



promopoint

2026 Opportunities

ENGAGING SHOPPERS, DELIVERING RESULTS



PROMOPOINT

A Shopper Marketing Agency

WHAT WE DO

- Strategic planning resource for brands
- Manage and execute successful omni-channel marketing campaigns
- Execute Extra Savings and Curbside Sampling programs

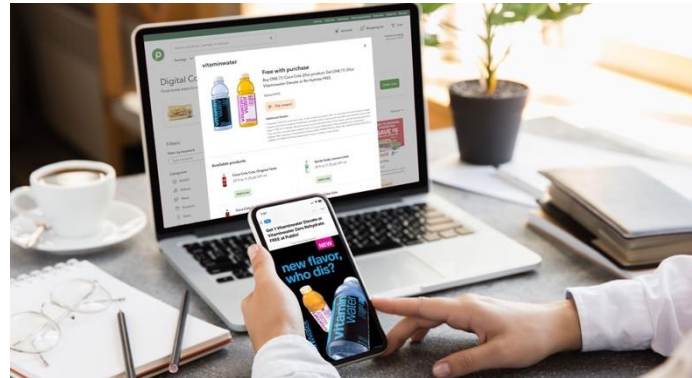
Custom solutions that deliver strong results

OUR EXPERTISE



Extra Savings Program

03



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Extra Savings Program

BRAND PARTICIPATION AND DIGITAL MEDIA

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Extra Savings Program

The *Extra Savings* flyer is the supplementary ad at Publix fulfilled by Promopoint. Participating brands receive at-shelf signage in addition to placement in the print flyer.

Brands and suppliers have the opportunity to promote price points, coupons, or brand messaging (inside pages only) through this supplemental ad.

FLYERS

2MM distributed in stores and newspapers

SHELF SIGNS

at point of purchase

Available on
PUBLIX.COM

2 WEEK

execution,
Saturday-Friday

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

PUBLIX WEEKLY EMAIL

Publix also promotes the flyer via weekly savings emails.

SEASONAL

Seasonal themes are highlighted within the flyer throughout the year and inspire shoppers through savings. Digital Media packages are available to amplify pricing activity.

LIFT AVERAGES*

FOOD

53%

Unit

34%

Dollar

NON-FOOD

50%

Unit

47%

Dollar



Shelf Sign



*Media offerings are developed independently from Publix. *Source: Nielsen NIQ, Publix Total TA, 3 WE 01/25/25

Brand Participation Options

FULL-PAGE	\$85,000
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Amplify pricing activity with digital media.

SOCIAL	\$19,500
---------------	-----------------

[VIEW MEDIA EXAMPLES](#)

*Media offerings are developed independently from Publix. *Subject to Publix Buyer approval.



5⁹⁹
Sparkling Ice
6-pk.
your choice

Price Point



25% off
(shelf price reflects discount)
**O-Cedar EasyWring Spin
Mop System**

Percentage Off*

2⁰⁰ off
(shelf price reflects discount)
Temptations Dry Cat Food
3.15-lb
your choice

Dollar Off*



Traditional Coupon

 SCAN TO GO UP

5⁰⁰ off 30⁰⁰
WITH MFR DIGITAL COUPON
\$5 off When You Spend \$30
on Coca-Cola & General
Mills Participating Items
(Scan QR code for participating items)
EXPIRES 08/31/16. ©2016 P&G

5⁰⁰ off 30⁰⁰
WITH MFR DIGITAL COUPON
\$5 off When You Spend \$30
on Coca-Cola & General
Mills Participating Items
(scan QR code for participating items)
publix.com/digital-coupons

2 for 7⁰⁰
Dunkin' Iced Coffee
13.7-oz
your choice

2 for 7⁰⁰
Dasani
8-pk, 12-oz

Buy Any 1 Coca-Cola
20-oz and Get 1
Sprite 20-oz
Free
WITH MFR DIGITAL COUPON
PUBLIX.COM/DIGITAL-COUPONS

Buy Any 1 Coca-Cola 20-oz.
and Get Any 1 Vitaminwater
Elevate or Vitaminwater
Zero Rehydrate 20-oz.
Free
WITH MFR DIGITAL COUPON

1⁰⁰ off
Any 1 Publix Deli Wrap
Sub or Wrap Combo
(sub-wrap, chips & med. or Coca-Cola)
Limit one coupon per household per day. Excludes Publix Deli.

Half Page



care for you,
means
body confidence
for her

#KeepHerConfident

YOUR PURCHASE HELPS SUPPORT GIRLS IN SPORTS

5⁰⁰ off
WITH MFR DIGITAL COUPON
Any 3: Axe, Dove, Dove
Men+Care, Degree, Schmidt's,
Shea Moisture, Nioxin, Tresemmé,
Vaseline, Simple or Love Beauty &
Planet
PUBLIX.COM/DIGITAL-COUPONS

2⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Dove Men+Care
Deodorant
1.7-4 oz
PURLX.COM/DIGITAL/COUPONS

6⁹⁹
Dove Men+Care
Deodorant
2.6-3-02
www.dove.com

4.99
Dove or Dove Men+Care
Bar Soap
5-oz.
www.dove.com

1199
Dove Cream Serum
8-oz
your choice

2⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Dove Body Wash
18.5-30.6-oz or Bar Soap
6-10-ct.
PURLX.COM/DIGITEL-COUPONS

2⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Dove Deodorant
2.6-4 oz
(excludes Invisible Solid, Clinical & Twin Packs)
PUBLIX.COM/DIGITAL-COUPONS

699
Dove Advanced Care
Deodorant
2.6-oz
www.doveusa.com

999
Dove Body Wash Serum
18.5-oz
your choice

1199
Nexus Shampoo &
Conditioner
13.5-oz
www.shiseido.com

Full Page

NEW
IN 2026

EXTRA SAVINGS

Front Cover – New Item

New items will be highlighted on every *Extra Savings* flyer cover

- Participants will be limited and subject to Publix approval.
- There is **no additional fee** for participating, but brands have the option to **add brand-specific digital media packages** to enhance shopper engagement and awareness of pricing activity.
- Submit for the cover quarterly in the **Extra Savings Portal**.
- Submission Requirements – Products submitted must:
 - 1) have been introduced to Publix as a new item within the previous six months
 - 2) be accepted as a new item by Publix
 - 3) appear in Publix planograms with 90% distribution
 - 4) be on promotion for the full Extra Savings duration (2 weeks)
- All brands that add media packages will receive a **post promotional analysis**.

[VIEW MEDIA PACKAGES](#)

Digital Coupon
Scan. Clip. Redeem.
Scan to clip or sign up at clubpublix.com/jointosave

Hefty Zoo Pals Plates
15-ct.

Sale Price	2/6 ⁰⁰
Digital Coupon	1 ⁰⁰ off 2
FINAL PRICE WITH MFR DIGITAL COUPON	2/5⁰⁰

Valid 4/5 - 4/18/25
MUST BE A CLUB PUBLIX MEMBER. TERMS, CONDITIONS & RESTRICTIONS APPLY. QUANTITY LIMITS PER HOUSEHOLD APPLY.

Shelf Sign

*Media offerings are developed independently from Publix. *Subject to Publix Buyer approval.

[PUBLIX.COM/EXTRASAVINGS](https://publix.com/extrasavings)
EFFECTIVE APRIL 5 TO APRIL 18, 2025

Extra Savings

new Check out these New Items

OVER \$110 IN COUPON SAVINGS

Hefty Zoo Pals Plates
15-ct.

Sale Price	2/6 ⁰⁰
Digital Coupon	1 ⁰⁰ off 2
FINAL PRICE WITH MFR DIGITAL COUPON	2/5⁰⁰

[PUBLIX.COM/DIGITAL-COUPONS](https://publix.com/digital-coupons)

Hefty 18-oz Clear Party Cup
28-ct.

Sale Price	3 ⁹⁹
Digital Coupon	.50 off 1
FINAL PRICE WITH MFR DIGITAL COUPON	3⁴⁹

[PUBLIX.COM/DIGITAL-COUPONS](https://publix.com/digital-coupons)

13⁹⁹
Dixie Plates
100-250-ct.
your choice

4⁹⁹
Dixie To Go Cups & Lids
18-26-ct., your choice

6⁹⁹
Ben & Jerry's
28-oz
your choice

4⁴⁹
Pepperidge Farm Milano Cookies
5-7.5-oz.
your choice

4 for 5⁰⁰
Bibigo Seaweed Snack
.35-oz
your choice

10⁹⁹
Slim Jim Smoked Snack Sticks
46-ct.
your choice

3⁹⁹
Kinder's Crispy Panko Blend
Seasoned Coating Mix
5-oz, your choice

This publication is an advertising supplement to the Publix weekly ad and produced on behalf of Publix Supermarkets. Quantity limits per customer apply. Product availability may vary by store.



EXTRA SAVINGS

Seasonal Themes

Seasonal themes are highlighted within the *Extra Savings* flyer during key timeframes.

- Participants will be limited and subject to Publix selection based on the most relevant items.
- There is **no additional fee** for participating, but brands have the option to **add brand-specific digital media packages** to enhance shopper engagement and awareness of pricing activity.
- Submit for these themes throughout the year in the **Extra Savings Portal**.
- All brands that add media packages will receive a **post promotional analysis**.

[VIEW MEDIA PACKAGES](#)

Publix HBC team will solicit participation for inclusion on the back-page.

*Media offerings are developed independently from Publix.



Program Dates	Submission Time Frame	Seasonal Themes
1/10 - 1/23	10/10/25 - 10/23/25	Live Well
1/24 - 2/6	10/24/25 - 11/6/25	Game Day
2/7 - 2/20	11/7/25 - 11/20/25	Valentine's Day
3/7 - 3/20	12/5/25 - 12/18/25	Tournament Time
3/21 - 4/3	12/19/25 - 1/1/26	Easter Gatherings
5/2 - 5/15	1/30/26 - 2/12/26	Cinco de Mayo
5/16 - 5/29	2/13/26 - 2/26/26	Pet
5/30 - 6/12	2/27/26 - 3/12/26	Storm Prep
6/27 - 7/10	3/27/26 - 4/9/26	Summer Grilling
7/25 - 8/7	4/24/26 - 5/7/26	Back to School
8/8 - 8/21	5/8/26 - 5/21/26	Back to School
9/5 - 9/18	6/5/26 - 6/18/26	Game Day
9/19 - 10/2	6/19/26 - 7/2/26	Hispanic Heritage
10/17 - 10/30	7/17/26 - 7/30/26	Halloween
11/14 - 11/27	8/14/26 - 8/27/26	Holiday Gatherings
11/28 - 12/11	8/28/26 - 9/10/26	Holiday Baking
12/12 - 12/25	9/11/26 - 9/24/26	Holiday Gatherings

EXTRA SAVINGS

Digital Coupons

PARTICIPATION OPTIONS

SINGLE OFFER WITH SHELF SIGN	\$7,000
SHELF SIGN ONLY (NOT IN FLYER)	\$2,950

SINGLE OFFERS

- Every flyer will feature Digital Coupon sections

SHELF SIGN ONLY

- Brands can participate as a Digital Coupon Shelf Sign only option without being in the flyer during all Extra Savings timeframes
- 86% of scans are derived from the shelf sign

FULL AND HALF PAGES

- Digital coupons within half and full pages can run during all Extra Savings timeframes

Contact Inmar to set up digital coupons:

Olivia Bella: olivia.bella@inmar.com
201-841-6734

Digital Coupon

Net-Down Digital Coupon

*Digital coupon set-up fee is waived for Extra Savings digital coupons. Brands will be charged \$.08 fee per clip, unless other negotiated Corporate rates apply. All digital coupons and offers are delivered to customers through the Club Publix loyalty program via Inmar. Customers must be a Club Publix member to clip and redeem digital coupons and offers. Publix asks that brands and suppliers work directly with Inmar to generate digital coupons.



EXTRA SAVINGS

2026 Calendar

Program Dates	Submission Time Frame*	Approval Notification	Seasonal Themes	Digital Coupons Sections
1/10 - 1/23	10/10/25 - 10/23/25	11/19/25	Live Well	🕒
1/24 - 2/6	10/24/25 - 11/6/25	12/3/25	Game Day	🕒
2/7 - 2/20	11/7/25 - 11/20/25	12/17/25	Valentine's Day	🕒
2/21 - 3/6	11/21/25 - 12/4/25	12/31/25		🕒
3/7 - 3/20	12/5/25 - 12/18/25	1/14/26	Tournament Time	🕒
3/21 - 4/3	12/19/25 - 1/1/26	1/28/26	Easter Gatherings	🕒
4/4 - 4/17	1/2/26 - 1/15/26	2/11/26		🕒
4/18 - 5/1	1/16/26 - 1/29/26	2/25/26		🕒
5/2 - 5/15	1/30/26 - 2/12/26	3/11/26	Cinco de Mayo	🕒
5/16 - 5/29	2/13/26 - 2/26/26	3/25/26	Pet	🕒
5/30 - 6/12	2/27/26 - 3/12/26	4/8/26	Storm Prep	🕒
6/13 - 6/26	3/13/26 - 3/26/26	4/22/26	Soccer	🕒
6/27 - 7/10	3/27/26 - 4/9/26	5/6/26	Summer Grilling	🕒

Program Dates	Submission Time Frame*	Approval Notification	Seasonal Themes	Digital Coupons Sections
7/11 - 7/24	4/10/26 - 4/23/26	5/20/26		🕒
7/25 - 8/7	4/24/26 - 5/7/26	6/3/26	Back to School	🕒
8/8 - 8/21	5/8/26 - 5/21/26	6/17/26	Back to School	🕒
8/22 - 9/4	5/22/26 - 6/4/26	7/1/26		🕒
9/5 - 9/18	6/5/26 - 6/18/26	7/15/26	Game Day	🕒
9/19 - 10/2	6/19/26 - 7/2/26	7/29/26	Hispanic Heritage	🕒
10/3 - 10/16	7/3/26 - 7/16/26	8/12/26		🕒
10/17 - 10/30	7/17/26 - 7/30/26	8/26/26	Halloween	🕒
10/31 - 11/13	7/31/26 - 8/13/26	9/9/26		🕒
11/14 - 11/27	8/14/26 - 8/27/26	9/23/26	Holiday Gatherings	🕒
11/28 - 12/11	8/28/26 - 9/10/26	10/7/26	Holiday Baking	🕒
12/12 - 12/25	9/11/26 - 9/24/26	10/21/26	Holiday Gatherings	🕒
12/26 - 1/8	9/25/26 - 10/8/26	11/4/26		🕒

2026 calendar is not final and is subject to change. * Last day of submission time frame reflects artwork due date. Product images & Half/Full page ad creative drafts due by submission deadline.

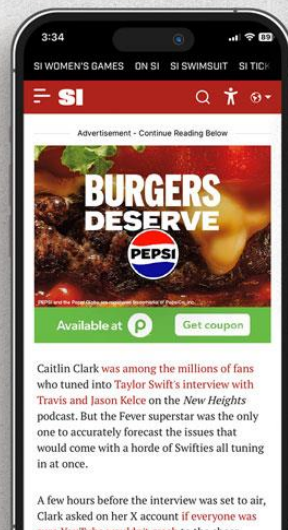
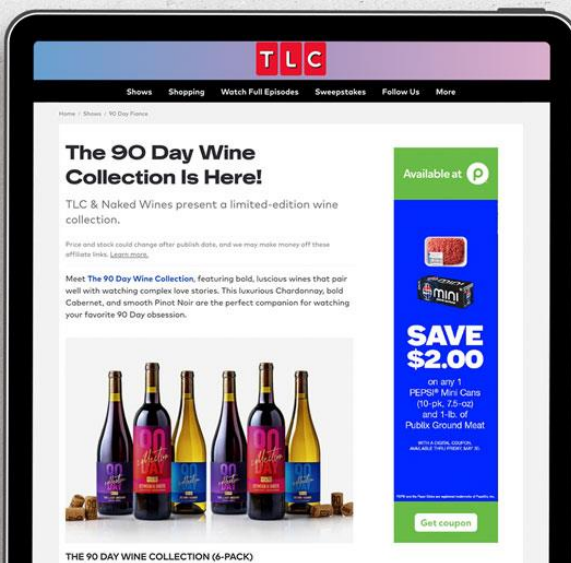


Digital Media Enhancement

Integrating digital media with in-store promotions helps maximize visibility and savings.

Using social ads, display ads, and email alongside traditional offers allows brands to reach customers online while driving in-store purchases, boosting foot traffic, and delivering added value.

* Media offerings are developed independently from Publix.





Extra Savings Media Packages

SUPPORT FOR EXTRA SAVINGS AD OFFERS.

EMAIL \$9,000	DISPLAY \$13,500		SOCIAL \$19,500	REACH \$27,500	CUSTOM PACKAGE
1MM Total Impressions	3MM Total Impressions	4.5K Total Estimated Engagements	4MM Total Impressions	2.8K Total Estimated Engagements	4.6MM Total Impressions
INCLUDES	INCLUDES		INCLUDES	INCLUDES	
EMAIL – 1MM+ 15%+ Estimated Open Rate 1.5%+ Estimated Click-Through Rate TARGETING Location & Behavioral REPORTING Sales Data Overview This email is not associated with Club Publix or Publix emails and does not come from Publix or Publix owned account.	DISPLAY ADS Programmatic TARGETING Location & Behavioral REPORTING Sales Data Overview		SOCIAL ADS Facebook & Instagram Objective: Awareness TARGETING Location & Behavioral REPORTING Sales Data Overview	EMAIL – 1.4MM 15%+ Estimated Open Rate 1.5%+ Estimated Click-Through Rate SOCIAL ADS – 3.2MM 2.2K Estimated Engagements Objective: Awareness TARGETING Location & Behavioral REPORTING Sales Data Overview	Let us tailor a marketing package that aligns with your brand's budget. Collaborate with our team to create a custom solution, incorporating one or more of these marketing components. EMAIL SOCIAL ADS DISPLAY ADS
DETAILS	DETAILS		DETAILS	DETAILS	DETAILS

* Media offerings are developed independently from Publix.



Brand-Led Campaigns

CUSTOM DIGITAL

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BRAND-LED CAMPAIGNS

Email Campaigns

Our email campaigns can include 1 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 3 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)
- *This email is not associated with Club Publix or Publix emails and does not come from Publix or Publix owned account.*

PROMOPOINT AVERAGES

16-21%
Open Rate

2%
CTR

INDUSTRY AVERAGES

8-10%

0.5-1%





BRAND-LED CAMPAIGNS

Paid Social

FORMATS

Facebook, Instagram, Pinterest (available upon request)

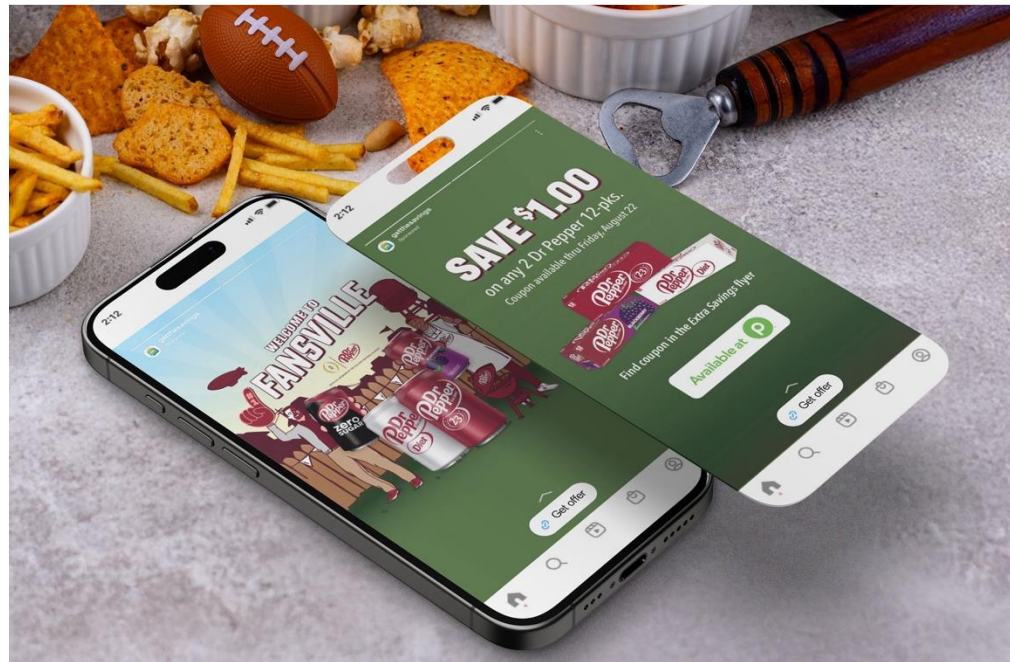
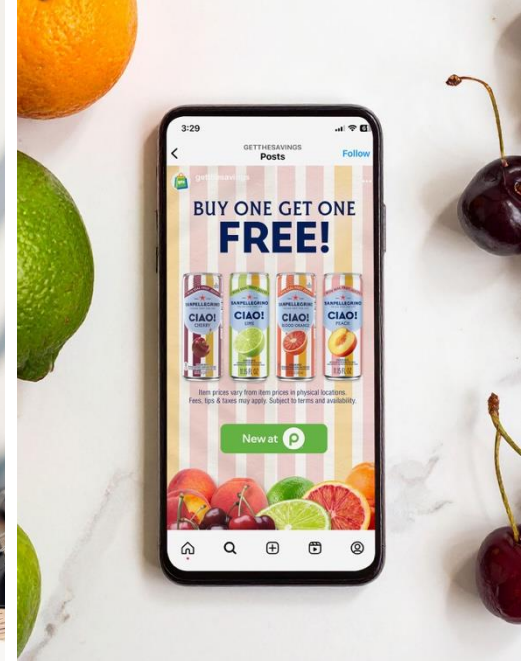
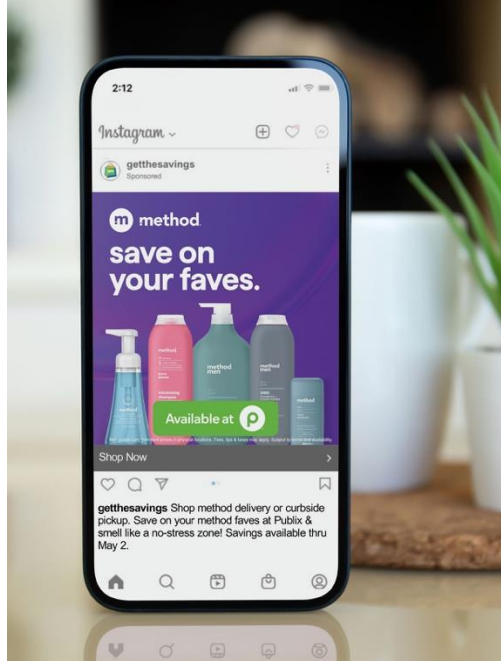
PLACEMENTS

- Static social ads*
- Animated social ads*
- Carousel social ads*
- Social video ads*
- Stories
- Reels (if needed)
- Add-to-cart functionality can be added

TARGETING

- Demographic Data (i.e., age, gender)
- Geographic Data
- Behavioral Data
- Interest Data

* Media offerings are developed independently from Publix.





BRAND-LED CAMPAIGNS

Programmatic Display

CROSS-CHANNEL REACH

- Websites
- Mobile apps
- Podcasting/Streaming

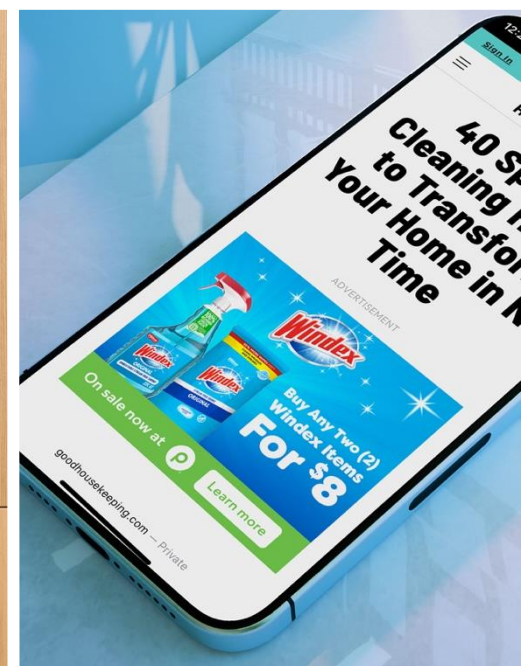
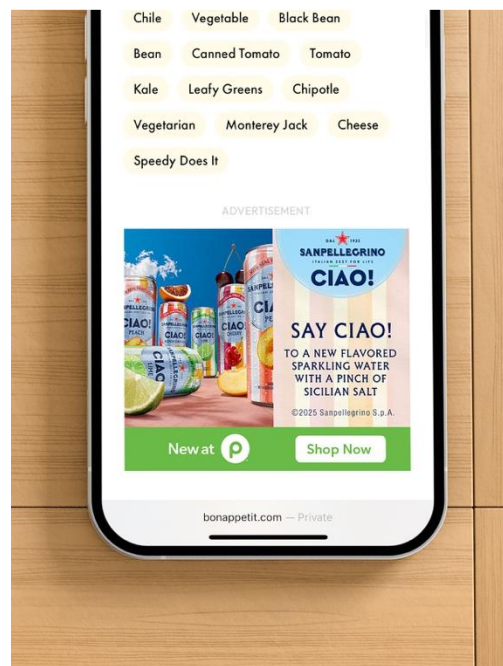
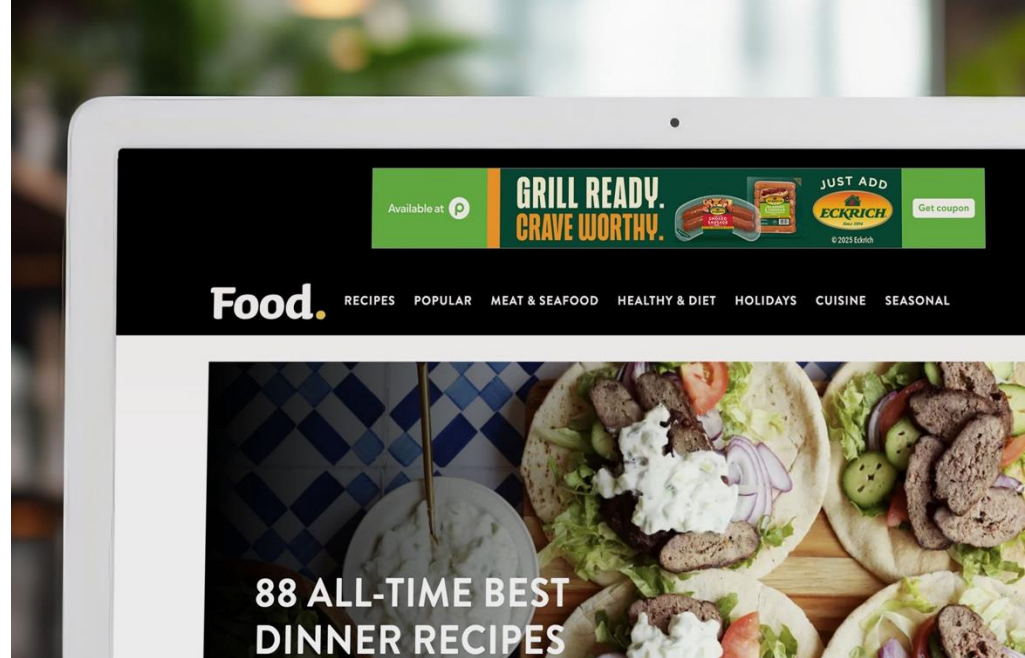
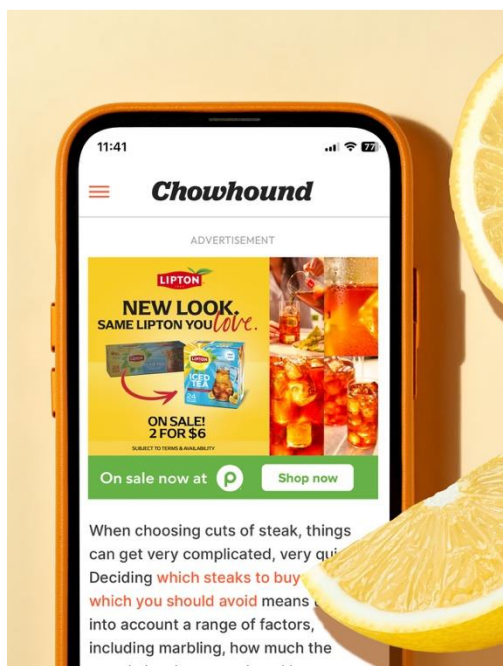
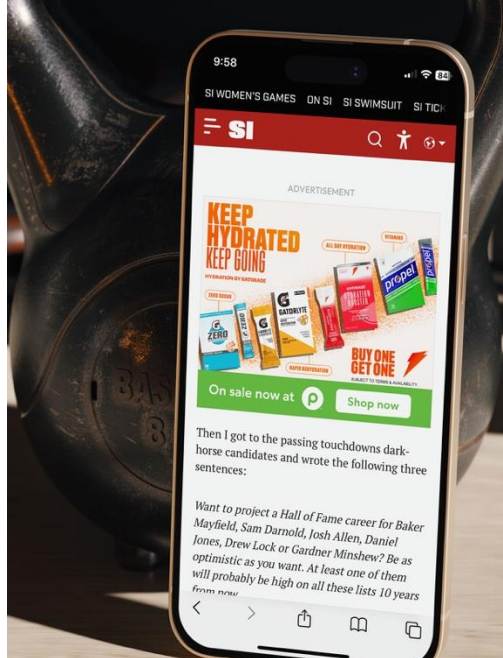
PLACEMENTS

- Static display banners
- Animated display banners
- Additional capabilities:
 - Add-to-cart functionality
 - Rich Media, including custom-built games
 - Native Video

TARGETING

- Zero-, First- & Third-Party Data may include:
 - Demographic Data (i.e., age, gender, ethnicity, HHI, etc.)
 - Geographic Data (geotargeting consumers at the state, DMA, city, or zip code level)
 - SDK Polling
 - Behavioral Data
 - Interest Data
 - Purchase Data (including purchase-based segments)
 - App Data (visibility into 450+ apps on consumers' mobile devices)

* Media offerings are developed independently from Publix.



BRAND-LED CAMPAIGNS

Rewarded Display

The Rewarded Display package runs across premium publishers and applications. We utilize programmatic display, interstitial and rewarded* units to **drive action on any brand page**.



4%
CTR
BENCHMARK

UP TO
50%
ADD-TO-CART
BENCHMARK

DISPLAY BANNERS

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

*Each person opts in from our full screen in-app placements, where they engage to unlock digital rewards.

*Media offerings are developed independently from Publix.



REWARDED & INTERSTITIAL FRAME A

Rewarded: Consumers opt-in to earn a digital reward in-app. They are prompted to click through to the website from frame 1.

Interstitial: Your full screen display ad is served. Consumers can click to site at anytime or skip to frame 2 after 5 seconds.



INTERSTITIAL FRAME B

Interstitial: Consumers who skip are brought to a second frame where they can click to the site or close out of the experience.



BRAND-LED CAMPAIGNS

Shoppable Recipes

Shoppable recipes run across premium publishers and applications, utilizing standard display, interstitial and rewarded* units to **drive users to a microsite or a recipe-specific add-to-cart link.**



DISPLAY BANNERS

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

4%
CTR
BENCHMARK

UP TO
50%
ADD-TO-CART
BENCHMARK

*Each person opts in from our full screen in-app placements, where they engage to unlock digital rewards.

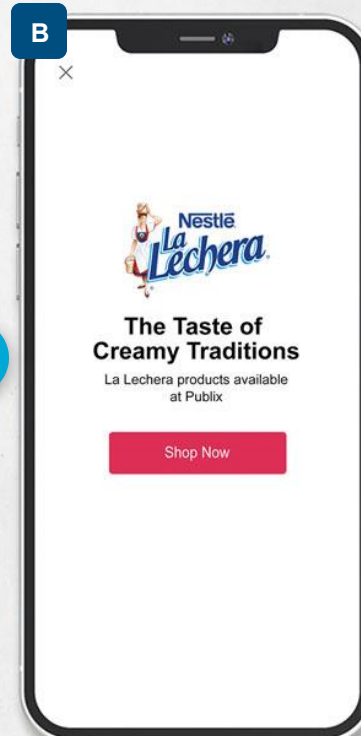
*Media offerings are developed independently from Publix.



REWARDED & INTERSTITIAL FRAME A

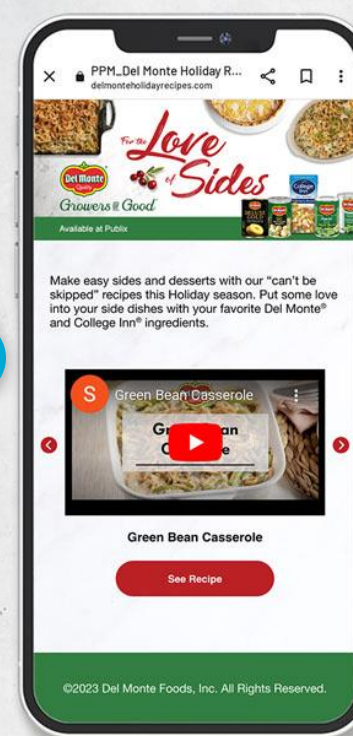
Rewarded: Consumers opt-in to earn a digital reward in-app. They are prompted to click through to the website from frame 1.

Interstitial: Your full screen display ad is served. Consumers can click to site at anytime or skip to frame 2 after 5 seconds.



INTERSTITIAL FRAME B

Interstitial: Consumers who skip are brought to a second frame where they can click to the site or close out of the experience.



MICROSITE OR ADD-TO-CART LINK

Consumers are directed to a microsite or a recipe-specific add-to-cart link.



BRAND-LED CAMPAIGNS

Influencers

Promote your brand authentically by collaborating with carefully selected blog and Instagram influencers aligned with your goals. This approach enhances engagement and drives sales for your 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

EXCLUSIVE PROGRAM:

Requires a minimum 3-month total exclusivity—one month prior, one month during, and one month post.

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BRAND-LED CAMPAIGNS

Reporting

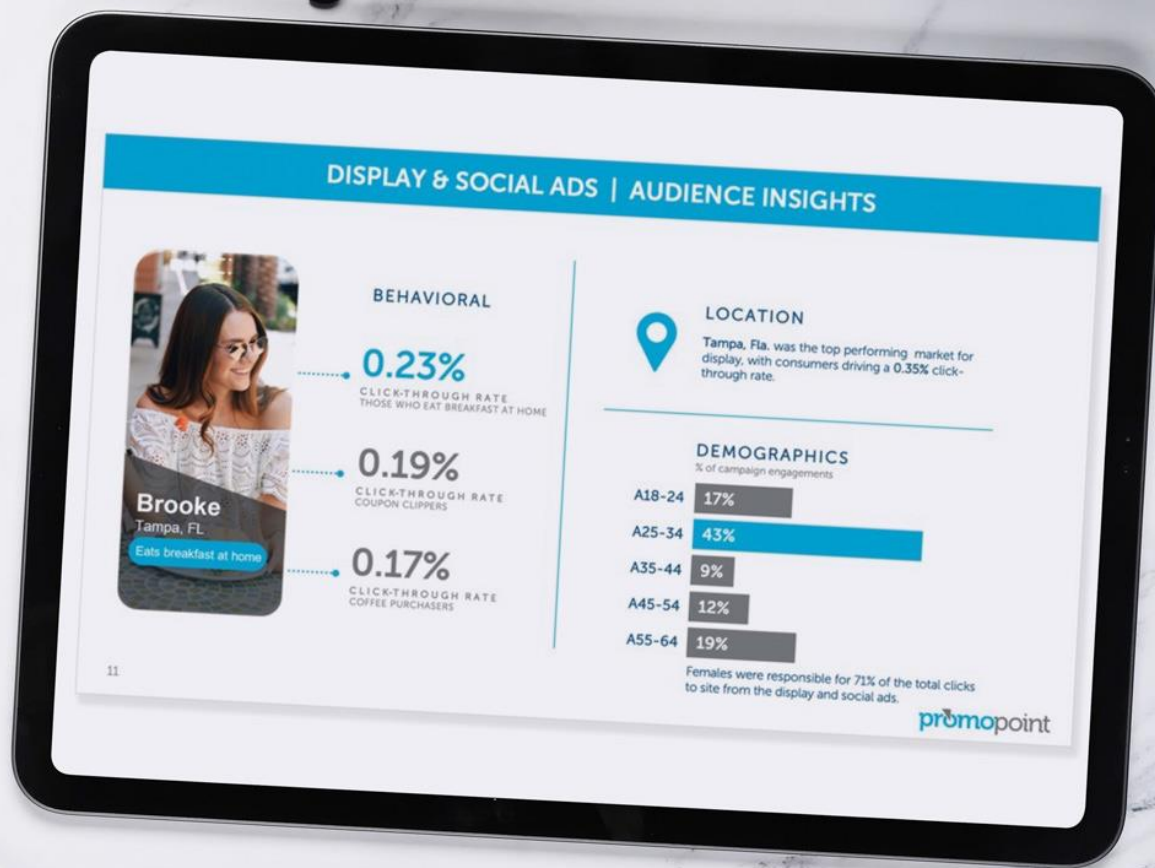
Every digital campaign receives a marketing recap approximately two weeks after program completion.

RECAP INCLUDES:

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

\$40K+ CAMPAIGN BUDGET RECAP INCLUDES:

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



* Media offerings are developed independently from Publix.



Sampling

CUSTOM, CURBSIDE AND IN-STORE

Curbside Sampling 21

Traditional Sampling 23



SAMPLING

Curbside Sampling Programs at Publix

Delight Publix e-commerce shoppers with a sample size product in their next pickup order!

SHOPPER BENEFITS

53% of Publix shoppers say they like or love receiving samples in their curbside orders.

49% of Publix shoppers are more likely to purchase an item if they can try it beforehand

Publix shoppers say samples enhance their shopping journey by:

- Helping them discover new products **(69%)**
- Allowing them to explore brands and products they are unfamiliar with **(57%)**
- Aiding in purchasing decisions **(51%)**
(Try before you buy)



BRAND BENEFITS

Over **91%** Trial Rate of Included Samples*

Over **30%** Average Purchase Conversion*

Turnkey – you provide the samples, a product description, and product images. We do the rest!

Multiple ways to participate:

- **Quarterly Programs for Single products**
 - March 5th, May 14th, August 13th, November 12th
- **Custom Option for 2 or more products**

*Based on aggregate findings from sample pack programs; All Other Statistics Source: SMART Market Research – Advantage 2024 Shopper Outlook



NEED TO KNOW

- Sample packs can contain up to 3 products with a max weight of 2oz each sample.
- Minimum level of participation with 25,000 samples allows distribution at 300 Publix locations across all divisions.

Requirements and Restrictions:

- All participating brands are subject to Publix approval
- Frozen and Refrigerated items are not eligible for participation
- Participating product must be in full distribution at Publix.

SAMPLING

Curbside Sampling Programs at Publix

WHAT'S INCLUDED?

Logistical Coordination

- Facilitation of Publix approval process, literature card creative development and printing, and sample pack fulfillment

Branding

- 2 logo placements
- Product image, name and descriptive copy

Optional

- Inclusion of digital coupon (self-coordinated through Inmar)
- Additional custom literature (added cost)

Achieve Your Objectives

Including / not limited to:

- Support new to market items
- Support new to Publix items
- Drive in-home trial
- Increase loyalty
- Grow share & sales

Match Key Drive-times

(Examples)

- Back-to-school
- Cold & Flu Season
- Storm Season Stock-up
- New Year Wellness
- Summer Grilling

QUARTERLY PROGRAM

Standard Participation Fee: \$20,400/sample

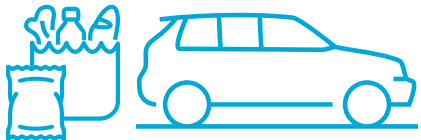
	In-Store Distribution Begins	Submissions & Deliverables Due	Samples Due
Q1	Thursday March 5, 2026	Monday October 27, 2025	Tuesday January 6, 2026
Q2	Thursday May 14, 2026	Tuesday January 20, 2026	Wednesday March 18, 2026
Q3	Thursday August 13, 2026	Wednesday April 15, 2026	Monday June 15, 2026
Q4	Thursday November 12, 2026	Friday July 17, 2026	Wednesday September 16, 2026

NEW! | CUSTOM PROGRAMS

Create your own sample pack with 2 or more items to multiply your results

Additional Benefits:

- Customization of literature card
- Launched to meet your timing needs
 - Estimated lead time: 16 weeks
- Geographical targeting capabilities
- Price breaks for multiple samples



Store Count	2 Samples	3 Samples	1 Sample
300	\$33,500	\$45,000	By Request
600	\$59,500	\$75,000	By Request

*subject to sample specifications and requirements



SAMPLING

Traditional Sampling

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

BENEFITS

- 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

65%

said they will engage with in-store sampling when it returns

86%

have purchase an item after sampling

2 of 3

stated they are more likely to purchase a product after sampling in store

*"How the return of in-store sampling is going over with customers", Ad Age, June 9, 2021

PROGRAM COSTS

- **Labor:** \$182 per store
- **Additional costs:** based on event needs (equipment, printed material etc.)
- **Minimum:** 100 stores





HOW CAN WE HELP?

Promopoint Contacts



Lara Toothman
VICE PRESIDENT, CLIENT SERVICES

M: 404-964-6035
lara.toothman@promopoint.com



Lee Smith
ACCOUNT DIRECTOR

O: 813-342-9475
lee.smith@promopoint.com



Charlie Wallace
ACCOUNT DIRECTOR

M: 863-608-4938
charlie.wallace@promopoint.com



Ann Cooper
ACCOUNT DIRECTOR

M: 404-520-1774
ann.cooper@promopoint.com



Thank You

promopoint