

EMAIL

1MM delivered
 21.06% open rate
 2.48% click-through rate

INFLUENCERS

1.04MM impressions (1MM goal)
 8.28K total engagements