



promopoint

Publix Promotional Opportunities 2024

ENGAGING SHOPPERS, DELIVERING RESULTS



WELCOME

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Our Capabilities

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



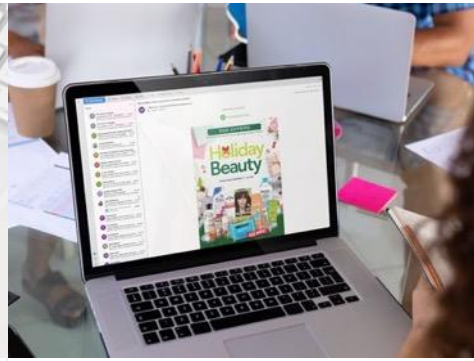
Creative Design



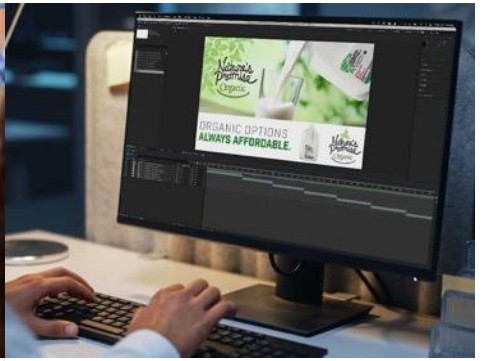
Influencers



Digital & Social Ads



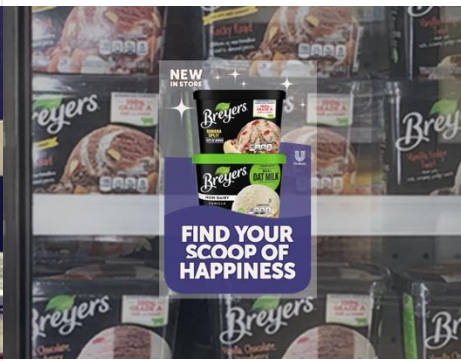
Email



Video



Landing Pages



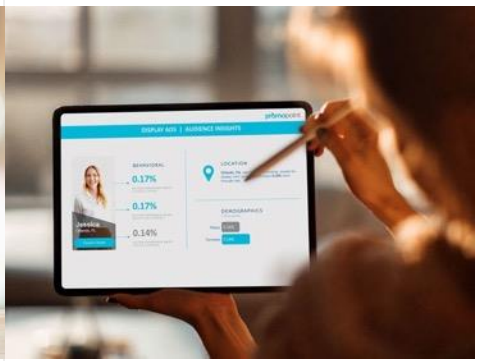
Point of Sale



Custom Publications



In-Store & Curbside Sampling



Analytics & Measurement



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.

2023 Statistics

EXTRA SAVINGS

27
Activations
offering savings

45%
Unit
average lift

28%
Dollar
average lift

200+
Million
impressions

BRAND & SHOPPER MARKETING

162+
Million
display and social
impressions

24+
Million
influencer
impressions

66+
Million
emails with an average
open rate of 20%

252+
Million
impressions



Publix Opportunities

EXTRA SAVINGS

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

[Learn more](#)

SHOPPER MARKETING

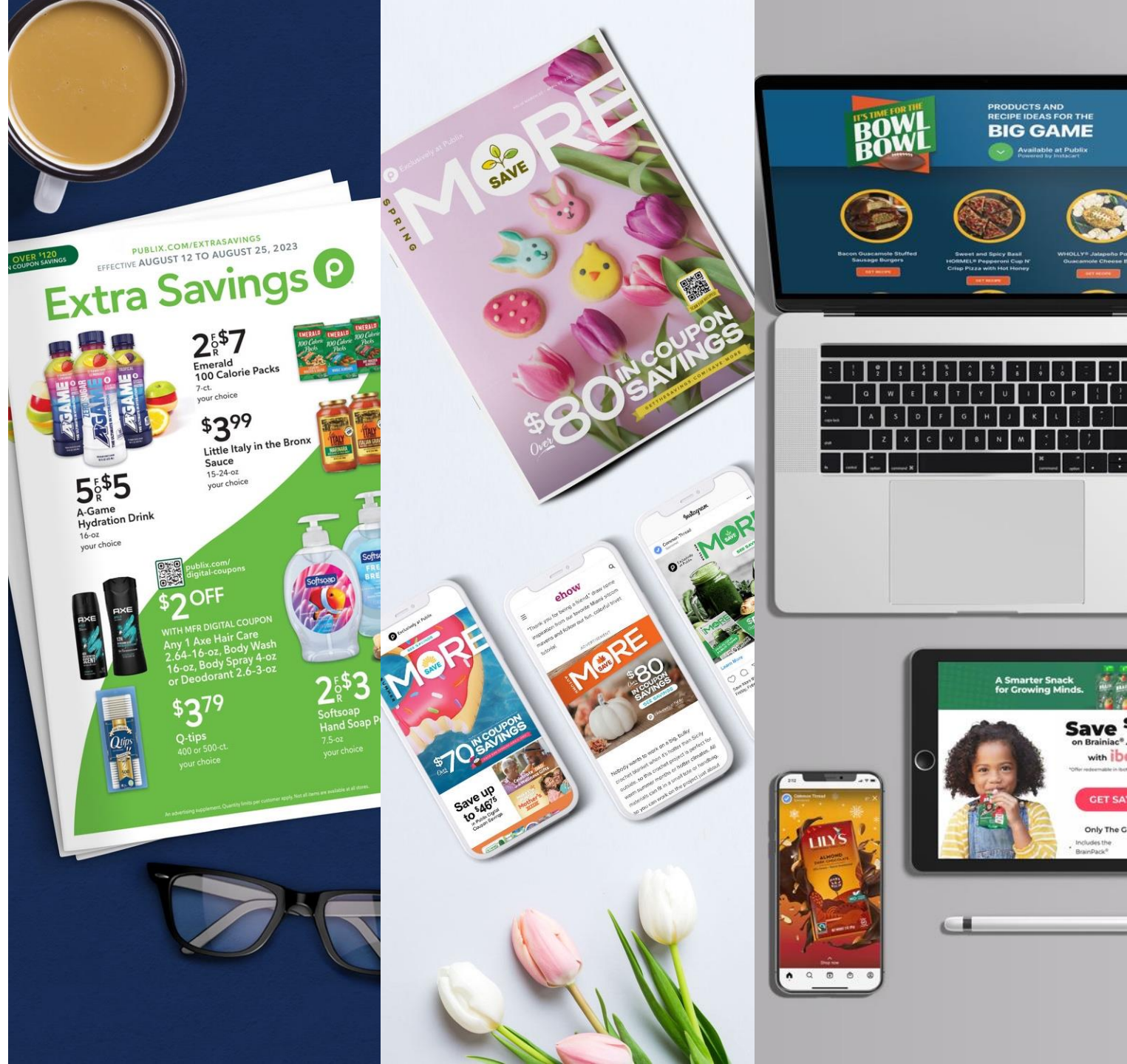
Multi-manufacturer, themed campaigns that engage shoppers through coupon savings and branded content.

[Learn more](#)

BRAND SOLUTIONS

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

[Learn more](#)





Publix Extra Savings

BRAND PARTICIPATION AND ENHANCEMENTS

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Extra Savings Flyer

Provides savings, coupons and inspiration to Publix shoppers.

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

2.4MM

Distributed in stores and newspapers

8.4MM

Display and social ad impressions run across web and social channels

SHELF SIGNS

at point of purchase

2 WEEK

execution, Saturday-Friday

THEMES

Themed campaigns are highlighted within the Flyer throughout the year, and inspire shoppers through savings, seasonal content and trends

PUBLIX.COM

Available to all shoppers on Publix.com

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

EXTRA SAVINGS DRIVES **10%** OF ANNUAL PUBLIX GROCERY VOLUME

3:10 REAL SIMPLE SUBSCRIBE

FOOD SHOPPING & STORING

What Fruits Are In Season Right Now?
You'll want to save this season-by-season guide.
By Ariel Klein

Extra Savings, every day. Now through Friday, July 14. SAVE NOW

What's Old Is New Again →
#realsimple - Private

Display Ads

Link to Publix.com

OVER \$120 IN COUPON SAVINGS PUBLIX.COM/EXTRASAVINGS EFFECTIVE AUGUST 12 TO AUGUST 25, 2023

Extra Savings

2 FOR \$7
Emerald 100 Calorie Packs 7-ct. your choice

\$3.99
Little Italy in the Bronx Sauce 15-24-oz your choice

5 FOR \$5
A-Game Hydration Drink 16-oz your choice

\$2 OFF
WITH MFR DIGITAL COUPON Any 1 Axe Hair Care 2.64-16-oz, Body Wash 16-oz, Body Spray 4-oz or Deodorant 2.6-3-oz

2 FOR \$3

Extra Savings P COUPON VALID JANUARY 28 TO FEBRUARY 10, 2023

Scan to clip or sign up at clubpublix.com/jointosave

\$5 OFF
WITH MFR DIGITAL COUPON Any 1 Bounty Double Plus Rolls 6-pk.

MUST BE A CLUB PUBLIX MEMBER. TERMS, CONDITIONS & RESTRICTIONS APPLY. QUANTITY LIMITS PER HOUSEHOLD APPLY.

Shelf Sign >

EXTRA SAVINGS

Brand Participation Options


PRICE POINT	\$8,200
PERCENTAGE OFF	\$8,200
DOLLAR OFF	\$8,200
DIGITAL COUPON	\$8,200
NET-DOWN DIGITAL COUPON	\$8,200
TRADITIONAL COUPON	\$10,000

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 the **Extra Savings** flyer start date
- Digital coupon redemption ends 2 weeks after the program end date
- 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.
- No BOGO LU or BOGO digital coupons allowed.



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

Price Point



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

Percentage Off



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

Dollar Off



Scan to clip coupon

\$1 OFF
 WITH MFR DIGITAL COUPON
Any 1 Healthy Choice Wrap
 6-oz
 PUBLIX.COM/DIGITAL-COUPONS

Digital Coupon



Scan to clip coupon

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**
 PUBLIX.COM/DIGITAL-COUPONS

Net-Down Digital Coupon

COUPON VALID JANUARY 28 TO FEBRUARY 10, 2023



\$3 OFF
Any 1 Nexus Hair Care
 5.1-33.8-oz
 (excludes Styling & trial/travel size)
Limit one coupon per item. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Valid for in-store purchases only. Offer good 1/28/2023 - 2/10/2023 at your neighborhood Publix.

Redeem at Publix

LU #10137

Traditional Coupon

- Must be LU coded
- 24 coupon limit per flyer

EXTRA SAVINGS

Additional Brand Participation Options

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

QUARTER PAGE	\$25,000
HALF PAGE	\$45,000
FULL PAGE	\$85,000

Full, half and quarter pages must contain brand messaging.

LA COLOMBE COFFEE
WE'VE MOVED!
 FIND US NEXT TO ENERGY DRINKS!

OATMILK VANILLA LATTE
 VANILLA LATTE
 TRIPLE LATTE

2 FOR \$5
 La Colombe Coffee Latte
 9-oz
 your choice

Quarter Page

GRILLO'S PICKLE CHIPS
SLIDER SUNDAY
 EVERY SINGLE SUNDAY

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

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

Half Page

feed your beauty needs
 REFRESH AND REHYDRATE WITH WELLNESS RITUALS FOR THE NEW YEAR

\$6.99
 Dove Body Wash
 20-22-oz
 your choice

\$4.99
 Degree Advanced or UltraClear Antiperspirant or Deodorant
 2.6-2.7-oz
 your choice

\$2 OFF
 (shelf price reflects discount)
 Axe Hair Care 2.64-16-oz,
 Body Wash 16-oz,
 Body Spray 4-oz or
 Deodorant 2.7-3-oz
 your choice

\$8.99
 Dove or Dove Men+Care Ultimate Antiperspirant or Deodorant
 2.6-oz
 your choice

\$5.99
 Dove or Dove Men+Care 0%, Natural or Even Tone Antiperspirant or Deodorant
 2.6-oz
 your choice

\$7.99
 Dove Body Love Shower Butter or Body Cleanser
 10-17.5-oz
 your choice

\$2 OFF
 (shelf price reflects discount)
 Dove, Dove Men+Care or Degree Dry Spray
 3.8-4-oz
 your choice

\$3 OFF
 Any 1 Nexxus Hair Care
 5.1-23.8-oz
 (excludes Styling & trial/travel size)
 Limit one per person. Customer is responsible for all applicable taxes. Redeemable on number of the coupon is strictly prohibited. Valid for in-store purchases only. Offer good 1/28/23 - 2/10/23. See register for details.

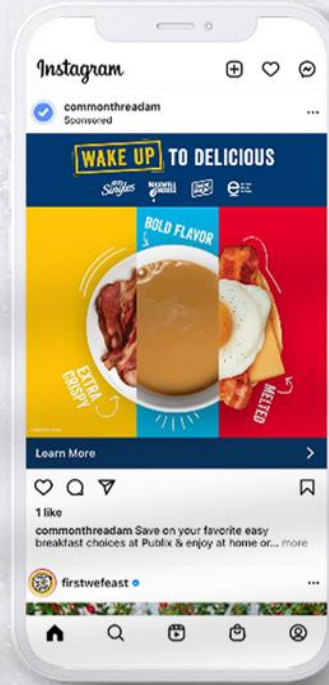
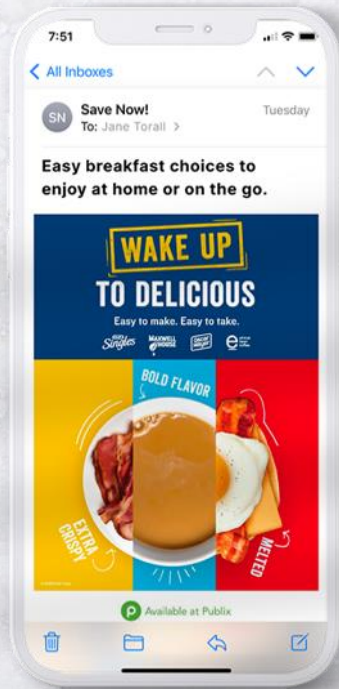
Redeem at Publix LU #10137

Full Page

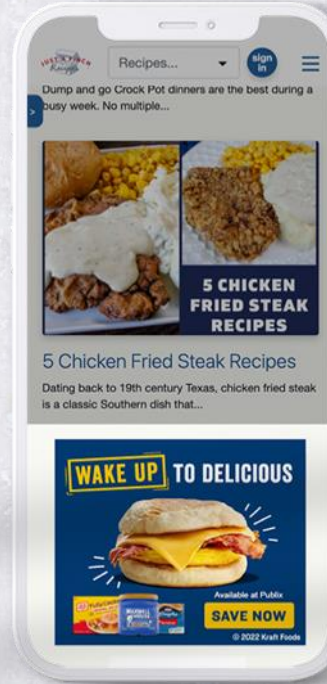
EXTRA SAVINGS

Brand Enhancements

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



Social Ads



Display Ads



Extra Savings Ad | [See Pricing](#)





EXTRA SAVINGS

Packages & Pricing

STANDARD PACKAGES

DISPLAY \$15,500	INFLUENCER \$21,000	SOCIAL \$25,000
2.35MM Total Impressions	766K Total Impressions	2MM Total Impressions
3.5K Total Estimated Engagements	5.6K Total Estimated Engagements	5.8K Total Estimated Engagements
INCLUDES	INCLUDES	INCLUDES
DISPLAY ADS Programmatic TARGETING Location & Behavioral	3 IG INFLUENCERS 2 influencers: <40K followers 1 influencer: 40K-100K followers 12 POSTS 3 in-feed IG posts + 9 IG stories TARGETING Location & Behavioral	SOCIAL ADS Facebook & Instagram TARGETING Location & Behavioral
SEE DETAILS	SEE DETAILS	SEE DETAILS

AMPLIFIED PACKAGES

REACH \$27,500	TARGET \$50,000	CONNECT \$52,500
2.65MM Total Impressions	5.5MM Total Impressions	4.5MM Total Impressions
INCLUDES	INCLUDES	INCLUDES
1.4MM+ EMAIL 15%+ Estimated Open Rate 1.5%+ Estimated Click-Through-Rate 1.25MM SOCIAL ADS 3.6K+ Estimated Engagements	1MM+ EMAIL 15%+ Estimated Open Rate 1.5%+ Estimated Click-Through-Rate 2.5MM SOCIAL ADS 7.2K+ Estimated Engagements 2MM DISPLAY ADS 3K+ Estimated Engagements	1MM+ EMAIL 15%+ Estimated Open Rate 1.5%+ Estimated Click-Through-Rate 1.5MM SOCIAL ADS 4.3K+ Estimated Engagements 1.25MM DISPLAY ADS 2.2K+ Estimated Engagements 766K INFLUENCERS 766K Estimated Impressions 5.6K Estimated Engagements



Add digital packages when submitting for an *Extra Savings* flyer, and our team will reach out regarding next steps. Go to ExtraSavingsPortal.com to submit or [contact us](#) for access.



EXTRA SAVINGS

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

15 New Item themed campaigns planned in 2024.



- 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


19 Organic themed pages planned in 2024.




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  new

Amy's Organic Pasta Sauce
25.5-oz
your choice



2 FOR \$6 new

Sambazon Acai Bowl
6.1-oz
your choice



\$3.49 new

Bibibop Asian Grill Sauce
16-oz
your choice



Choose organic for less.

made with at least **70%** organic ingredients

Our icons help you spot organics easily.



2 FOR \$7  gluten free

Stonyfield Organic Smoothie
4-pk.
your choice



2 FOR \$6 

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

EXTRA SAVINGS






Themed Campaigns

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

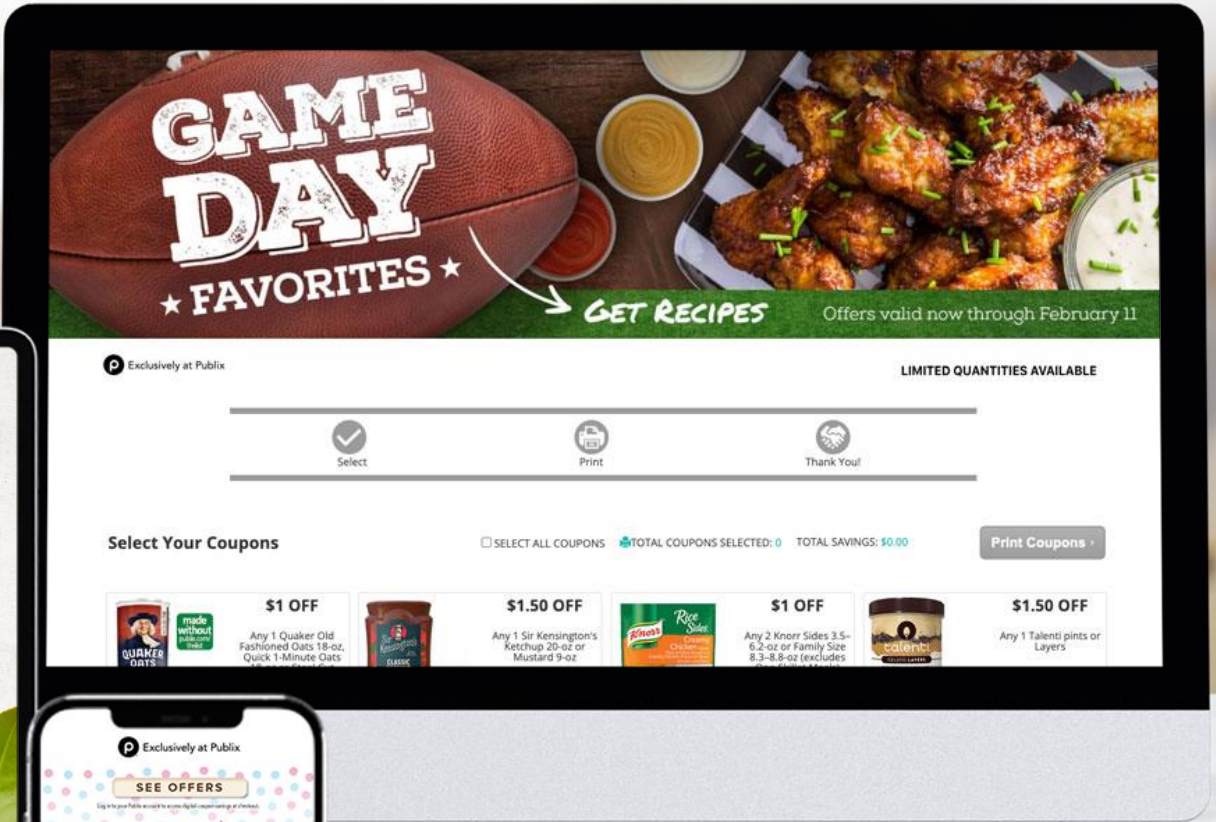
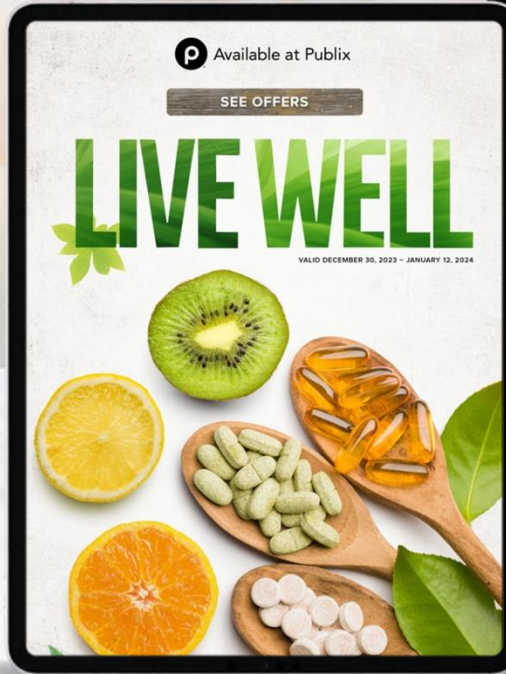
BENEFITS

- 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 PAGES

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





EXTRA SAVINGS

2024 Calendar

Click on a theme to see details

Print-Friendly Calendar

Contact Us

Click on a theme to see details

Program Dates	Themed Campaigns	Submission Time Frame* (includes artwork)	Approval Notification	new	USDA ORGANIC
1/13 - 1/26		10/13/23 - 10/26/23	11/22/23		
1/27 - 2/9	Game Day Favorites	10/27/23 - 11/9/23	12/6/23		
2/10 - 2/23	Live Well	11/10/23 - 11/23/23	12/20/23		
2/24 - 3/8	2 For the Price of 1	11/24/23 - 12/7/23	1/3/24		
3/9 - 3/22	Tournament Time	12/8/23 - 12/21/23	1/17/24		
3/23 - 4/5	Cool Foods	12/22/23 - 1/4/24	1/31/24		
4/6 - 4/19		1/5/24 - 1/18/24	2/14/24		
4/20 - 5/3	• Live Well • Cinco de Mayo	1/19/24 - 2/1/24	2/28/24		
5/4 - 5/17	• Gluten-Free	2/2/24 - 2/15/24	3/13/24		
5/18 - 5/31	Pet Essentials	2/16/24 - 2/29/24	3/27/24		
6/1 - 6/14	Storm Season Essentials	3/1/24 - 3/14/24	4/10/24		
6/15 - 6/28	Mindful Choices	3/15/24 - 3/28/24	4/24/24		
6/29 - 7/12	• Ice Cream Adventures • Summer Grilling	3/29/24 - 4/11/24	5/8/24		

Program Dates	Themed Campaigns	Submission Time Frame* (includes artwork)	Approval Notification	new	USDA ORGANIC
7/13 - 7/26		4/12/24 - 4/25/24	5/22/24		
7/27 - 8/9	Back to School	4/26/24 - 5/9/24	6/5/24		
8/10 - 8/23	• Back to School • New Item	5/10/24 - 5/23/24	6/19/24		
8/24 - 9/6	• Mindful Choices • Make It Italian	5/24/24 - 6/6/24	7/3/24		
9/7 - 9/20	• Hispanic Heritage • Live Well	6/7/24 - 6/20/24	7/17/24		
9/21 - 10/4	Game Day Favorites	6/21/24 - 7/4/24	7/31/24		
10/5 - 10/18	Cool Foods	7/5/24 - 7/18/24	8/14/24		
10/19 - 11/1	• Fall Flavors • Pet Essentials	7/19/24 - 8/1/24	8/28/24		
11/2 - 11/15		8/2/24 - 8/15/24	9/11/24		
11/16 - 11/29		8/16/24 - 8/29/24	9/25/24		
11/30 - 12/13	• Mindful Choices • Holiday Favorites	8/30/24 - 9/12/24	10/9/24		
12/14 - 12/27	• Holiday Beauty • Pet Essentials	9/13/24 - 9/26/24	10/23/24		
12/28 - 1/10	Live Well	9/27/24 - 10/10/24	11/6/24		

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



Shopper Marketing

MULTI-MANUFACTURER CAMPAIGNS

promopoint

SHOPPER MARKETING

2024 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.

PROGRAM DATES

SPRING

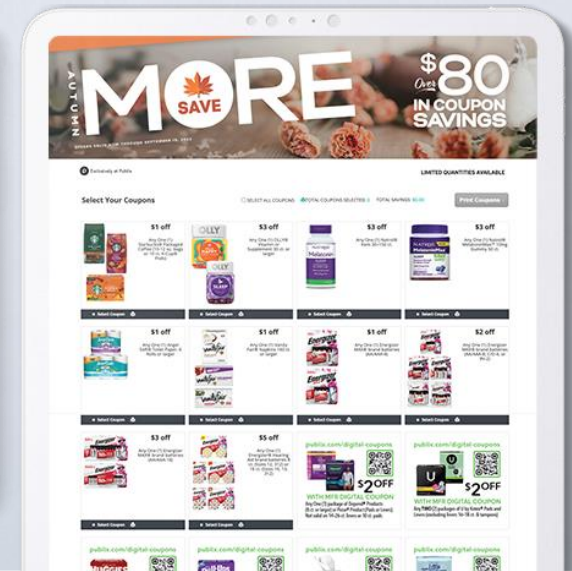
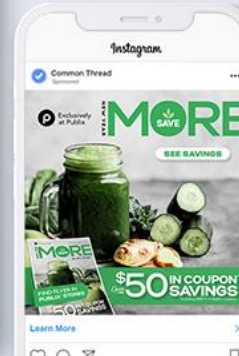
March 16 - April 12

FALL

August 17 - September 13

HOLIDAY

November 16 - December 27



Contents

Campaigns are subject to change.



SHOPPER MARKETING

Save More

MARKETING COMPONENTS

-  **IN-STORE COUPON BOOK**
819K circulation
-  **EMAIL**
 - Targeted to shoppers in Publix footprint
 - 1MM deployments + one follow up
-  **DISPLAY ADS**
 - Location and behavioral targeted
 - 1.6MM impressions
-  **SOCIAL ADS**
 - 1.5MM impressions
 - Location and behavioral targeted
-  **LANDING PAGE**
Highlights offers and recipes
-  **RECIPES**
Include your recipes on the Save More landing page

PROGRAM FEES	
QUARTER PAGE + DIGITAL COUPON Includes 1 coupon + ad space	\$6,900
QUARTER PAGE + TRADITIONAL COUPON Includes 1 coupon + ad space	\$9,250
HALF PAGE Up to 2 coupons, plus ad space	\$17,575
FULL PAGE Up to 4 coupons, plus ad space	\$31,450

Manufacturers are responsible for redemption costs.

ADD-ON COMPONENTS	
IN-EMAIL AD 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	\$8,000
BRANDED DISPLAY ADS Location and behavioral targeted to your preferred audience; 1.6MM impressions	\$15,500
SOCIAL ANIMATED ADS 1MM Impressions; focused on FB / IG platforms	\$15,500
DEMO OPPORTUNITIES Inquire for more information	

PROGRAM	DATES	SUBMISSION DEADLINE
SPRING	MAR. 16 - APR. 12, 2024	DEC. 8, 2023
FALL	AUG. 17 - SEPT. 13, 2024	MAY 3, 2024
HOLIDAY	NOV. 16 - DEC. 27, 2024	AUG. 9, 2024

MARCH 2024 RESULTS			
Incremental Sales	Email	Display Ads	Social Ads
38.6% Unit	1.2MM delivered	1.67MM impressions (1.6MM goal)	1.5MM impressions (1.5MM goal)
24% Dollars	20.45% open rate	2.9K engagements	6.2K engagements
	2.51% click-through rate		



Brand Solutions

CUSTOMIZED BRAND CAMPAIGNS

 promopoint





BRAND SOLUTIONS

Custom Campaigns

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

- YOUR OBJECTIVE**
- YOUR BUDGET**
- YOUR TIMING**

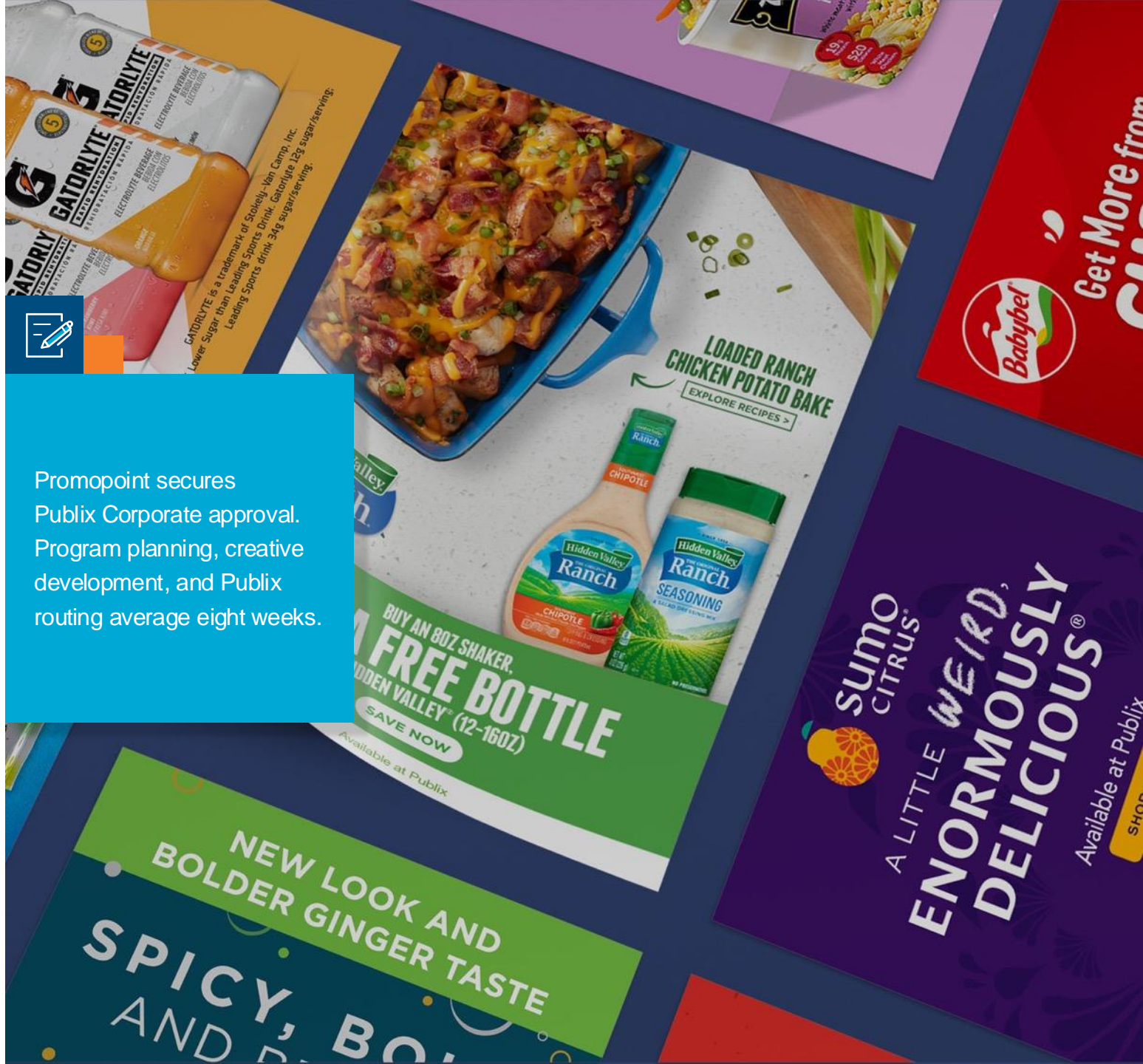
- Select from pre-determined packages or create campaign based on your budget.
- All digital capabilities link to a URL of your choice, i.e., Publix.com, and can include add-to-cart functionality.

MARKETING COMPONENTS

[Click for details](#)

- DISPLAY ADS**
- LANDING PAGES**
- EMAIL CAMPAIGNS**
- MOBILE LOCATION ADS**
- ENHANCED DISPLAYS**
- SAMPLING**
- IN-STORE**
- CURBSIDE SAMPLING**
- INFLUENCERS**
- SOCIAL ADS**

Contents

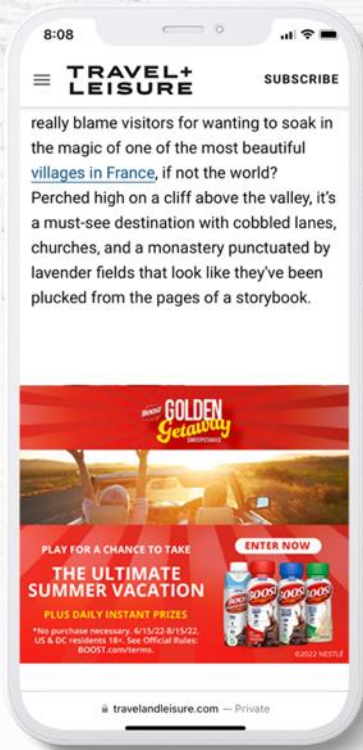


Promopoint secures Publix Corporate approval. Program planning, creative development, and Publix routing average eight weeks.

BRAND SOLUTIONS

Campaign Thought Starters

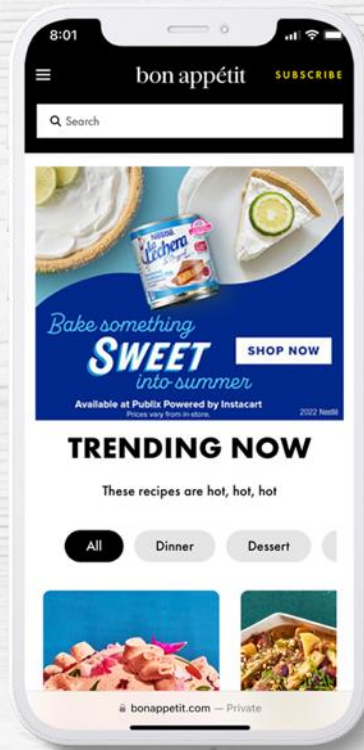
Promopoint can develop and implement full campaigns across multiple channels. Magnify national campaigns, pricing strategies, e-commerce, digital coupons and more.



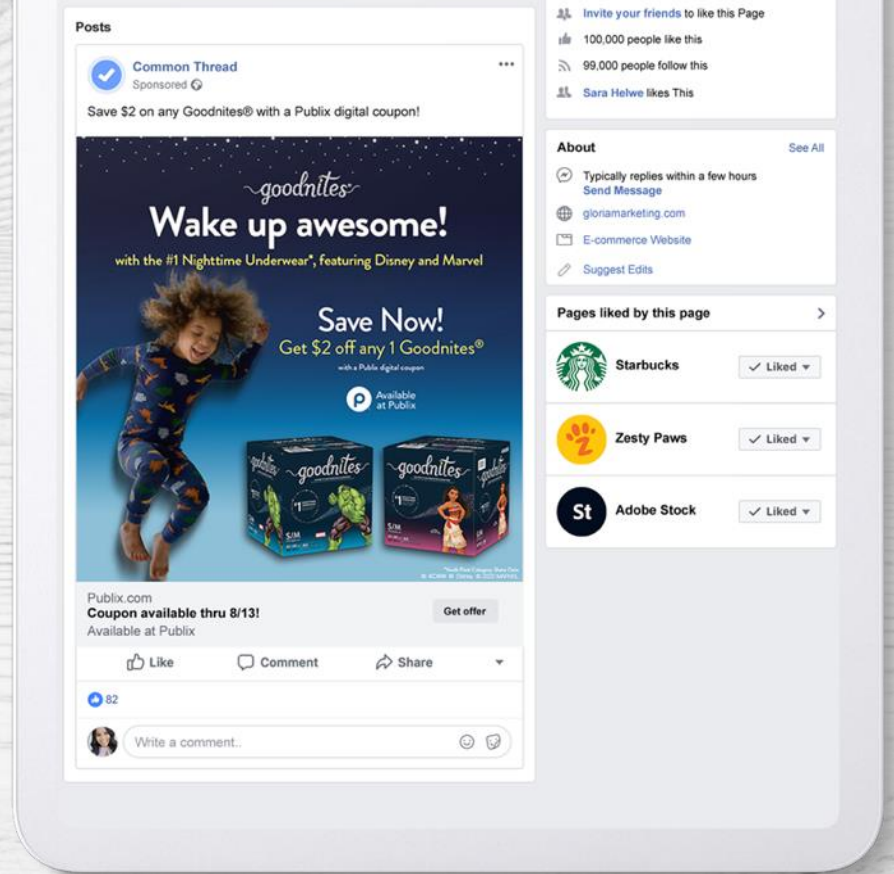
National Campaign



Pricing



E-Commerce



Digital Coupon



BRAND SOLUTIONS

Publix Curbside Sampling

Sample your brand to Publix e-commerce shoppers via Publix Curbside Pickup. Sample packs contain sample-sized items.

BENEFITS

- 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

- Distributed to an estimated 300 Publix stores across all Publix Divisions
- Each sample pack contains up to three products
 - Each product not to exceed 2 oz
 - Can be trial size sample or actual product weighing 2 oz or less
 - Retail packages can be broken down by fulfillment center
 - Items must be in full distribution at Publix
- 25,000 samples minimum
- Excludes Frozen and Refrigerated items
- All participating brands are subject to Publix approval

PROGRAM COSTS

SAMPLE	\$20,400
---------------	-----------------

	In-Store Distribution Begins	Submissions & Deliverables Due	Samples Due
Q1	Thursday March 6, 2025	Monday October 30, 2024	Tuesday January 7, 2025
Q2	Thursday May 15, 2025	Friday January 17, 2025	Wednesday March 19, 2025
Q3	Thursday August 14, 2025	Monday April 16, 2025	Monday June 16, 2025
Q4	Thursday November 13, 2025	Wednesday July 18, 2025	Wednesday September 17, 2025



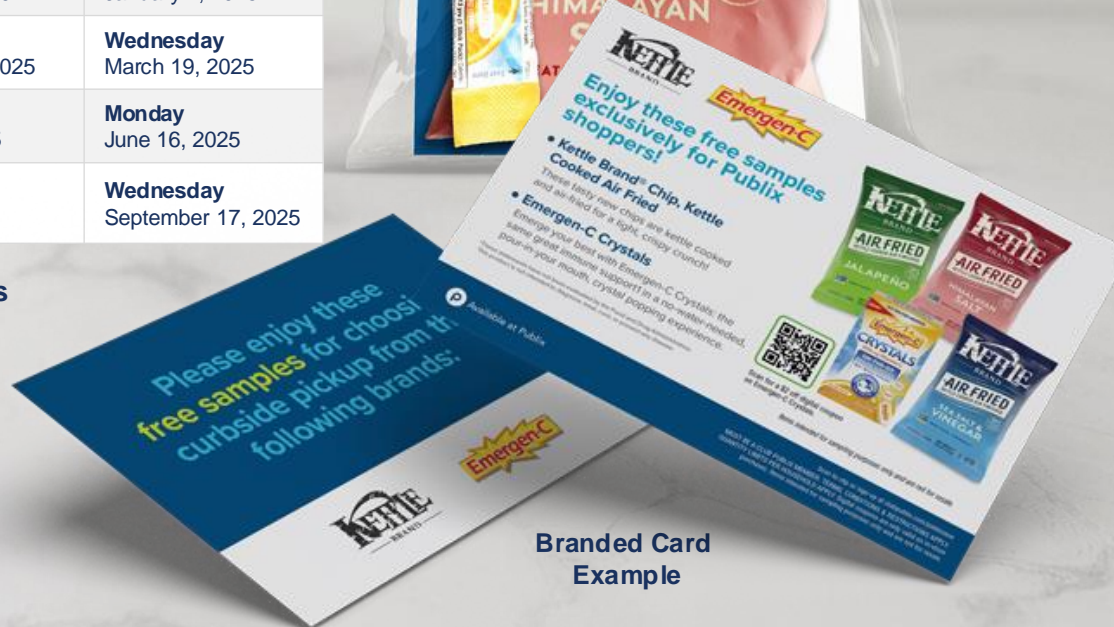
Customized dates and packs will be considered. Inquire for more information.



OVER 91%
Trial Rate

OVER 30%
average purchase conversion*

Sample Pack Example



Branded Card Example



BRAND SOLUTIONS

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

65%

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

2 of 3

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

86%

have purchase an item after sampling

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

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



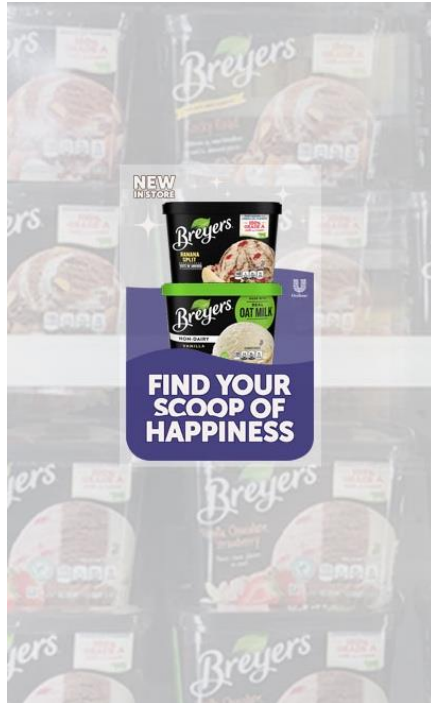


BRAND SOLUTIONS In-Store

Combine with any of our digital components to impact shoppers along their path to purchase.
8-week minimum lead time required



Cart Sign



Freezer Cling



Box Talker



Instant Redeemable Coupon (IRC)



Neck Hanger



BRAND SOLUTIONS

Reporting

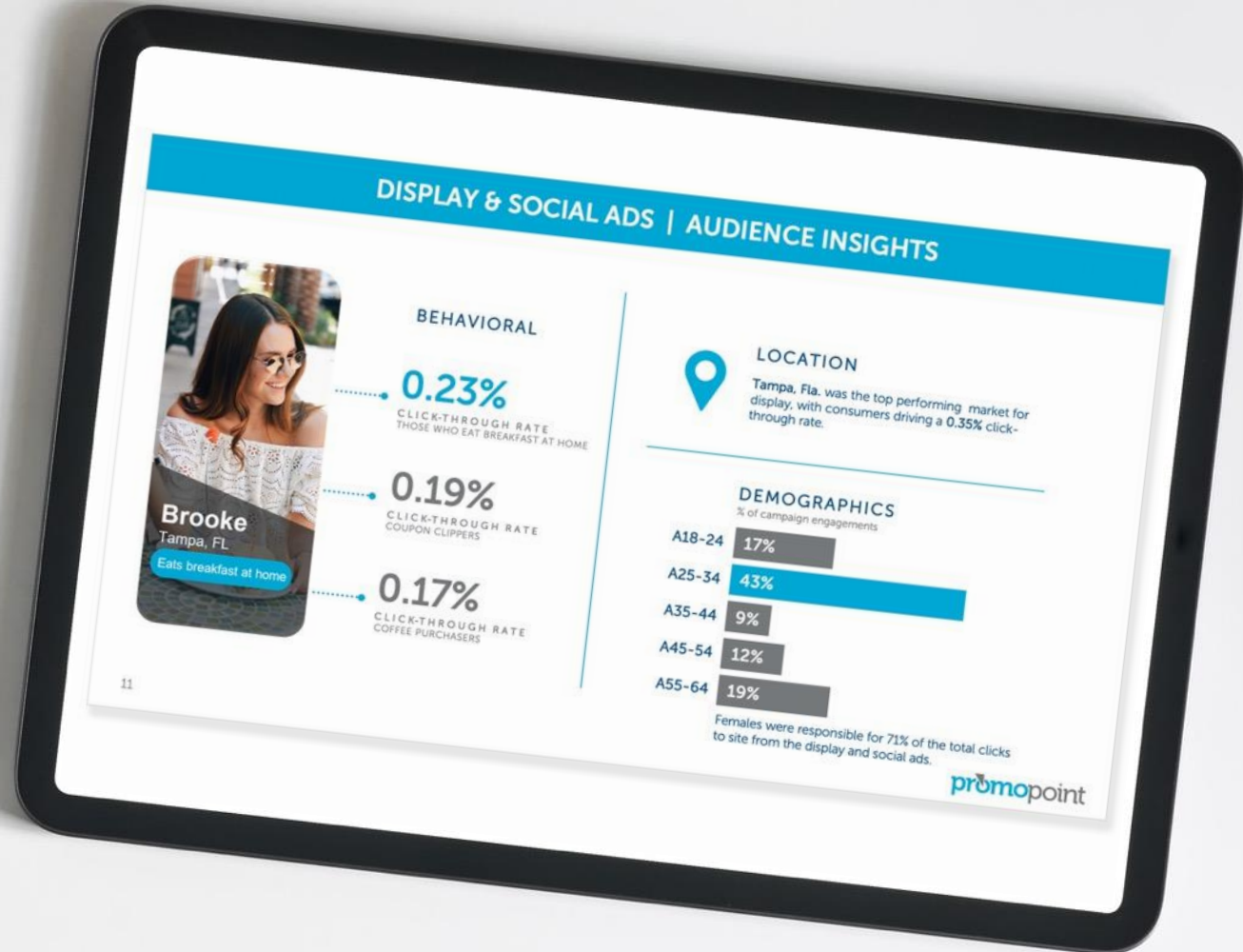
Every digital campaign receives a marketing recap approximately two weeks after program completion.

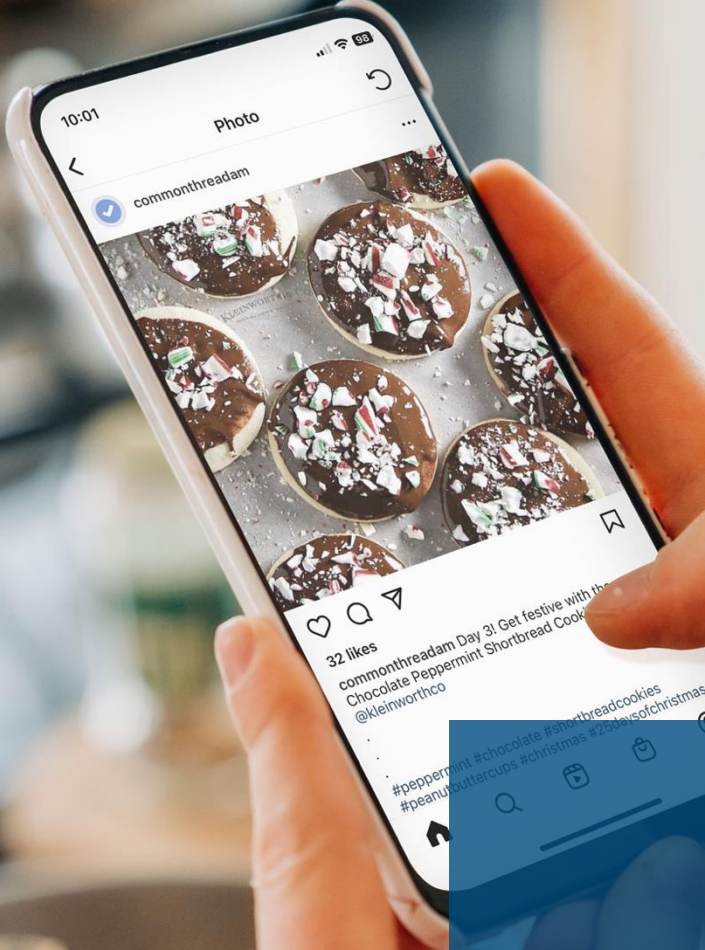
RECAP INCLUDES:

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.





Marketing Components

ELEMENT DETAILS

 promopoint



BRAND SOLUTIONS

Email Campaigns

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





BRAND SOLUTIONS

Display and Social Ads

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

DISPLAY ADS

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

SOCIAL DISPLAY AND VIDEO

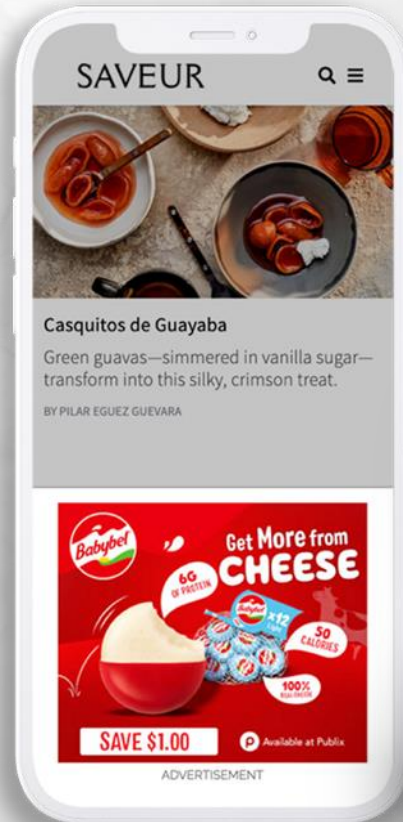
Social display and video units run across Facebook and Instagram (Pinterest upon request).

ADDITIONAL CAPABILITIES:

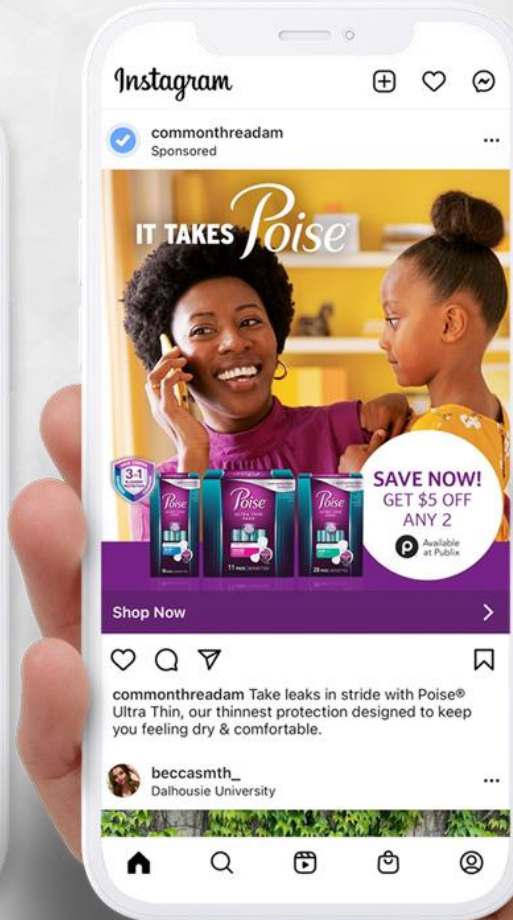
- Rich Media, including custom-built games
- Native Video

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.)



DISPLAY
0.15%
 CTR
 BENCHMARK



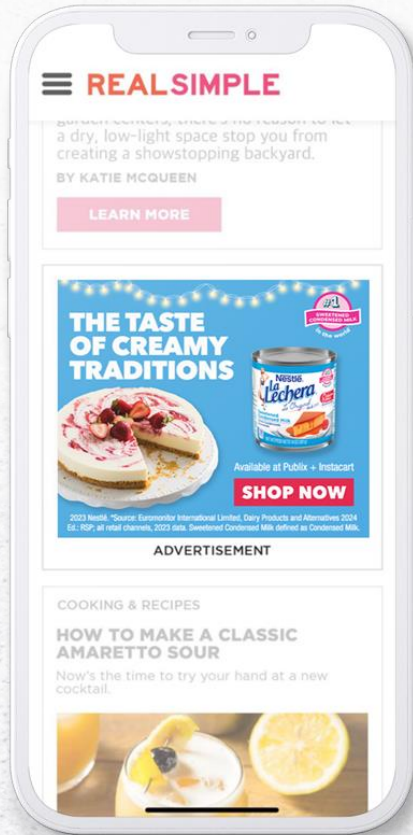
SOCIAL
0.29%
 CTR
 BENCHMARK



BRAND SOLUTIONS

Rewarded Display Ads

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



4%
CTR
BENCHMARK

UP TO
50%
ADD-TO-CART
BENCHMARK

DISPLAY BANNERS

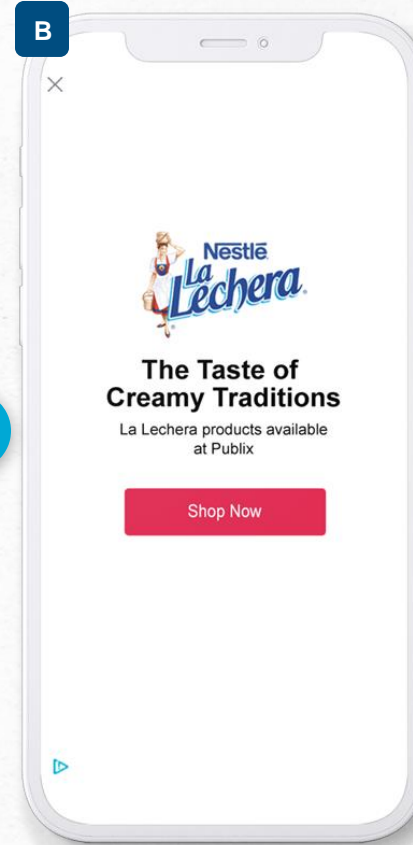
Programmatic standard display runs across web and in-app environments.



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.

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



BRAND SOLUTIONS

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.**

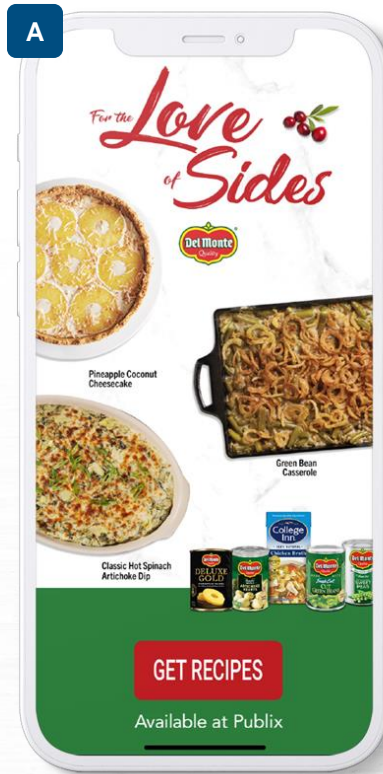


DISPLAY BANNERS

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

4%
CTR
BENCHMARK

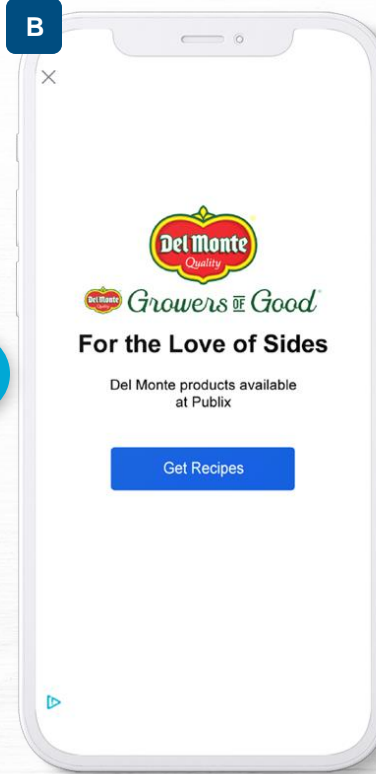
UP TO
50%
ADD-TO-CART
BENCHMARK



REWARDED & INTERSTITIAL FRAME A

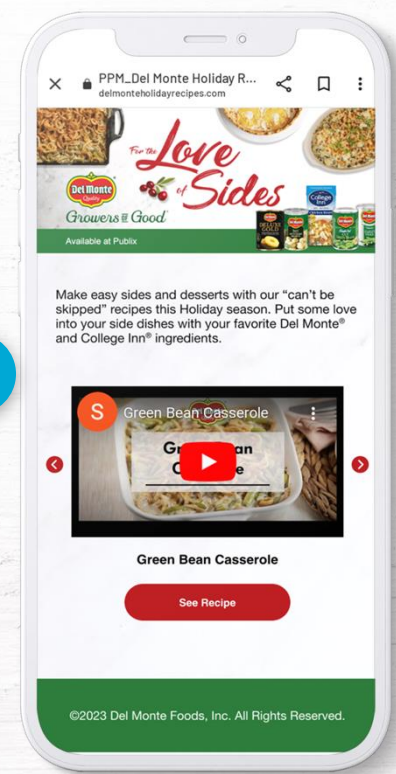
Rewarded: Consumers opt-in to earn a digital reward in-app. They are prompted to click through to the website from frame 1.

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.

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





BRAND SOLUTIONS

Mobile Location Ads

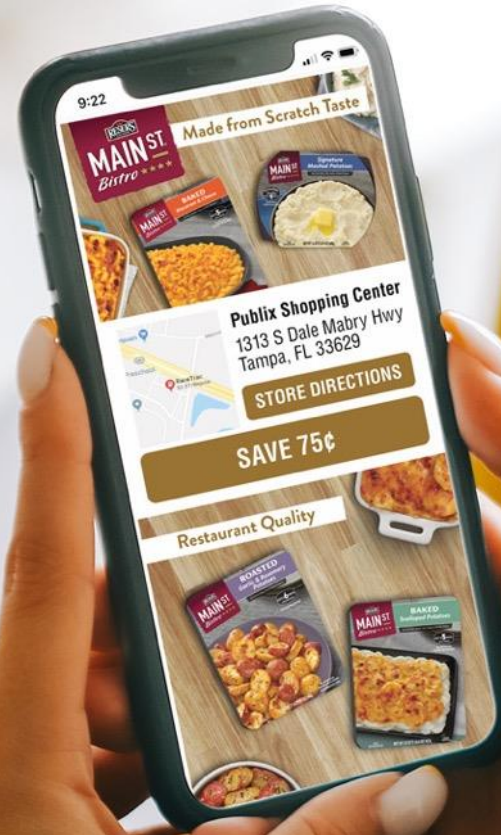
These geo-targeted campaigns are delivered to shoppers who have been inside selected store(s) in the past 30 days and are within a specific mile radius of the store(s).

- **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**





BRAND SOLUTIONS

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

EXCLUSIVE PROGRAM:

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



BRAND SOLUTIONS

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**.



Themed Campaigns

PROGRAM DETAILS



Extra Savings
Celebrate Hispanic Heritage

Live Well

Holiday Beauty

publix.com/digital-coupons

\$3 OFF

WITH MFR DIGITAL COUPON
Any 2 Head & St
5-32.1-oz
(excludes trial/tr

publix.com/digital-coupons

\$4 OFF

WITH MFR
Any 2 H
6.8-13.5
(exclud

LOREAL PARIS MAYBELL

publix.com/digital-coupons

\$1 OFF

WITH MFR DIGITAL COUPON
Any 1 Veggies Made Great
Product
6-pk.
(frozen)

4 FOR \$5

Fage Yogurt
5.3-oz
your choice

\$4.99

Crofter's Organic
Premium Spread
16.5-oz
your choice

FEED YOUR HEALTHY HABITS

\$1 OFF

WITH MFR DIGITAL COUPON
Any 1 Arnold
Whole Grains Bread
1-lb 2-oz

2 FOR \$3

Gimme Organic
Roasted Seaweed Snacks
.35-oz
your choice

publix.com/digital-coupons

\$1 OFF

WITH MFR DIGITAL COUPON
Any 1 Arnold
Whole Grains Bread
1-lb 2-oz

publix.com/digital-coupons

\$1.50 OFF

WITH MFR DIGITAL COUPON
Any 1 AQA Alkaline Water
or Sparkling Ice
12-pk.

EXTRA SAVINGS THEMED CAMPAIGN

2 for the Price of 1

BENEFITS

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

MARKETING COMPONENTS

PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2

SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions

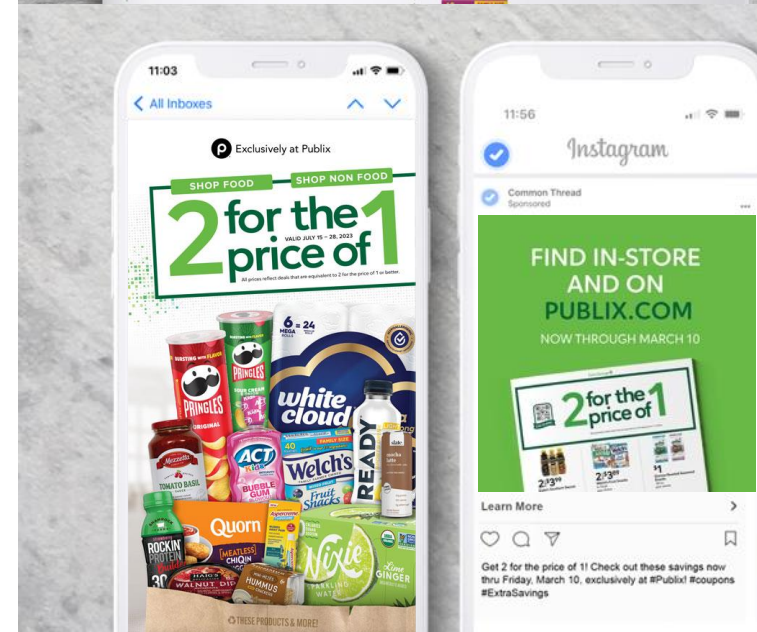
RECIPES

- Include your recipes on the 2 for the Price of 1 recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
FEB. 24 - MAR. 8, 2024	NOV. 24 - DEC. 7, 2023
MAY 4 - 17, 2024	FEB. 2 - 15, 2024
JULY 13 - 26, 2024	APR. 12 - 25, 2024

FEBRUARY 2024 RESULTS		
Incremental Sales	Email	Social Ads
60.4% Unit	1.2MM delivered	1.05MM impressions (1 MM goal)
13.1% Dollars	19.97% open rate	6.19K engagements
	2.36% click-through rate	



EXTRA SAVINGS THEMED CAMPAIGN

Back to School

BENEFITS

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

MARKETING COMPONENTS

PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM 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
- 2MM impressions

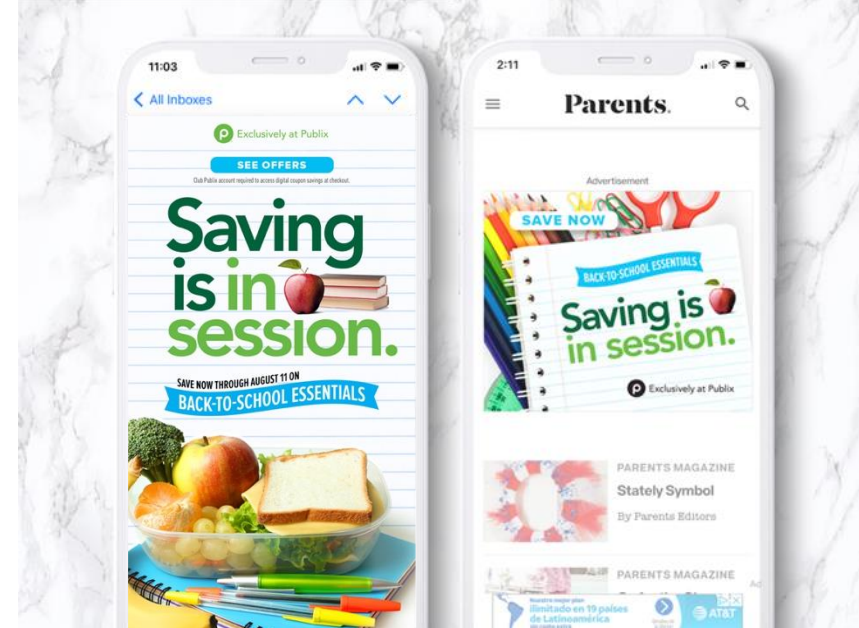
SOCIAL ADS

- Location and behavioral targeting
- 2MM impressions

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
JULY 27 - AUG. 9, 2024	APR. 26 - MAY 9, 2024
AUG. 10 - 23, 2024	MAY 10 - 23, 2024

AUGUST 2023 RESULTS			
Incremental Sales	Email	Display Ads	Social Ads
40.6% Unit	2.4MM delivered	3MM impressions (3MM goal)	3.3MM impressions (3MM goal)
26.1% Dollars	20.11% open rate	5.2K engagements	12.9K engagements
	2.11% click-through rate		



EXTRA SAVINGS THEMED CAMPAIGN

Cinco De Mayo

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions



INFLUENCERS

- 766K impressions
- Includes Instagram influencers



RECIPES

- Include your recipes on the Cinco de Mayo recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
APR. 20 - MAY 3, 2024	JAN. 19 - FEB. 1, 2024



EXTRA SAVINGS THEMED CAMPAIGN

Cool Foods

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



DISPLAY ADS

- Location and behavioral targeting
- 1MM impressions



INFLUENCERS

- 766k impressions
- Includes Instagram influencers



RECIPES

- Include your recipes on the Cool Foods recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
MAR. 23 - APR. 5, 2024	DEC. 22, 2023 - JAN. 4, 2024
OCT. 5 - 18, 2024	JULY 5 - 18, 2024

OCTOBER 2023 RESULTS		
Incremental Sales	Email	Influencers
40.8% Unit	1.1MM delivered	824.6K impressions (766K goal)
24.5% Dollars	16.33% open rate	11.8K engagements
	1.71% click-through rate	



EXTRA SAVINGS THEMED CAMPAIGN Fall Flavors

BENEFITS

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

MARKETING COMPONENTS

PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2

SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions

INFLUENCERS

- 766K impressions
- Includes Instagram influencers

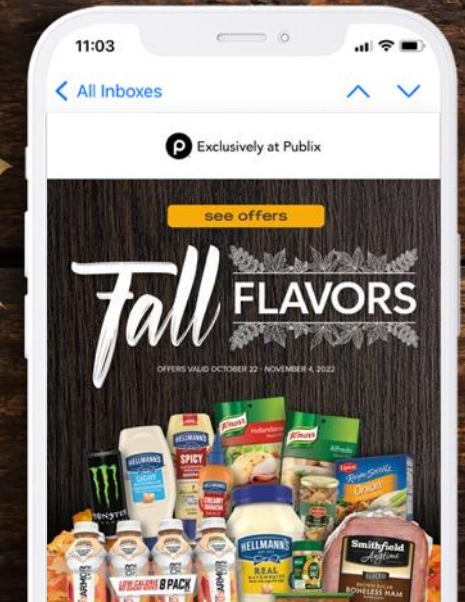
RECIPES

- Include your recipes on the Fall Flavors recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
OCT. 19 - NOV. 1	JULY 19 - AUG. 1

OCTOBER 2023 RESULTS		
Incremental Sales	Email	Influencers
38.1% Unit	1.17MM delivered	1.18MM impressions (766K goal)
25.1% Dollars	15.79% open rate	12.5K engagements
	1.66% click-through rate	



EXTRA SAVINGS THEMED CAMPAIGN

Game Day Favorites

BENEFITS

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

MARKETING COMPONENTS

PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM 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

- 1.5MM impressions
- Includes Instagram influencers

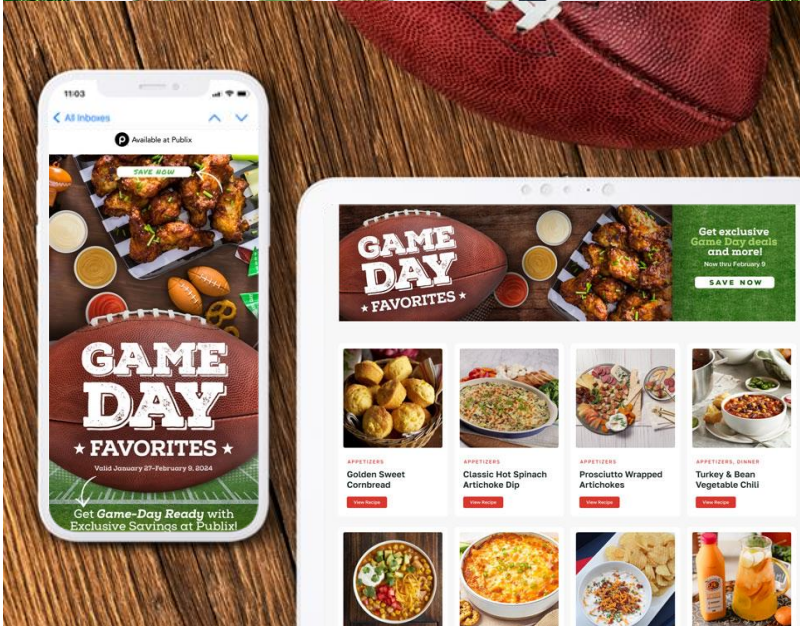
RECIPES

- Include your recipes on the Game Day Favorites recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
JAN. 27 - FEB. 9, 2024	OCT. 27 - NOV. 9, 2023
SEPT. 21 - OCT. 4, 2024	JUNE 21 - JULY 4, 2024

JANUARY 2024 RESULTS			
Incremental Sales	Email	Social Ads	Influencers
95.4% Unit	2.2MM delivered	1.5MM impressions (1.5MM goal)	2.6MM impressions (2.3MM goal)
60.5% Dollars	16.88% open rate	6.8K engagements	370K engagements
	2.23% click-through rate		



EXTRA SAVINGS THEMED CAMPAIGN

Gluten-Free*



BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

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

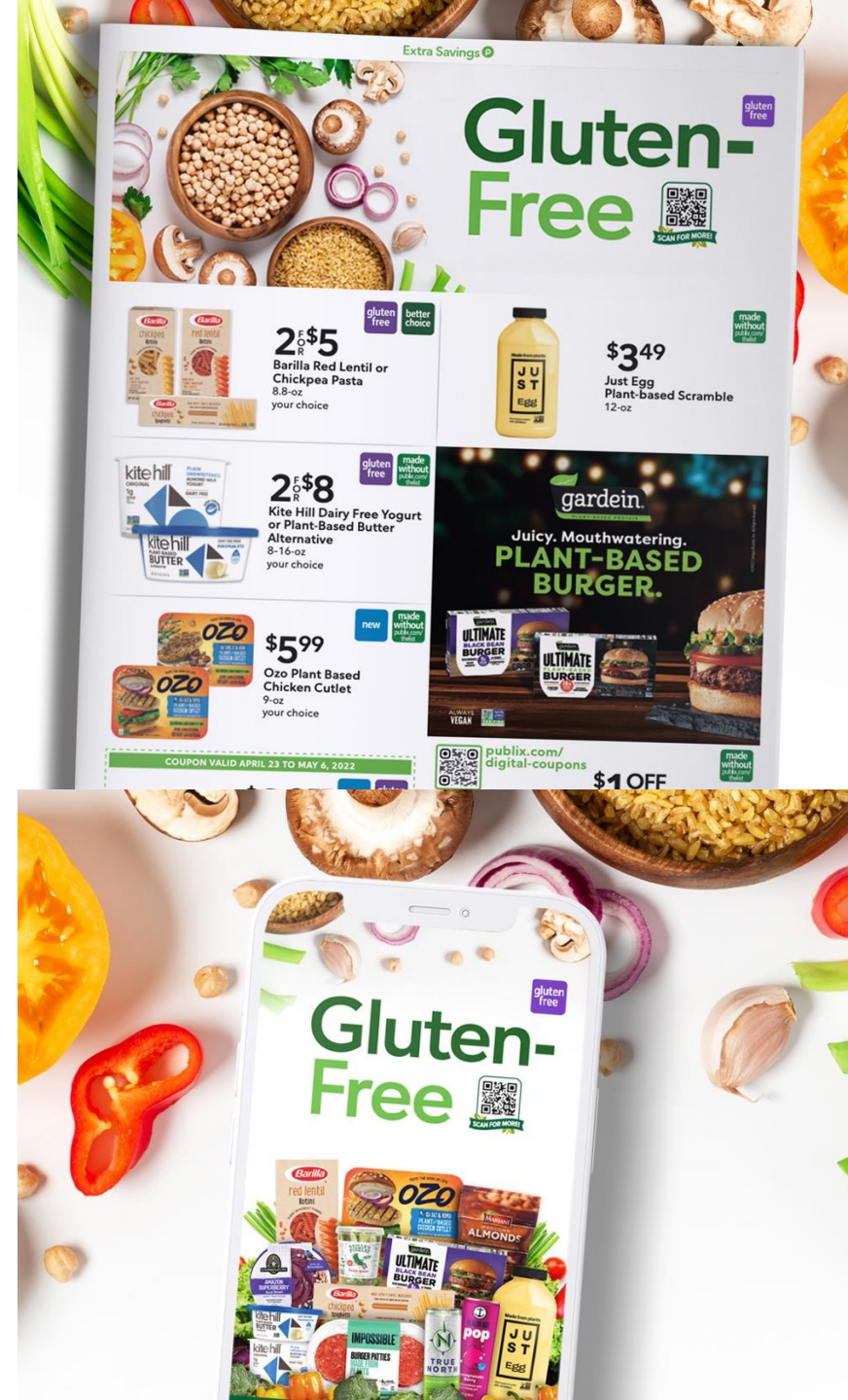


RECIPES

- Include your recipes on the Gluten-Free recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
MAY 4 - 17, 2024	FEB. 2 - 15, 2022



* To be considered for program participation, items must meet the wellness icon criteria.

EXTRA SAVINGS THEMED CAMPAIGN Hispanic Heritage

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions



INFLUENCERS

- 766K impressions
- Includes Instagram influencers



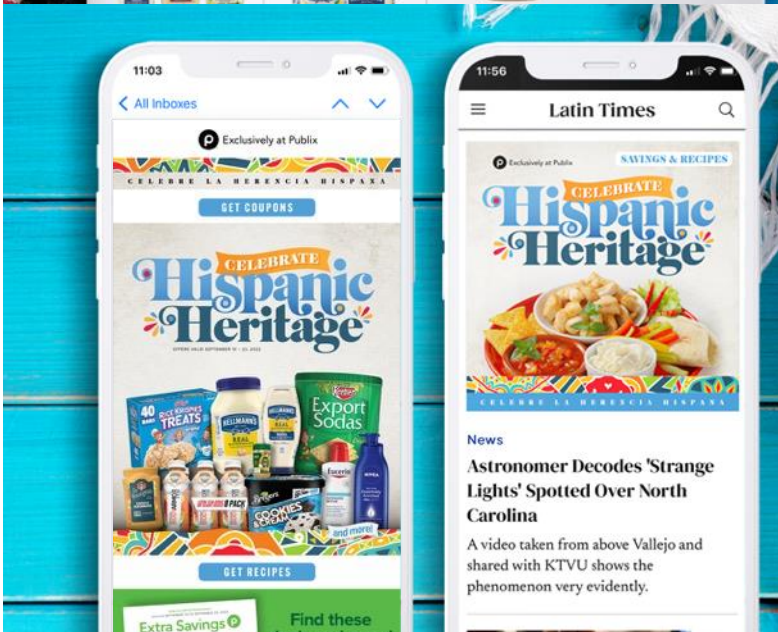
RECIPES

- Include your recipes on the Hispanic Heritage recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
SEPT. 7 - 20, 2024	JUNE 7 - 20, 2024

SEPTEMBER 2023 RESULTS		
Incremental Sales	Email	Social Ads
34.4% Unit	1.1MM delivered	1.1MM impressions (1.1MM goal)
23.1% Dollars	16.80% open rate	5.9K engagements
	1.78% click-through rate	



EXTRA SAVINGS THEMED CAMPAIGN

Holiday Beauty

BENEFITS

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

MARKETING COMPONENTS

PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation

EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2

SOCIAL ADS

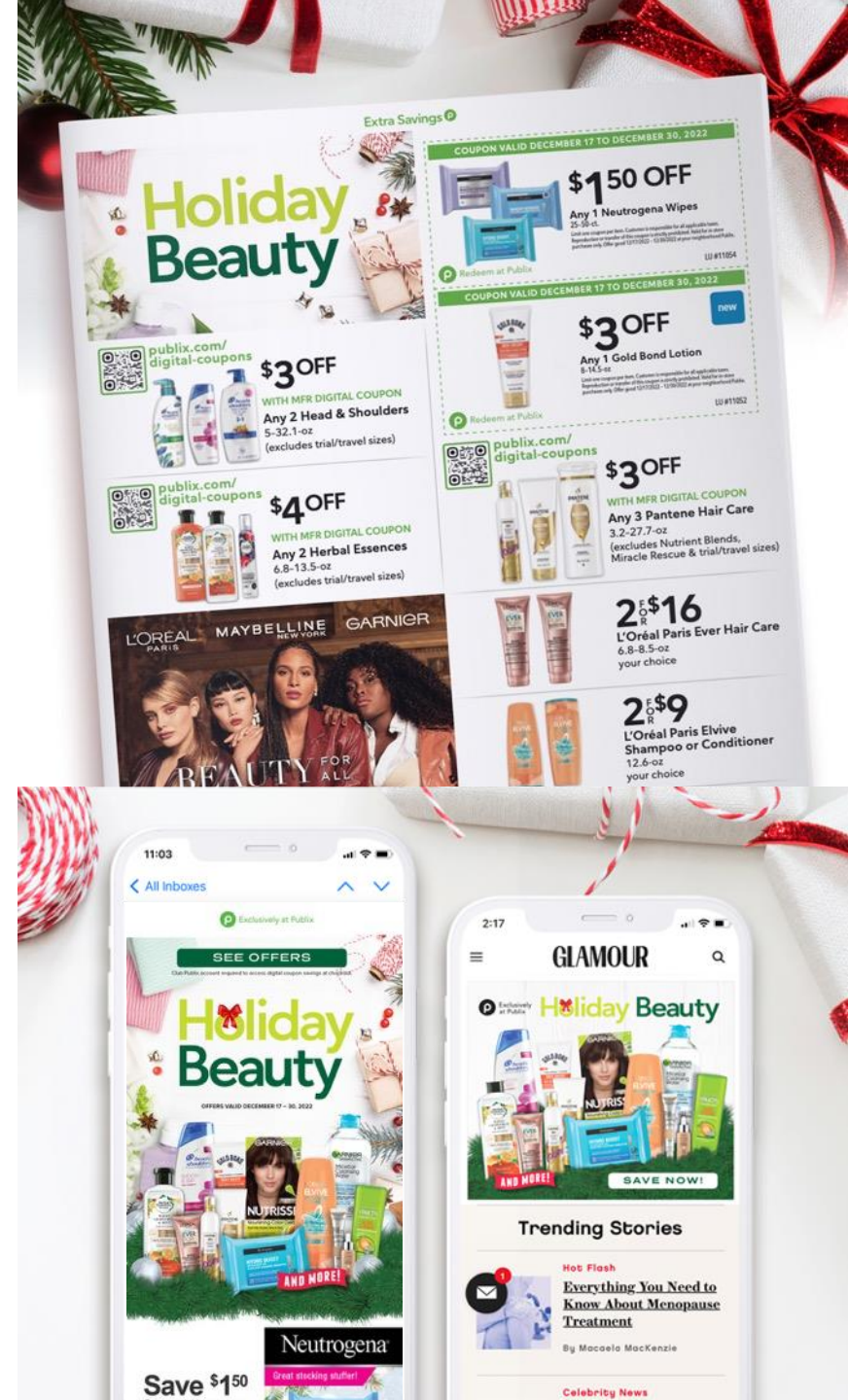
- Location and behavioral targeting
- 1MM impressions

Exclusive For Non-food Participants

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
DEC. 14 - 27, 2024	SEPT. 13 - 26, 2024

DECEMBER 2023 RESULTS		
Incremental Sales	Email	Social Ads
37.2% Unit	1.1MM delivered	1.2MM impressions (1MM goal)
28.4% Dollars	11.73% open rate	4.6K engagements
	1.51% click-through rate	



EXTRA SAVINGS THEMED CAMPAIGN

Holiday Favorites

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



INFLUENCERS

- 766K impressions
- Includes Instagram influencers



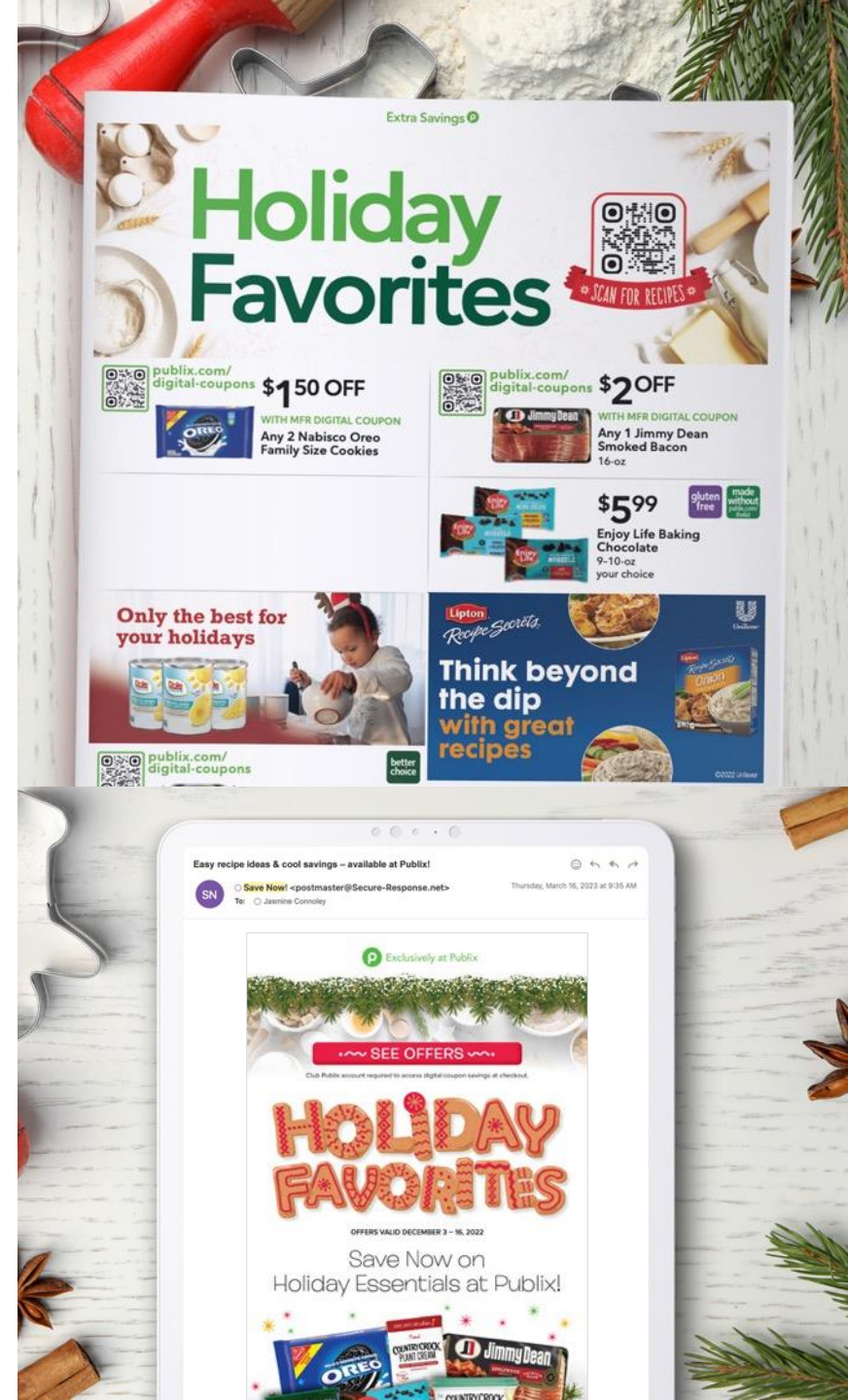
RECIPES

- Include your recipes on the Holiday Favorites recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
NOV. 30 - DEC. 13, 2024	AUG. 30 - SEPT. 12, 2024

DECEMBER 2023 RESULTS		
Incremental Sales	Email	Influencers
69.7% Unit	1.1MM delivered	1.01MM impressions (1MM goal)
38.5% Dollars	13.88% open rate	169K engagements
	1.46% click-through rate	



EXTRA SAVINGS THEMED CAMPAIGN

Ice Cream Adventures

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



DISPLAY ADS

- Location and behavioral targeting
- 1MM impressions



SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions



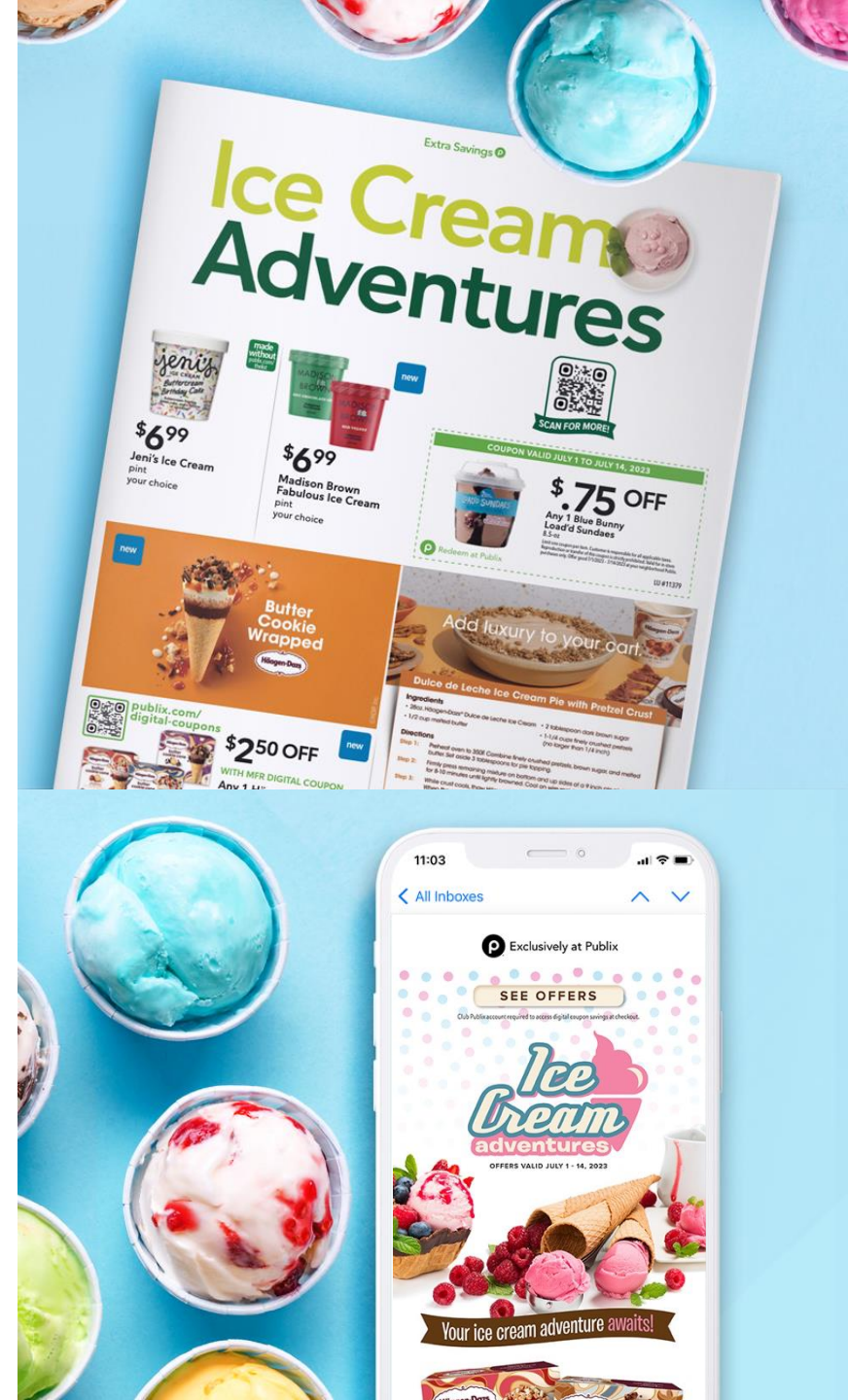
RECIPES

- Include your recipes on the Ice Cream Adventures recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
JUNE 29 - JULY 12, 2024	MAR. 29 - APR. 11, 2024

JULY 2023 RESULTS		
Incremental Sales	Email	Influencers
62.5% Unit	1.2MM delivered	1.44MM impressions (1 MM goal)
38.6% Dollars	21.92% open rate	11K engagements
	2.36% click-through rate	



EXTRA SAVINGS THEMED CAMPAIGN

Live Well

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions



INFLUENCERS

- 766K impressions
- Includes Instagram influencers



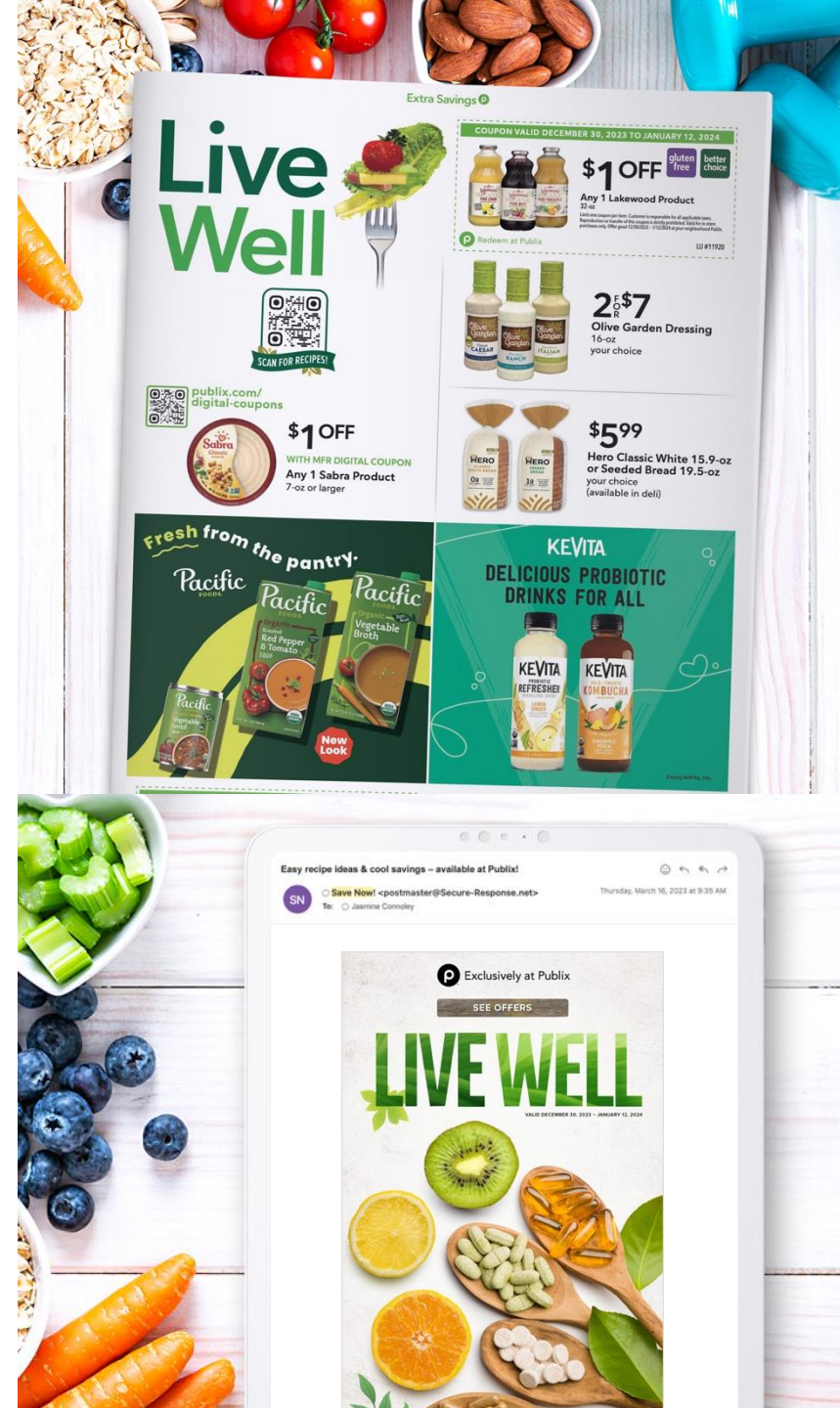
RECIPES

- Include your recipes on the Live Well recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
FEB. 10 - 23, 2024	NOV. 10 - 23, 2023
APR. 20 - MAY 3, 2024	JAN. 19 - FEB. 1, 2024
SEPT. 7 - 20, 2024	JUNE 7 - 20, 2024
DEC. 28 - JAN. 10, 2025	SEPT. 27 - OCT. 10, 2024

FEBRUARY 2024 RESULTS			
Incremental Sales	Email	Influencers	Social Ads
56.2% Unit	1.22MM delivered	830.8K impressions (766K goal)	1.1MM impressions (1MM goal)
28.0% Dollars	20.52% open rate	6.6K engagements	4.8K engagements
	2.76% click-through rate		



EXTRA SAVINGS THEMED CAMPAIGN

Make It Italian

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



INFLUENCERS

- 766K impressions
- Includes Instagram influencers



RECIPES

- Include your recipes on the Make It Italian recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
AUG. 24 - SEPT. 6, 2024	MAY 24 - JUNE 6, 2024



EXTRA SAVINGS THEMED CAMPAIGN

Mindful Choices*

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM 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

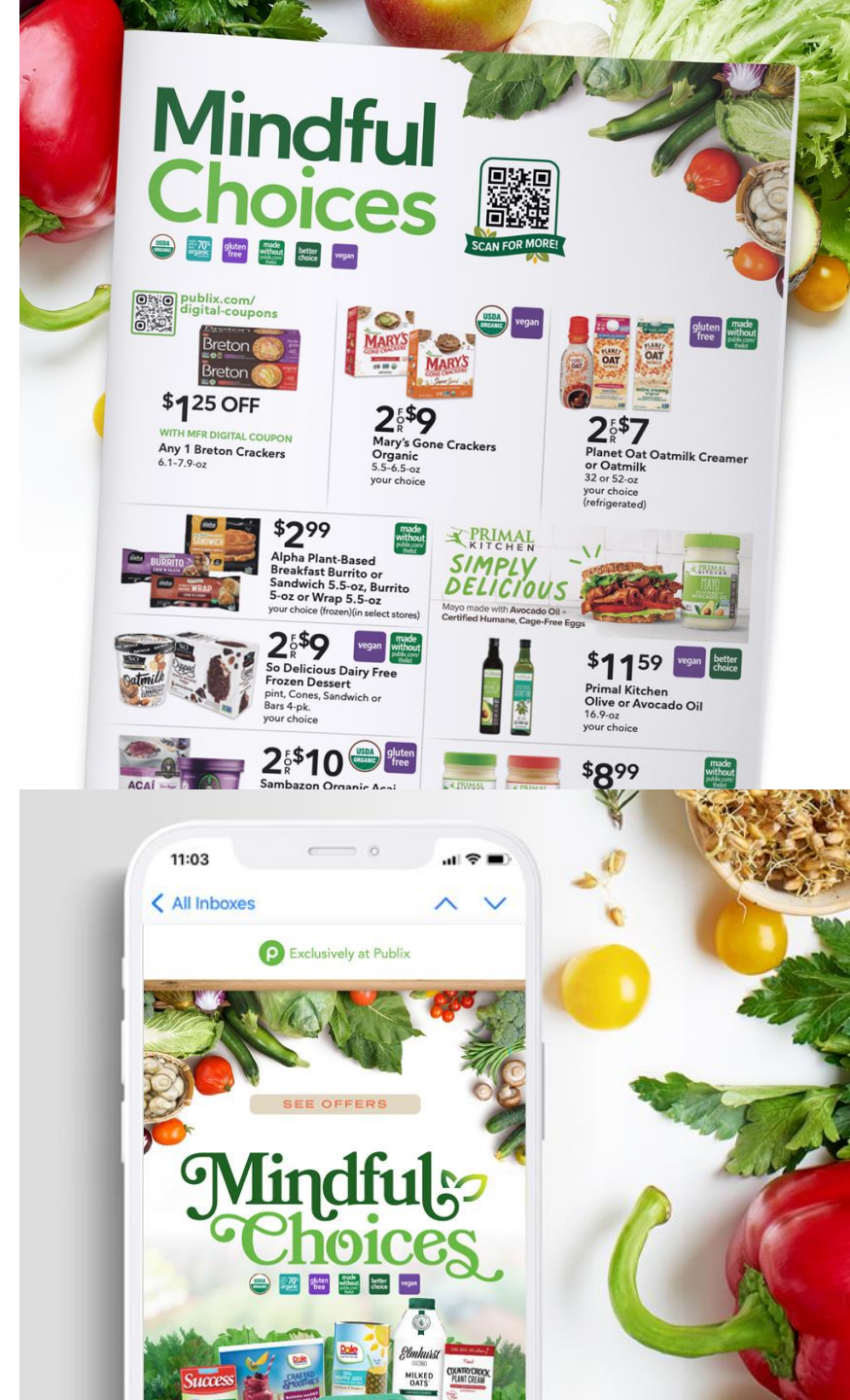


RECIPES

- Include your recipes on the Mindful Choices recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
JUNE 15 - 28, 2024	MAR. 15 - 28, 2024
AUG. 24 - SEP. 6, 2024	MAY 24 - JUNE 6, 2024
NOV. 30 - DEC. 13, 2024	AUG. 30 - SEPT. 12, 2024



* To be considered for program participation, items must meet the wellness criteria for a minimum of 1 of the icons above.

EXTRA SAVINGS THEMED CAMPAIGN

New Item

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



DISPLAY ADS

- Location and behavioral targeting
- 1MM impressions



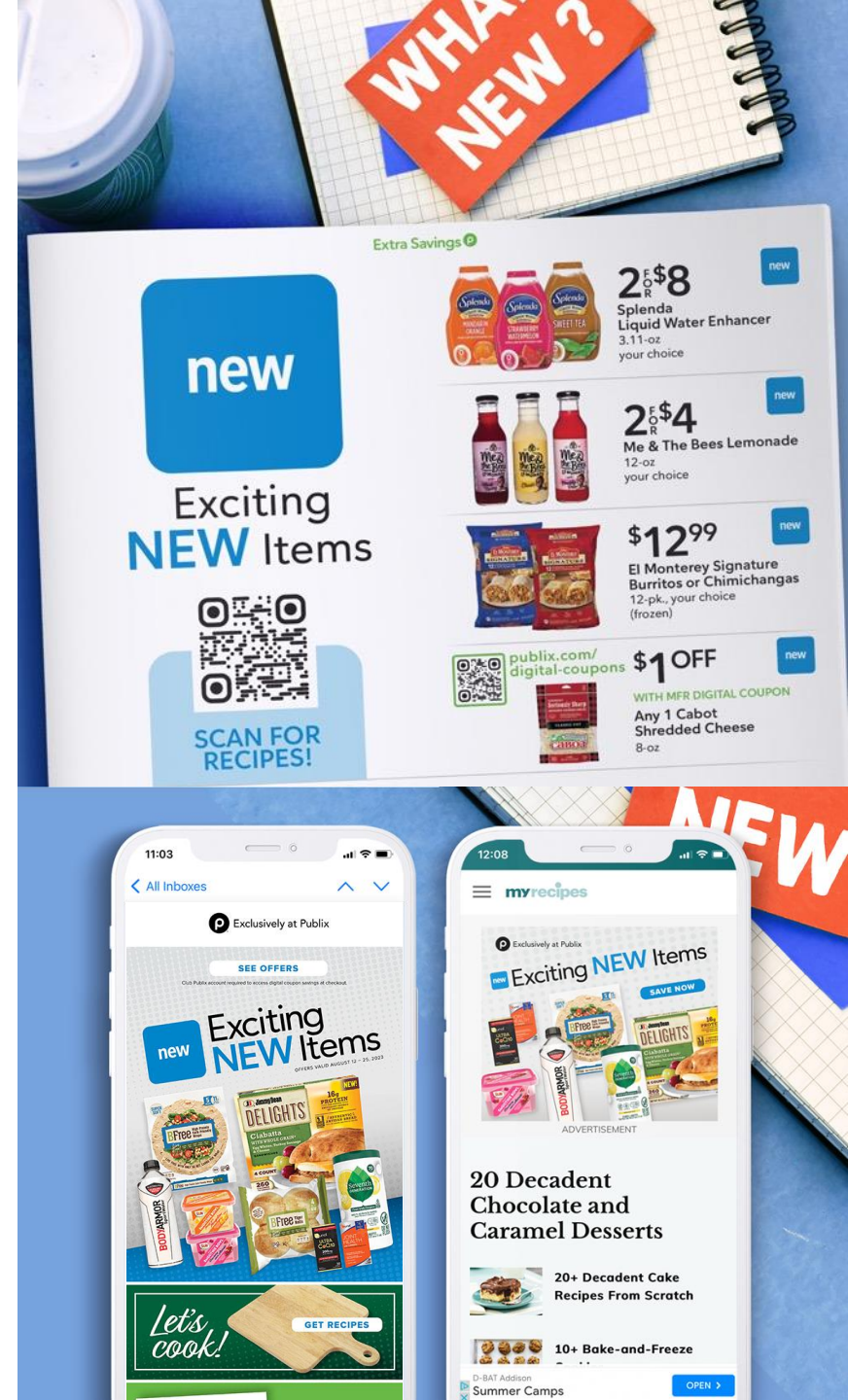
RECIPES

- Include your recipes on the New Item recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
AUG. 10 - 23, 2024	MAY 10 - 23, 2024

AUGUST 2023 RESULTS			
Incremental Sales	Email	Display Ads	Social Ads
40.6% Unit	2.4MM delivered	3MM impressions (3MM goal)	3.3MM impressions (3MM goal)
26.1% Dollars	20.11% open rate	5.2K engagements	2.9K engagements
	2.11% click-through rate		



EXTRA SAVINGS THEMED CAMPAIGN

Pet Essentials

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



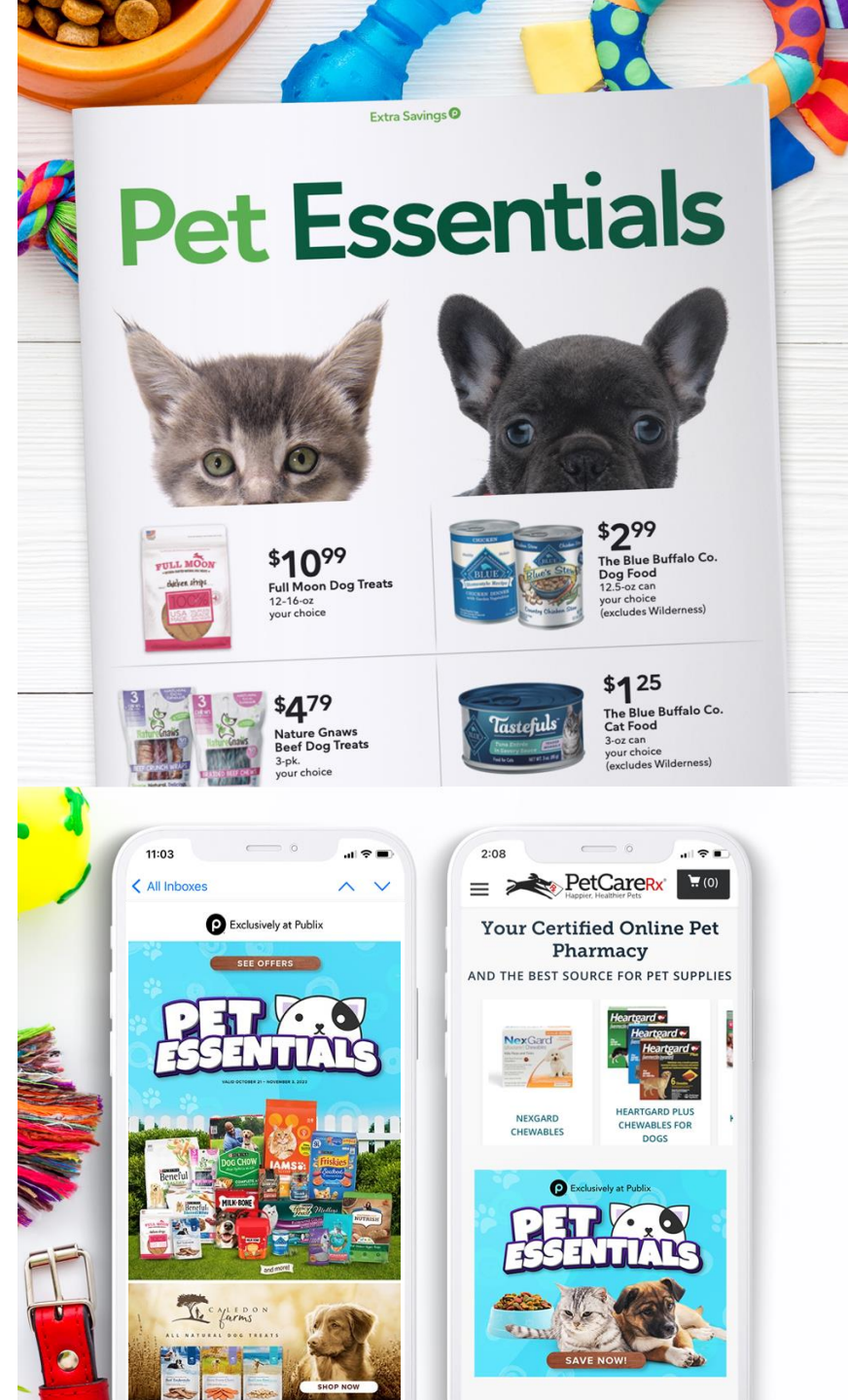
SOCIAL ADS

- Location and behavioral targeting
- 1MM impressions

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
MAY 18 - 31, 2024	FEB. 16 - 29, 2024
OCT. 19 - NOV. 1, 2024	JULY 19 - AUG. 1, 2024
DEC. 14 - 27, 2024	SEPT. 13 - 26, 2024

OCTOBER 2023 RESULTS			
Incremental Sales	Email	Display Ads	Social Ads
41.7% Unit	1.1MM delivered	1MM impressions (1MM goal)	1.1MM impressions (1MM goal)
22.2% Dollars	15.93% open rate	1.4K engagements	4.6K engagements
	1.68% click-through rate		



EXTRA SAVINGS THEMED CAMPAIGN

Storm Season Essentials

BENEFITS

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

MARKETING COMPONENTS

PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation

EMAIL

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

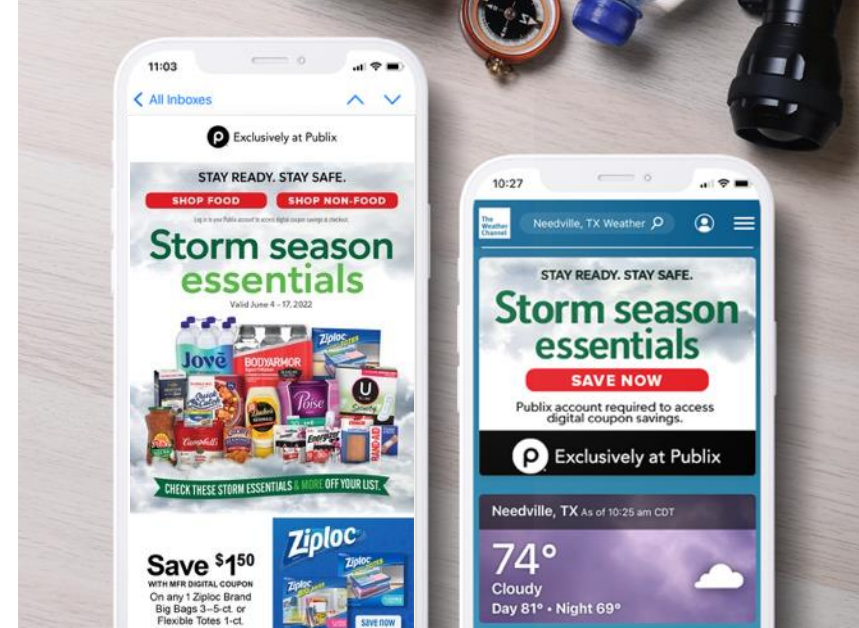
INFLUENCERS

- 766K impressions
- Includes Instagram influencers

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
JUNE 1 - 14, 2024	MAR. 1 - 14, 2024

JUNE 2023 RESULTS			
Incremental Sales	Email	Influencers	Display Ads
42.2% Unit	1.2MM delivered	1.2MM impressions (1MM goal)	1.4MM impressions (1.3MM goal)
23.4% Dollars	17.78% open rate	18K engagements	2K engagements
	1.85% click-through rate		



EXTRA SAVINGS THEMED CAMPAIGN

Summer Grilling

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



SOCIAL ADS

- Location and behavioral targeting
- 1.5MM impressions



DISPLAY ADS

- Location and behavioral targeting
- 1.5MM impressions



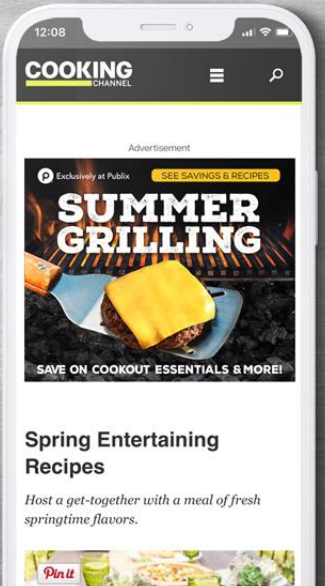
RECIPES

- Include your recipes on the Summer Grilling recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
JUNE 29 - JULY 12, 2024	MAR. 29 - APR. 11, 2024

JULY 2023 RESULTS			
Incremental Sales	Email	Display Ads	Social Ads
72.5% Unit	1.11MM delivered	1.7MM impressions (1.6MM goal)	1MM impressions (1MM goal)
33.9% Dollars	18.64% open rate	2.5K engagements	5K engagements
	1.96% click-through rate		



EXTRA SAVINGS THEMED CAMPAIGN

Tournament Time

BENEFITS

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

MARKETING COMPONENTS



PRINT ADVERTISING

- **Extra Savings** flyer themed campaign
- 2.4MM circulation



EMAIL

- Targeted to shoppers in Publix footprint
- 1.1MM+ deployments
- 1.1MM sent in week 1, follow-up email sent to openers in week 2



DISPLAY ADS

- Location and behavioral targeting
- 1.5MM impressions



SOCIAL ADS

- Location and behavioral targeting
- 1.5MM impressions



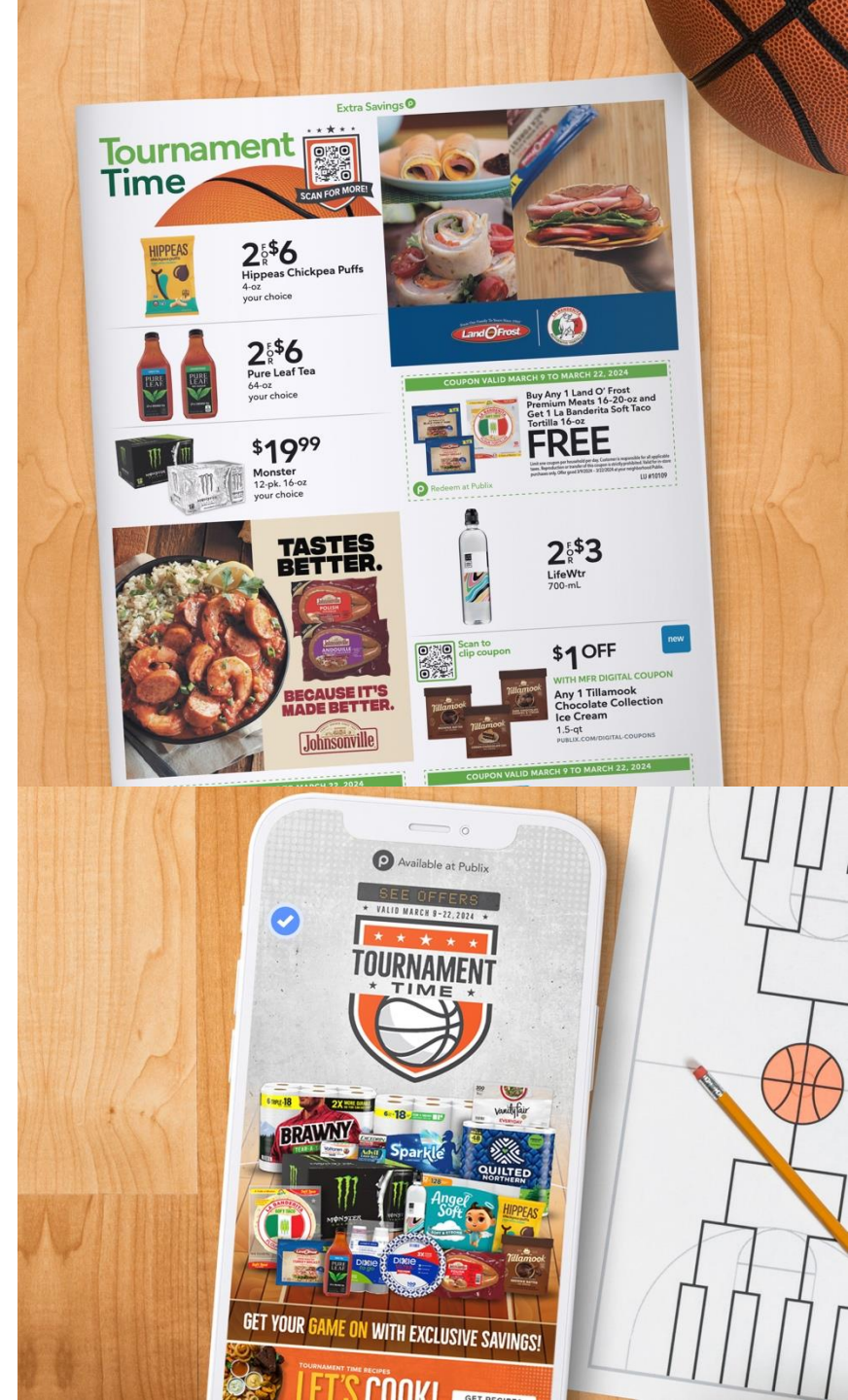
RECIPES

- Include your recipes on the Tournament Time recipe landing page

PROGRAM COSTS	
IN-EMAIL AD (Must also run an offer in flyer)	\$1,750
PRICE POINT	\$9,300
DIGITAL COUPON	\$9,300
COUPON	\$11,200
QUARTER PAGE	\$28,000
HALF PAGE	\$50,000

PROGRAM LIVE	SUBMISSION PERIOD
MAR. 9 - 22, 2024	DEC. 8 - 21, 2023

MARCH 2024 RESULTS			
Incremental Sales	Email	Display Ads	Social Ads
115% Unit	1.2MM delivered	1.5MM impressions (1.5MM goal)	1.5MM impressions (1.5MM goal)
66.9% Dollars	18.66% open rate	2.3K engagements	5.2K engagements
	2.25% click-through rate		





HOW CAN WE HELP?

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Thank You

promopoint