



NOTICE

April MOM Saver Project # 3470031 PUBLIX In-Store Sampling Demonstration

PLEASE NOTE:

You will not be sampling any products this Mom Saver event. You will be handing out coupon booklets and talking about the products. This is a 4 hour event and you are required to work the full 4 hours.

In light of this, we will be randomly requesting ES's to submit their signed, stamped PromoWorks Report Forms. Please make sure you have the store manager sign and stamp your form, with the date and time. Please hold on to this form and have it readily available if asked for it.

Your cooperation is always appreciated and your help is essential in making this event and future events a success!

If you have any questions, please contact your supervisor.

Thanks!

Picture Notice

Please ensure you are taking photos of your event and customer interactions for this event.

Please send all photos from this event to your supervisor **ONLY through email.**

Let your supervisor know if you have any questions. Check your Crossmark e-mail the morning before every event to check for updates.

Good luck with your event and thank you for all you do!

Event Instructions

3470031 - EM April MOM Saver

Please refer to the event time that was given by your supervisor.

FEATURED PRODUCT(S)

PRODUCT	UPC CODE	RETAILER CODE	# UNITS TO BUY	SUGGESTED SAMPLE	DISTRIBUTION GOAL	SAMPLES OBTAINED VIA
N/A						

SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE
HUGGIES Little Snugglers/Movers Jumbo Pk. Weekender Shipper (12 ct.)	000-36000-46179 -4	183229
Little Remedies-Little Noses Saline Mist	--	153897
Little Remedies-Little Tummys Gas Gripe Water	For Display/Reporting Only	134364
Little Remedies-Little Tummys Gas Relief Drops	For Display/Reporting Only	37068
Little Remedies-Little Tummys Saline Spray/Drops	--	37067

COUPON(S)	COUPON DESCRIPTION	DISTRIBUTION GOAL
--	Coupon Booklet	200

PRODUCT FEATURES AND BENEFITS/SELLING POINTS

Actively engage consumers as they walk by and convey the following features and benefits for each product.

Product Name	Product Features Benefits / Selling Points
<i>Mom Saver Items</i>	

KIT CONTENTS

- ♦ 1 Paperwork (version noted on manifest)
- ♦ 200 Coupon: Coupon Booklet
- ♦ 1 PromoReport Form
- ♦ 1 Training Manual
- ♦ 1 Table Sign

SHOPPING LIST

Any product listed on the Event Manual, including substitutions, is PRE-APPROVED and does not need to be reported to the Engagement Specialist hotline.

N/A

**If the store does not have the exact supply items marked with an asterisk, you are PRE-APPROVED to purchase a comparable store brand or generic alternative. This does not need to be approved by the Engagement Specialist hotline.*

WHAT TO WEAR

Please comply with PromoWorks approved, standard uniform unless otherwise noted in the Special Instructions in this Manual.

WHAT TO BRING

Bring the following items to your event:

Demo Kit, Demo Table, Easel Cards, Pen, PromoReport Form, Table Cloth, Training Manual, Any Agency Provided Signage, and Waste Basket

Required Appliance:

Table & Tablecloth

Examine appliances to make certain all electrical and extension cords are in good repair and appliance is cleaned and sanitized.

SPECIAL INSTRUCTIONS

A successful event is engaging and educating shoppers through sampling/demonstrating the featured product(s) resulting in the purchase of the product today and in the future.

*****HIGHLIGHTS*****

- *4 hour event - Standard 11am to 3pm (supervisor to advise of schedule change or double shift)
- *Sampling Station must be set up 30 minutes after start time

*****ALERT*****

Event Date and Time posted on Social Media Site and WILL BE audited, it is imperative that you execute on the date specified in your Promoworks portal!

- *If not able to execute event contact your supervisor immediately
- *Always provide Professional Photographs

*****CHECK IN/OUT PROCESS*****

- Check-in with store manager or manager on duty and identify "MOM SAVER EVENT"
- Leave 10 Mom Saver Coupon Booklets at Customer Service
- Leave excess inventory of Mom Saver Coupon Books at customer service once event is complete.

*****SET UP & DISPLAY*****

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SPECIAL INSTRUCTIONS Continued

- Locate Featured Huggies Display, and if located place near sample table
- Set Up event table near Health & Beauty or Near the Baby Products (or in High Traffic Area)
- Ensure that Mom Saver Coupon Books (8-10 booklets) are on your table
- January Mom Saver Booklet has \$21 worth of savings!

THE FOLLOWING ITEMS ARE FEATURED IN THE COUPON/SAVINGS BOOKLET. AN ATTRACTIVE DISPLAY OF THESE ITEMS SHOULD BE SET UP ON YOUR TABLE (PLEASE SEE ATTACHED PHOTO OF SUGGESTED MERCHANDISING):

- 1) One (1) PACKAGE OF HUGGIES® DIAPERS HUGE PACKS (124-172 CT)
- 2) One (1) Package of HUGGIES® (18-172 CT)
- 3) One (1) Package of HUGGIES® Baby Wipes HUGE PACKS (648-792 CT)
- 4) One (1) Package of HUGGIES® (18-172 CT)
- 5) One (1) Package of PULL-UPS® Training Pants (18-74ct), GOODNITES® Disposable Underpants (11-33ct) or GOODNITES® Disposable Bed Mats (9ct)
- 6) One (1) Package PULL-UPS® Training Pants Box (56-74ct)
- 7) One (1) 22 oz. or larger Good Start® Formula
- 8) One (1) Gerber® Puree 2 pks. or Pouches
- 9) Two (2) Gerber® Graduates® Items
- 10) One (1) each of the Little Remedies product as described in your manual
- 11) One (1) of each Windex, Scrubbing Bubbles, Pledge, Shout or Drano items

EVENT INSTRUCTIONS

SAMPLE PREPARATION / EVENT TIPS

You will not be sampling any products, you will only be handing out coupon booklets and talking about the products you have on display.

PLEASE locate the Little Remedies products that are highlighted in your training manual. The Little Remedies GAS Products are merchandised in the Adult Laxative area at Publix, not the baby area. There is an illustration of this with your training manual.

Please create a display on your table of all the items listed in the coupon booklet. Also, please locate the Huggies display that is also highlighted in your training manual. Please pull this to your table. You will be asked to report on these items.

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SAMPLE PREPARATION / EVENT TIPS Continued

You should be answering zero (0) on all questions asking about sampling amounts and units used on your reporting for these items. Please only answer one question about the number of coupons booklets distributed, answer the second question with zero (0).

PRIOR TO EVENT

- Read and understand all the information in this packet.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store **3-Days** before your event and verify with the receiving clerk that the product would be available the day of the event. If you receive a negative response contact your supervisor to possibly reschedule the event.
- If event requires a debit card / gift card purchase, please activate your debit card the day before your event.

EXECUTING THE EVENT

- Check in with the retailer required manager (e.g. Customer Service Manager/Store or Department Manager) describing your event and ask to set up in a high traffic area near your product.
- Verify there is adequate inventory of the product(s) involved in your project and, if applicable, report beginning inventory on your PromoReports Form.

POST EVENT

- ◆ Return display product used on table to the shelf. This is product displayed on your table ONLY, NOT product you have purchased.
- ◆ DO NOT take product purchased for sampling out of the store. Leave any leftover product with the Store Manager or Customer Service.
- ◆ Clean up, breakdown your table and leave your area as you found it.
- ◆ Complete your PromoReport® Form and obtain a store stamp and a manager's signature.

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POST EVENT Continued

- ◆ Destroy any remaining coupons at the end of the day.
- ◆ It is mandatory that you enter your results within 24 hours of the completion of each event using the toll free number on your PromoReport Form or online through the PromoWorks Portal. DO NOT include the product you are purchasing in your inventory count.
- ◆ Retain your PromoReport® Form and receipt(s) for 1 year after reporting event results.
- ◆ If you are third party agent (not working directly for PromoWorks) please follow your agency's instructions on receipts and PromoReport® form.

NOTE:

Please follow standard safety/health procedures when conducting your event. Do not distribute samples to children. Hand the sample to the parent or guardian to give to the child.

ALLERGY WARNING:

We encourage consumers to check the ingredient statement on each package of the product they sample for the most up-to-date information on the ingredients contained in that product. **If your kit contains documents regarding allergy warnings this must be displayed.**

Please recycle your consumer engagement materials when possible.

April Mom Saver #3470031

Hot Sheet



This week we will be focusing on Little Remedies including a \$2.00 off coupon. Please feature all four coupon items on your table. Kindly survey shoppers on trial and awareness.

Please note the Little Remedies are merchandised in the Adult Laxative section of Health & Beauty at Publix.

April Mom Saver - Merchandising Suggestion

HUGGIES

SC Johnson

Gerber

LITTLE REMEDIES

Mom-Saver™



- Set up your table as featured including
Featured Products: Huggies, Gerber & Little Remedies Products - Windex, Pledge, Shout!
- Feature MOM SAVER Signage in front of table
- Feature MOM SAVER Coupon Books (3 books)
- Make sure you are set up in high traffic or near **Baby Aisle** so you can direct customers to the MOM Saver coupon book savings
- Please engage consumers offering savings book.
- Please do not sit down during event
- No cell phone use during event
- No eating, drinking or gum chewing during event
- Always keep your area organized, neat and tidy
- Breakdown the event and return all merchandise back to the designated shelf space
- Do not leave early!



HUGGIES Little Snugglers/Movers Jumbo Pk. Weekender Shipper

000-36000-46179-4 PUBLIX CODE: 183229

CONTAINS: 12 Packages of the following

HUGGIES® Little Snugglers/Little Movers **JUMBO PACKS**

Code	Description	Qty
166107	Little Snugglers Jumbo Sz 2	2
212934	Little Snugglers Jumbo Sz 3	3
166109	Little Movers Jumbo Sz 4	4
166110	Little Movers Jumbo Sz 5	3



Suggested Dates: 2017 Mom Saver Demos