

**IMPORTANT INFORMATION TO READ BEFORE EXECUTING THE IN-STORE DEMO**

**Today you will be displaying, promoting and selling various feminine care products to help Publix and their customers celebrate Kimberly-Clark /Unilever Woman's Day Event.**

**Be sure to inform consumers they can save up to \$12.00 by utilizing these valuable coupons today. Consumers can save on Poise Wellness Products, U by Kotex Products, Kotex Natural Balance Liners and Pads, Poise Feminine Incontinence Products and Simple Products. All items are available and on promotion at Publix.**

**Please make an attractive display of all Kimberly Clark and Unilever Products and coupons listed on your event table.**

**There are no samples or supplies to purchase for this event.**

As well as promoting...

Kotex Natural Balance Liners and Pads- All Varieties

Kotex Natural Balance Tampon Regular: Retailer Code: 31286: \*

Kotex Regular Maxi Pad: Retailer Code: 87232:

Poise Feminine Incontinence

Liner Very Light SP: Retailer Code: 46788:

Moderate RP: Retailer Code: 38817:

Poise Wellness Products- All Varieties

Poise Roll-On Cooling Gel: Retailer Code: 952541: \*

Poise Personal Lubricant: Retailer Code: 952542: \*

Simple Products- All Varieties

Simple Moisturizing Facial Wash: Retailer Code: 950079: \*

Simple Soothing Facial Toner: Retailer Code: 950080: \*

U by Kotex All Varieties

Ultra Thin Regular: Retailer Code: 174254 Pack Size: 18 Ct. \*

Click Tampon Regular: Retailer Code: 174315 Pack Size: 18 Ct. \*

**\* This can be used as an alternate or backup product.**

## Kit Contents

1 Kotex Sample Packs - 30 each Box 1  
1 Kotex Sample Packs 30 each- Box 2  
1 Paperwork (version noted on manifest)  
1 PromoReport Form  
200 Simple Towellete Packs  
1 Training Manual  
200 Coupon: Poise Wellness Products- All Varieties: Poise Coupon sheet for \$1.00 and \$2.00 off various Poise products.  
200 Coupon: Simple Products- All Varieties: Coupon sheet for 1.50 & 3.50 off various Simple Products  
200 Coupon: U by Kotex All Varieties: Coupon sheets for \$.00 off Kotex Natural Balance Pads & U by Kotex

## Demo Shopping List

**There are no products and supplies to purchase.**

**Do Not Exceed \$0.00 total for product and supplies.**

**Unlisted substitutions of products may be seen as unauthorized purchases and may result in a deduction after demo completion.**

## Promotional Information

This is a high profile event promoting Kimberly Clark and Unilever Woman's Day products". Please execute on the day/time you are scheduled.

## Distribution Goals

200 Poise Wellness Products- All Varieties Poise Coupon sheet for \$1.00 and \$2.00 off various Poise products. (coupons)

200 Simple Products- All Varieties Coupon sheet for 1.50 & 3.50 off various Simple Products (coupons)

200 U by Kotex All Varieties Coupon sheets for \$1.00 off Kotex Natural Balance Pads & U by Kotex (coupons)

## Store and Product Pre-Check (Pre-Call)

- ◆ Contact your store at least 3-Days prior to the execution and advise the department manager that you will be executing the *Kimberly Clark/ Unilever Woman's Day Event* In-Store Sampling Program and give the date of execution.
- ◆ Verify that there is sufficient product in the store to support this event.
  - If there is not enough product to support this demo:
    - ◆ Ask the manager when he/she expects the shipment to arrive.
    - ◆ If a shipment is not planned, contact your agency immediately for further instruction.
- ◆ Record the date of your call and the name (first and last) of the **Department Manager** you spoke with on your PromoReports® Form.

## What to Bring to the Demo

- ◆ Make sure all utensils & equipment are thoroughly cleaned prior to each demonstration. If possible, run them through your own dishwasher at home.
- ◆ Agency provided Hot/Break Sign
- ◆ Demo Kit
- ◆ Training Manual
- ◆ Waste Basket
- ◆ PromoReport Form
- ◆ Allergy Sign (if applicable)
- ◆ Table Cloth

## What to Wear

- ◆ Please comply with Retailer/Agency approved, standard sampling attire.
- ◆ Agency Approved Hair Restraint (i.e. hairnet, ball cap etc...) - *if applicable*
- ◆ Comfortable closed-toe black shoes (No open-toe shoes or white sneakers)

## On-Site Demonstration Preparation Checklist (Please Complete All Steps)

- Check in with Customer Service prior to introducing yourself to the Department Manager.
- Introduce yourself to the Department Manager to briefly describe the in-store demonstration. Please ask to set up your table in a high traffic area near one of the products you are sampling.
- Verify the inventory of the product(s) involved in your project. Follow your agency's policy regarding No Products if necessary.
- Walk the store thoroughly to see if there is a secondary display of **Kotex Natural Balance Liners and Pads- All Varieties, Poise Feminine Incontinence, Poise Wellness Products- All Varieties, Simple Products- All Varieties, U by Kotex All Varieties**. If there is, with the approval of the department manager, please set up your table near this display.
- If there are no displays to set up your demo next to, place 2 to 3 containers/boxes of **Kotex Natural Balance Liners and Pads- All Varieties, Poise Feminine Incontinence, Poise Wellness Products- All Varieties, Simple Products- All Varieties, U by Kotex All Varieties** on your table to display for sale to interested shoppers.
- If applicable, examine appliances to make certain all electrical and extension cords are in good repair and appliance is clean and sanitized.
- If Extension Cord is in a Customer Traffic area, tape cords to the floor to prevent tripping.
- Take the beginning inventory of **Poise Wellness Products- All Varieties, Simple Products- All Varieties, U by Kotex All Varieties** on the shelf and/or secondary display location, for your PromoReports® Form (Do not include the product included in kit or the product you plan to purchase in your inventory count if applicable.) If necessary, please request that a Manager inventories any product in the backroom of the store.
- The products purchased for your demo are to be pulled from the **Non Foods, HBC** section - **your total purchase should not exceed \$0.00 (including tax)**. Please consult your agency for proper product reimbursement procedures in your chain.
  - ◆ **There are no products and supplies to purchase.**
- Hands must be washed prior to preparing or conducting the demonstration, immediately before returning to the work area after a break, helping a customer or when ever your hands are soiled. Dry hands and arms with a single-use paper towel or warm-air hand dryer. Use a paper towel to turn off the faucet. When in a restroom, use a paper towel to open the door.

## Executing the Demo

- ◆ **Enthusiastically engage consumers, make eye contact, greet them with a smile and a friendly approach.**
- ◆ Always wear gloves when handling food.

- Please check in with the Store manager or grocery manager upon arriving at the store. Arrive on time and be ready to start your event at the scheduled time
  - Please set up your event table near the HBC aisle where the Women and Feminine Care products are located. Please make sure it is in a high traffic area.
  - Look for displays of Kotex, U by Kotex, Poise, Poise Wellness and Unilever Simple products in your store. If possible set up your event table next to one of these displays.
  - Place the three (3) Coupon sheets with up to \$12.00 in savings on Kotex/ U by Kotex/ Poise/Poise Wellness and Unilever Simple products on your event table along with Kotex Sample Packets and Simple Towelette sample packets.
  - Pull a variety of the products listed from the shelf and create an attractive display on your event table. Refer to the item code and description sheet that was included in your kit for proper item selection. Auditors will visit the stores expecting to see great displays of all products.
  - You will also receive two cases of Kotex Sample packets. You will have 60 total Kotex sample packets to hand during your event. You will also receive 200 Simple Towelette sample packets. Please pass these out to interested female consumers during your 4 hour event.
  - Be aware of the shelf locations, all varieties and special pricing of all the products.
  - Please pass out all coupon sheets to those interested in an immediate purchase. Focus your promotion on the female consumer/shopper. The client is expecting high sales with the variety of savings provided. They are also requesting a good variety of photos for this event.
  - Display all products listed, pass out Coupon sheets with up to \$12.00 in savings, pass out Kotex sample packets, pass out Simple Towelette Sample packets and convey product benefits and Sell!
- ◆ You will receive three boxes for this event. One with paperwork, Simple Towelettes sample packs and coupons. Two kits will both include Kotex sample packs to hand out to interested consumers. You will receive up to 60 total sample packs of Kotex products to hand out. Please wait 48 hours to receive all 3 boxes before calling your booking coordinator or the PromoWorks office.
- Clients and VIP's will visit stores during this event. Please build attractive displays of all products listed.
- Take many photos- this is a request of the Client.
- This is a high alert event and client is asking for excellent photos of this event.
- ◆ Serve Hot food hot and Cold food cold. Throw away any samples that sit on the table at room temperature for more than 30 minutes. Keep it fresh and appetizing.
  - ◆ Make sure customer selects the samples in a way that would not result in contamination of adjacent samples or of single serve utensils.
  - ◆ **Engage** the consumer to purchase the product. Ask the customer if they would like to purchase the product. Know the product location and price. Listen to the customers.
  - ◆ Offer coupon(s) to consumers for ***Poise Wellness Products- All Varieties Poise Coupon sheet for \$1.00 and \$2.00 off various Poise products., Simple Products- All Varieties Coupon sheet for 1.50 & 3.50 off various Simple Products, U by Kotex All Varieties Coupon sheets for \$1.00 off Kotex Natural Balance Pads & U by Kotex.***
  - ◆ Do not leave samples or coupons unattended at any time.
  - ◆ DO NOT leave samples, coupons, brochures or equipment, etc. on the event table when you are on your break. A sign is to be placed on the event table informing customers of the time of your return.

- ◆ Make sure the table is kept free of debris.
- ◆ Do not store any food on the floor. Make sure it is in a cooler or bag.

**Samples should not be handed directly to children under any circumstances. Hand the samples to the parent, or the responsible adult accompanying the child and let that person give the samples to their child.**

### \*\*\* Allergy Warning \*\*\*

- ◆ There are no specific Allergy Warnings for this product, however we encourage consumers to check the ingredients on each package of the product they sample for the most up-to-date information on the ingredients contained in that product.

### Health and Safety

- ◆ IMPORTANCE OF WASHING HANDS AND CHANGING GLOVES - You must wash your hands thoroughly immediately before food preparation.
  - Change your gloves every time you touch other bare human body parts other than clean hands and arms.
  - Change your gloves and wash your hands every time you use the restroom.
  - Change your gloves when they rip or tear.
  - Change your gloves every time you leave the demo table.
  - Change your gloves if you sneeze or cough.
- ◆ Wear a hairnet, hat or other agency approved hair restraint during all food demonstrations (if applicable). (The hair restraint must cover all hair including ponytails, braids, and bangs thus enabling the forehead and neckline to be seen).
- ◆ No eating, drinking, sitting, smoking, reading or chewing gum while conducting a demonstration.
- ◆ Demonstrator must be free from illness or disease that may be passed to the public through food handling.
- ◆ At no time will food or equipment be left unattended on the demonstration table. Electrical equipment must be removed from the table, except for microwave ovens, and taken to a holding place out of reach of customers during your break (*if applicable*). Keep knives under the table and out of sight when not in use.
- ◆ Do not leave hot appliances or utensils unattended (if applicable).
- ◆ Please display your Agency provided "Hot Sign" when applicable.

### End of the Day

- ◆ Clean up, breakdown your table and leave your area as you found it. Please discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle.
- ◆ Please destroy all remaining coupons or leave with a store manager.
- ◆ Please do not leave the store with coupons or sample product.
- ◆ Take the ending inventory of **Poise Wellness Products- All Varieties, Simple Products- All Varieties, U by Kotex All Varieties** and report the result on your PromoReport form.
- ◆ Complete your PromoReports® Form and obtain a store stamp and Manager's signature.
- ◆ It is mandatory that you enter your results online or call into PromoReports® at (800) 930-3485 upon demo completion. For online entry please follow the instructions on your PromoReports® form.
- ◆ Be sure to mail your PromoReports® Form, Agency Required Paperwork, and any receipts you might have to your agency immediately following your call.

**#3420057-Kimberly Clark/Unilever Woman's Day Event Item Codes and Descriptions**

	<b>POISE Wellness</b>		<b>POISE Fem Incontinence</b>
952541	POISE Roll-on Cooling Gel	46788	Liner Very Light SP
952542	POISE Personal Lubricant	51729	Liner Very Light Long SP
952543	POISE Body Cooling Towelette	115883	Liner Very Light Long RP
952544	POISE Feminine Wash	134705	Ultra Thin W Wings RP
952545	POISE Panty Fresheners	38817	Moderate RP
	<b>U by KOTEX</b>	33861	Moderate Long RP
174254	Ultra Thin Regular 18CT	38808	Moderate CP
174261	Ultra Thin Heavy 16CT	34942	Moderate Long CP
174315	Click Tampon Regular 18CT	34941	Maximum Long CP
174319	Click Tampon Super 18CT	126529	Ultimate CP
174265	Barely Their Liner 60CT	163641	Ultimate Long CP
174311	Curves Liner 50CT	946908	Hourglass Moderate CP
951158	Sleek Tampon Reg 18ct		<b>Simple</b>
951156	Sleek Tampon Super 18ct	950079	Simple Moisturizing Facial Wash
951154	Sleek Tampon Super Plus 18ct	950081	Simple Replenishing Rich Moisturizer
	<b>KOTEX Natural Balance Liners</b>	950078	Simple Cleansing Facial Wipes
31286	KOTEX Natural Balance Tampon Regular	950082	Simple Hydrating Light Moisturizer
31288	KOTEX Natural Balance Tampon Super	950097	Simple Smoothing Facial Scrub
38218	KOTEX Natural Balance Tampon Super +	950075	Simple Revitalizing Eye Roll-On
	<b>KOTEX Natural Balance Pads</b>	950076	Simple Eye Make-Up Remover
87232	Regular Maxi	950080	Simple Soothing Facial Toner
130799	Long Super Maxi		
87237	Overnite Maxi		
87229	Ultra Thin Regular Maxi		
87244	Ultra Thin Long		
34811	Ultra Thin Maxi w/Wings		
170707	Overnight Jumbo		
170709	Ultra Thin Long Jumbo		