



Brand Building with Orgill

Buying, Marketing & Merchandising

Catherine Vaughn – Brand Building Manager, Canada

Introduction



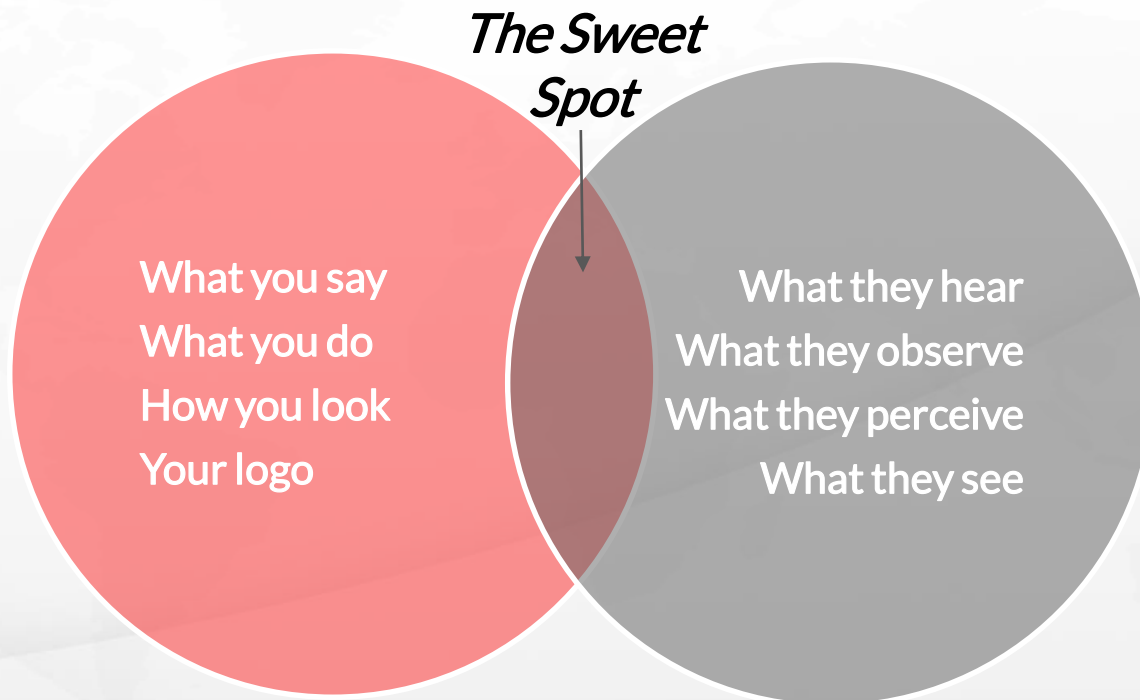
NORTHERN
REFLECTIONS



Understanding the Power of Brand

Brand Identity

- How you present yourself and wish to be perceived



Brand Image

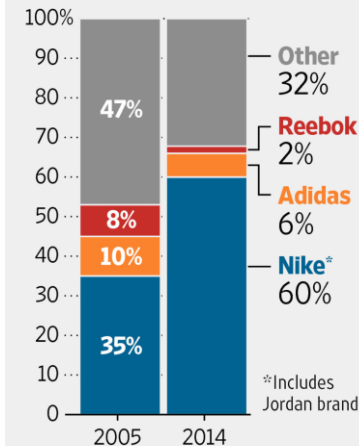
- How you are perceived by your customers

Understanding the Power of Brand



Current Score

Market share of U.S. sneaker retail sales by brand



Source: SportsOneSource
The Wall Street Journal

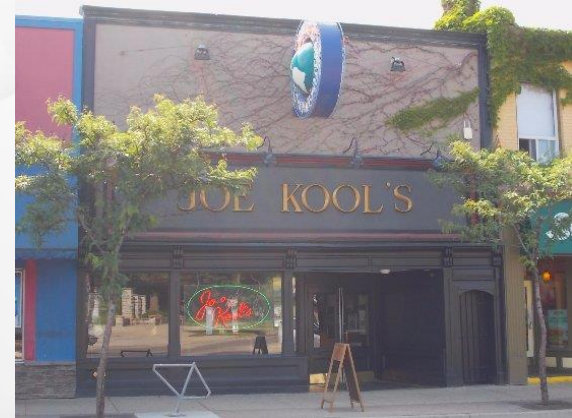
A Warm Welcome

The three places we took Orgill executives once the acquisition was complete:

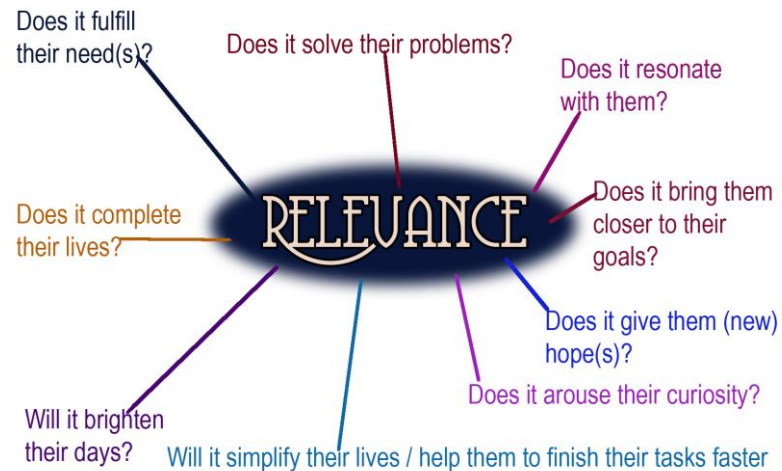
- Cops Build All
- Labatt Brewery
- Joe Kools



London
CANADA



Building a Brand



What is Brand Building?

- Brand Building is part of the retail services package provided for Orgill Dealers
- Focus on retail marketing and promotional merchandising
- Helping Orgill customers efficiently and economically create and produce marketing materials
- Baseline collateral comes from Orgill with option to personalize

Brand Building Guides



Integrated Support: For Effective Buying, Marketing & Merchandising

The Brand Building Guides are an Orgill program designed to assist you with planning and executing your buying, marketing and merchandising for each month.

A new monthly Brand Building guide is published each month for four months ahead of the targeted retail promotion month. This planning cycle enables you to get ahead of the calendar and grow your business.

Choose a month and get to work!

Your Planning Focus For September

1

Current Promotions

Implement your promotions for September and set up your stores.

2

Start Marketing Preparations

Begin planning for marketing opportunities for October, November & December of 2018.

3

Booking Window

You should be buying new for the month of January.

What is Brand Building?



We want our Dealers to be more than vending machines in their marketplaces.



We want them to actively promote and market themselves.

The Cycle of Effective Retailing

Buying

ORGILL
TRAFFIC
DRIVERS

...and DoorBusters
and other buying
programs.

Marketing

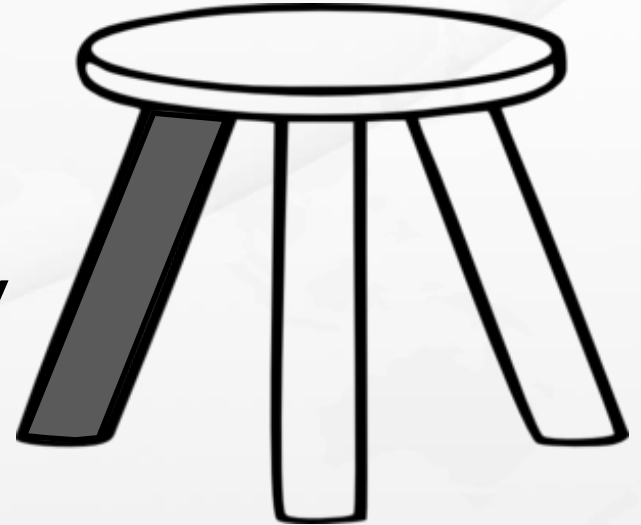


Merchandising



The Cycle of Effective Retailing

- 
1. Buy Smart
 2. Market Effectively
 3. Merchandise Wisely



Orgill Traffic Drivers










Orgill Traffic Drivers

- Teaching dealers how to plan and buy for promotions
- Providing seasonally relevant items at an aggressive price
- Available to all Orgill Dealers

Orgill Traffic Drivers February 2019

Booking Window: October 1 – 31, 2018
Program #372 Release Date: 1/1/2019

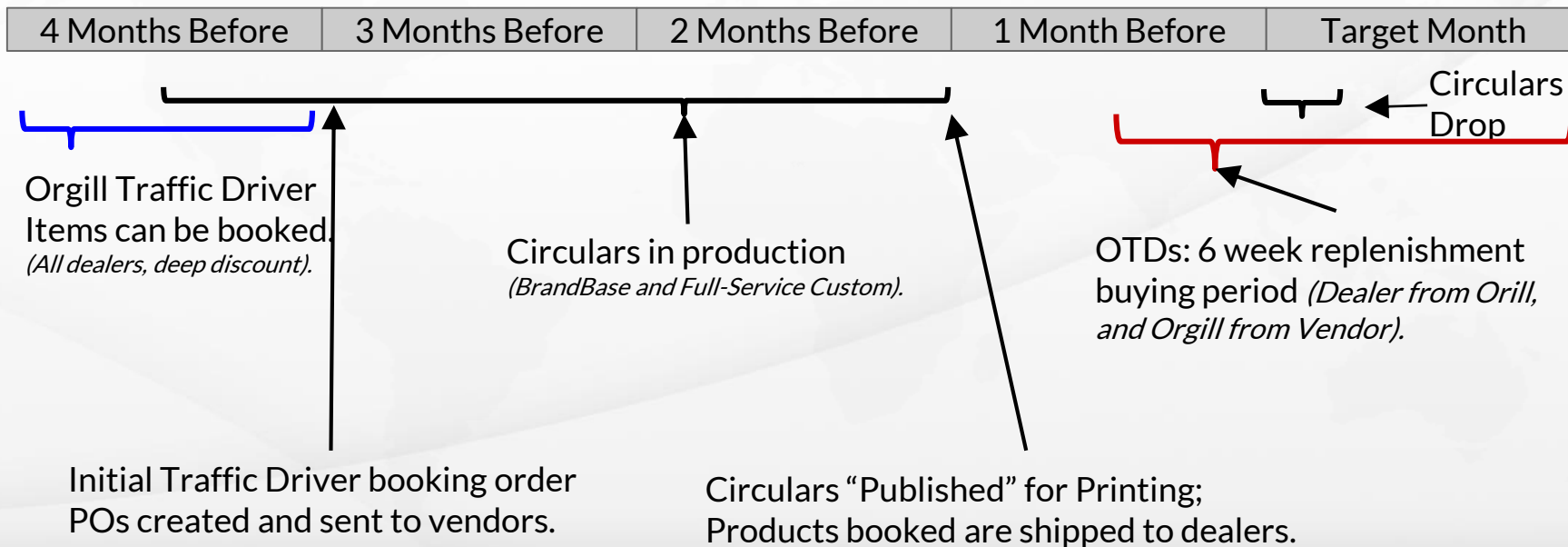


Orgill SKU	Product Image	Description + Model + Vendor	Special Dealer Cost
6818983 Y Shelf Pack: 50		Gunk Hold-Down R715B Tie Down Strap, 15 in L, Compounded Rubber – R715B - RADIATOR SPECIALTY	Promotional Retail \$1.14
AUTOMOTIVE		Item available from Post Falls DC only - Save 20.3% off Regular Cost	\$1.09
5578158 Y Shelf Pack: 6		Powerzone 81214 Medium Duty Booster Cable, 8 AWG, 12 ft – 081214 - POWERZONE	\$8.50
AUTOMOTIVE		Item available from both London DC and Post Falls DC - Save 24.2% off Regular Cost	\$10.99
7227838 Y Shelf Pack: 2		JUMP STARTER LITHIUM 800A – SL1316 - SCHUMACHER	\$99.51
AUTOMOTIVE		Item available from both London DC and Post Falls DC - Save 10.0% off Regular Cost	\$119.99
5770011 Y Shelf Pack: 6		Peterson V828KR-7 Turn and Tail Light Kit, 9 – 16 V, LED, 4-1/4 in Dia 1.67 in H, Plastic – V828KR-7 - PETERSON MFG	\$10.70
AUTOMOTIVE		Item available from both London DC and Post Falls DC - Save 14.2% off Regular Cost	\$13.99
0107949 Y Shelf Pack: 2		ProSource T210101 Heavy Duty Adjustable Jack Stand, 2 ton, 10-17/32 - 16-25/32 in Lifting H, Steel – T210101 - MINTCRAFT	\$18.52
AUTOMOTIVE		Item available from both London DC and Post Falls DC - Save 14.3% off Regular Cost	\$24.99
0124008 Shelf Pack: 1		ProSource T010708 Heavy Duty Bottle Jack, 8 ton, 9-1/16 - 18 in H, Steel – T010708 - MINTCRAFT	\$19.50
AUTOMOTIVE		Item available from both London DC and Post Falls DC - Save 14.3% off Regular Cost	\$24.99
5226483 Shelf Pack: 1		Coastal 303 45600 Premium Hydraulic Oil, 5 gal, Plastic Pail, Light Amber, Liquid – 45600 - WARREN OIL COMPANY, LLC	\$27.58
AUTOMOTIVE		Item available from Post Falls DC only - Save 16.4% off Regular Cost	\$29.99
9848981 Y Shelf Pack: 20		Unger Automotive Squeegee – 985250 - UNGER INDUSTRIAL	\$3.46
AUTOMOTIVE		Item available from both London DC and Post Falls DC - Save 17.8% off Regular Cost	\$4.99
0108399 Shelf Pack: 1		ProSource T210105 Heavy Duty Adjustable Jack Stand, 6 ton, 15-3/4 - 24 in Lifting H, Steel – T210105 - MINTCRAFT	\$38.93
AUTOMOTIVE		Item available from both London DC and Post Falls DC - Save 14.3% off Regular Cost	\$49.99

Orgill Traffic Drivers

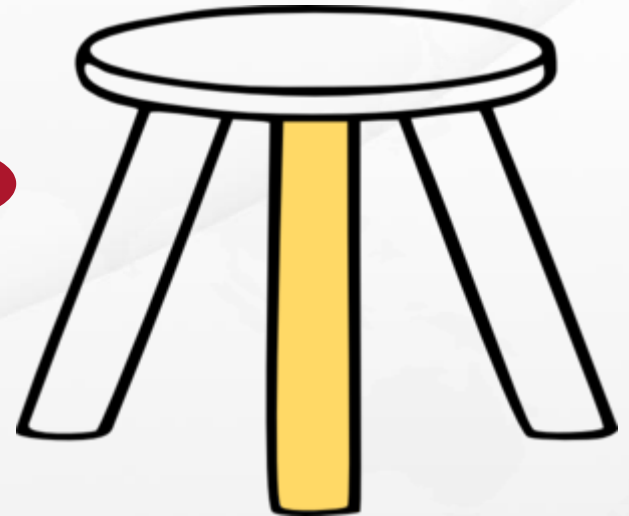
Promo Booking Windows

Replenishment Buying



The Cycle of Effective Retailing

- 
1. Buy Smart
 2. Market Effectively
 3. Merchandise Wisely



Circular Services

1. Full Service Custom
2. DIY Custom

... plus cost-effective printing options, digital publishing options, and more!



Customized Flyers

RED BARS HARDWARE

November Event!

SALES

Save \$80
129⁹⁹
7' Pre-Lit Noble Fir Tree
600 clear lights, 1100 Spa, 2000's real snow

Save \$20
49⁹⁹
6-Qt. Slow Cooker
Cable Guard. Secured by single locking clip.
Clockwise only. 2006172 Was 69.99

Save \$8
34⁹⁹
Easy Wring Spin Mop & Bucket System
Built-in wringer. Spinners guard to avoid any water splashes. Machine washable tread.
7546210 Was 42.99

Save 70¢
42⁹⁹
3.78-L. Rain-X® Windshield Washer Fluid
Specially formulated cleaning agents for a streak-free shine.
7546210 Was 4.99

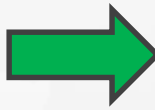
Save \$50
69⁹⁹
Big Red Wagon
With wood panel. Set with 2006173. 69.99 Was 119.99

Save \$20
29⁹⁹
48" LED Pre-Lit Deer Wire Frame. Was 49.99
Doe 2051169 Buck 0922020

More Great Deals Inside

www.redbarshardware.com

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next HOME and garden

November Event!

SALES

Save \$80
139⁹⁹
7' Pre-Lit Noble Fir Tree
500 clear lights, 1100 Spa, 0523415 Was \$219.99

Save \$10
59⁹⁹
6-Qt. Slow Cooker
Cable Guard. Secured by single locking clip. Clockwise only.
7025073 Was \$69.99

Save \$5
34⁹⁹
Easy Wring Spin Mop & Bucket System
Built-in wringer. Splash guard to avoid any water splashes. Machine washable tread.
0648049 Was \$39.99

Save 70¢
42⁹⁹
3.78-L. Rain-X® Windshield Washer Fluid
Specially formulated cleaning agents for a streak-free shine.
7546210 Was 4.99

Save \$5
34⁹⁹
Easy Wring Spin Mop & Bucket System
Built-in wringer. Splash guard to avoid any water splashes. Machine washable tread.
0648049 Was \$39.99

Save \$5 off
Lego purchases of \$50 or more

Save \$20 off
Lego purchases of \$100 or more

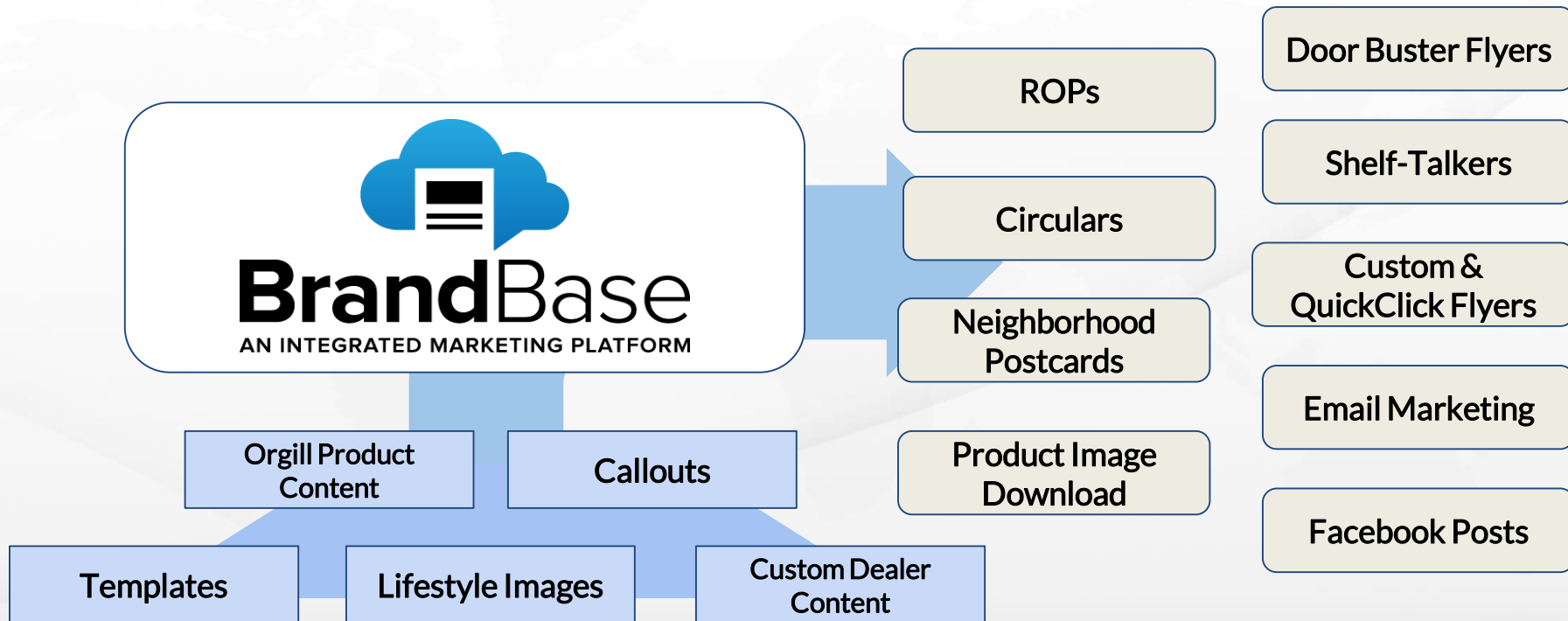
SALE! SALE! SAVE ON LEGO!

LEGO

More Great Deals Inside

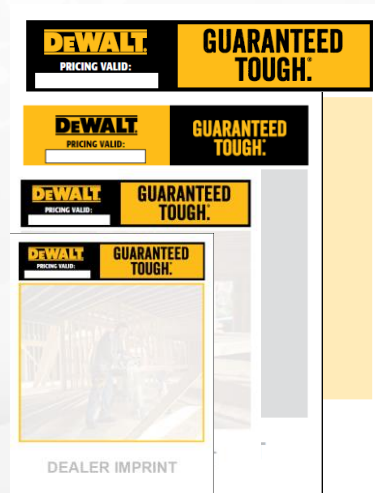
Sale period November 3 - 17, 2018

BrandBase Software



QuickClick Flyers in BrandBase

- Utilizing manufacturer and/or brand generated content
- Helps dealers create attractive and professional looking marketing pieces
- Can be distributed via print, digitally or used in store



In-Store Events

- Event ideas posted every month
- Drive traffic, engage, and have fun with consumers
- Utilize Integrated Marketing Fundamentals
- Enhance the in-store experience



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FEBRUARY EVENTS

BUILD YOUR BRAND WITH GREAT EVENTS

Overview

Events are a great way to showcase products and services, build excitement, and promote more customer interaction. They are also an excellent way to get new customers into your store.

From full-blown "Grand Opening" type events to workshops to simple table-top presentations, events are what you make of them. With proper promotion through a variety of channels to reach a broad audience, even the smallest table-top event can drive foot traffic and boost sales if done well.

Finally, remember that if you are giving out valuable, truthful information and helping your customers, even if you don't make a sale today, the goodwill developed during their visit will benefit your store in the future. The human connections made through face-to-face conversations intensify the customer experience and build brand loyalty like few other marketing tactics can. Never underestimate the power of sincerely caring about your customers.

Here are some February event ideas...

Event Concept #2: "Big Game" Product Promo and In-store Game

Everyone loves a game, especially one as high profile as the Super Bowl™. Appeal to their team spirit by creating a stackout or display of any items related to football or tailgating--BBQs, charcoal, BBQ accessories, chair pads, team/NFL merchandise, ice chests, etc. Then tap into their inner competitor by creating an in-store game that pits two teams against each other.

In-store game:

Pile two equal stacks of charcoal. Label each stack with the name of a competing team (adding team colors, banners, and other attention-grabbers is highly recommended). Have a sign in the middle of the two stacks telling customers to "vote" for their favorite team/who is going to win by taking from the appropriate stack for purchase. It may surprise you how competitive people can get with a game like this, even when they have no real stake in it!

You can sweeten the deal by offering a free giveaway with purchase, or even a raffle entry for a chance to win a prize.

NOTE: Charcoal or other fast-moving, consumable product is best for this type of game. Also great for soil or mulch sales.

Best Practices: Don't Forget the Kids

Generally speaking, hardware stores and home centers aren't high on the list of places kids want to be. But if there is something in it for them, a little tasty treat or distraction of some kind, the whole experience can be more enjoyable for everyone involved--giving mom and dad a chance to shop. This is especially true during larger events and big sales that attract a lot of traffic.

Taking into account the size of your event and the amount of traffic you expect, consider the following options for your next event.

Suggested Facebook Posts

- We source the content, the dealer posts on their page
- Vendor specific or seasonally relevant posts
- Follows Social Media Content Fundamentals

FEBRUARY FACEBOOK

EFFECTIVE SOCIAL MEDIA MARKETING

Suggestions

Begin showing some creative ideas on spring landscaping and DIY projects. This will help your customer begin thinking about what they need and what they can start with now, such as seedling growth. Also, take advantage of Super Bowl hype and plan events or provide value add posts to make parties successful.

Step It Up With Video

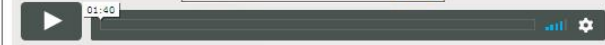
Video has been gaining in popularity on social media. In fact, video shares on Facebook nearly doubled from 2014 to 2015. This is due in part to Facebook updates making it easier than ever to post and share videos. Here are a few tips to help you get the most out of your Facebook video usage:

1. A lot of browsers automatically mute the sound on videos, so it's a good idea to use subtitles on your posted videos whenever possible.
2. Vendors like Traeger and DeWalt usually have video assets you can use. These videos are free to you and make for good, easy content for your social media pages.
3. According to Social Media Today, videos on Facebook Live are watched up to three times more than prerecorded videos. So use live video streaming if you can.

Dealers to Learn from:

See what other Orgill dealers are posting. Watching their Facebook pages can give you insight on how to

Post #1



Post Ideas:

Monthly Learning Opportunities

- Monthly Webinars



- Clinics, Workshops and Lunch & Learns at Dealer Market

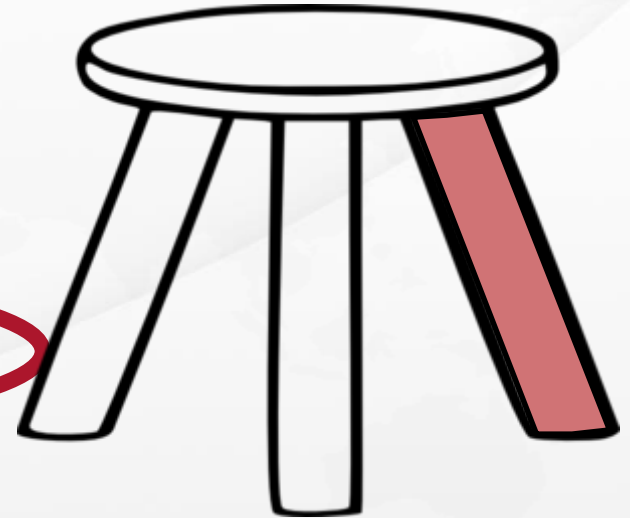


- POST – Peers of Orgill Strategizing Together



The Cycle of Effective Retailing

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1. Buy Smart
 2. Market Effectively
 3. Merchandise Wisely



Promotional Endcap & Stack-Out Program

How does it work?

- Dealers sign-up for the FREE service
- Endcap flyers and order forms are sent monthly to all dealers on the program
- Posted as part of the monthly Brand Building Guides



PROMOTIONAL ENDCAPS
DRIVE YOUR IN-STORE SALES

Here's How The Service Works:

Sign-up: To be able to use the sign-up service, dealers are required to provide their name, address, phone number, and email address. As part of the process, you will also be asked to provide a copy of your current business license.

Final review: Once all the information has been received, we will review it and contact you if we need any additional information. Once we are satisfied, we will send you a confirmation email and you will be able to use the service.

How much should I expect to pay?

There is no charge for the service. We will provide you with a monthly flyer and order form. The flyer will be sent to you via email and you will be able to print it out. The order form will be sent to you via email and you will be able to print it out.

Getting the endcap:

Once you have received your flyer and order form, you will be able to place your order. We will then ship the endcap to you. The endcap will be delivered to you within 10 business days of your order.

What to do when you receive it:

Once you receive your endcap, you should place it in a prominent location in your store. We recommend placing it near the entrance of your store. This will ensure that it is easily visible to your customers.

Call to Sign Up Today!

See the sign up form on the right or contact us at 1-800-368-3688. We will be happy to help you get started with the program today!

Endcap #03: Landscaping

Endcap #02: Garden Hoses

Endcap #01: Worx® Chainsaw

Target Month: June 2017

A promotion is a handy tool to use for many projects. The "Promotional Rate" is a special price for the duration of the promotion. It is not available for the entire year. The promotion is available for a limited time only. The promotion is available for a limited time only. The promotion is available for a limited time only.

Key & Components: All items featured on this endcap are Orgill Traffic Drivers. Items are to be displayed in a prominent location in your store. The promotion is available for a limited time only. The promotion is available for a limited time only. The promotion is available for a limited time only.

Order Margin:

- Star Endcap Cost: \$25.00
- Star Margin: \$15.00
- Star Margin: 60%

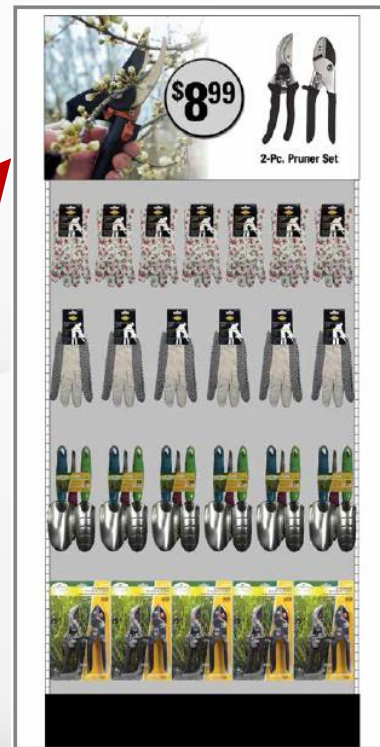
Shown below, the "Promotional/Endcap Rate" shows the promotional price of the quantity of products. It should appear in your price and invoice.

Qty	Item Description	Original Price	End Cap Price	Amount Saved	End Cap %
10	10 Star Endcap Cost	\$250.00	\$125.00	\$125.00	50%
10	10 Star Margin	\$150.00	\$75.00	\$75.00	50%
10	10 Star Margin	\$150.00	\$75.00	\$75.00	50%

*Orgill Traffic Driver

Promotional Endcap & Stack-Out Program

- Each month Orgill Dealers pick from Brand Building endcaps built using Orgill Traffic Drivers.
- They purchase product and we send them endcap header signs at NO ADDITIONAL CHARGE.



Promotional Endcap & Stack-Out Program

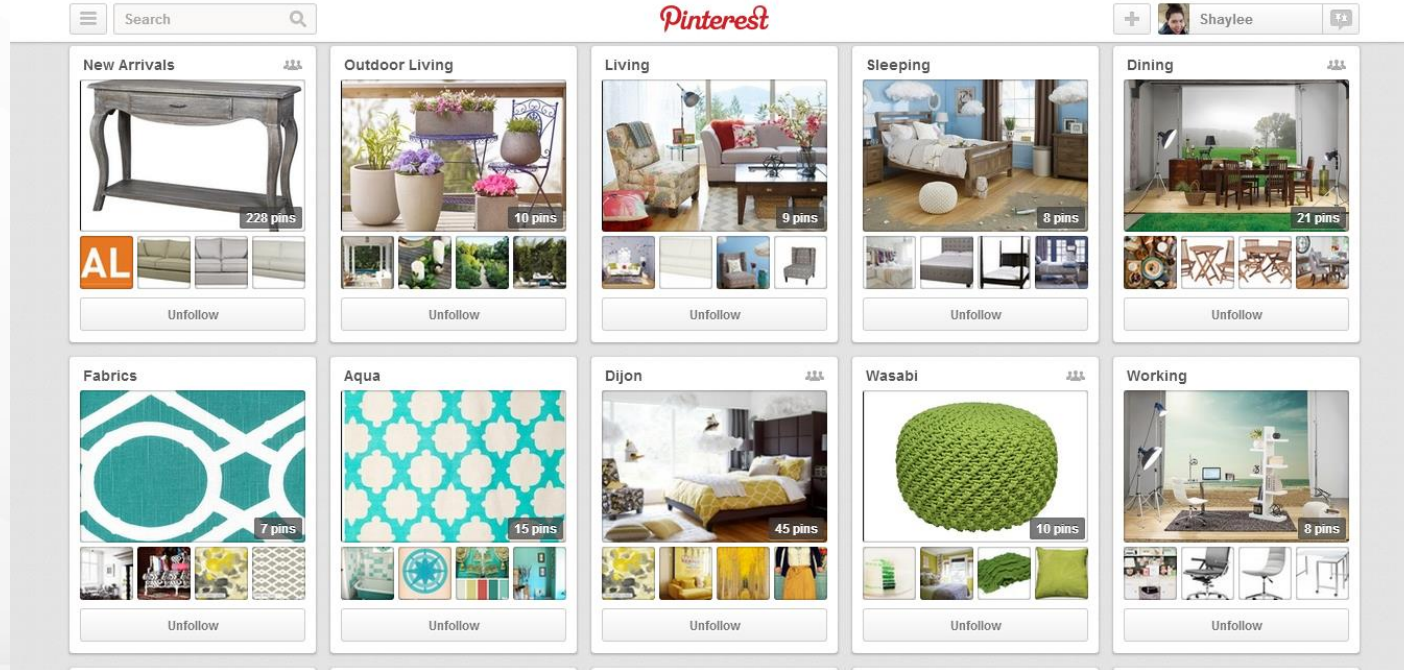
- Signage is free with the order of any Brand Building promotional endcap
- Each Sign includes Image and Promo Retail Price



- Stack-outs aid with promoting bulky items
- Each month customers can pick from Brand Building Stack-Outs built from Orgill Traffic Drivers.



From Theory to Practice



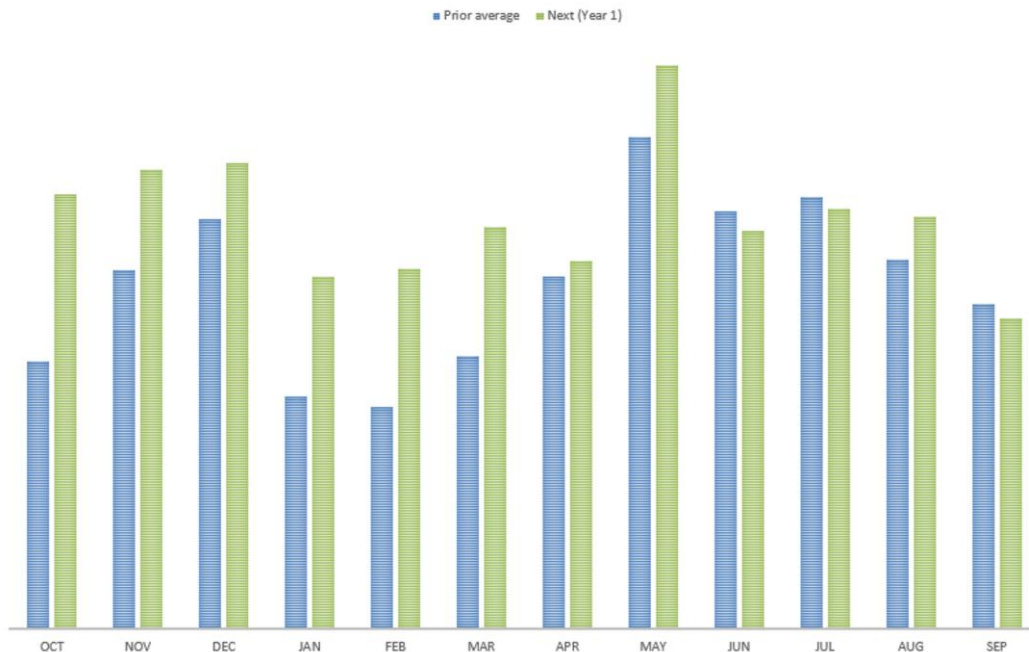
Brand Building Case Study

>next
HOME
and garden

- 5000 sq.ft hardware store
- One location in Fort Macleod, AB



ONE YEAR IN COMPARISON



Brand Building Case Study



- Three locations in Eastern Ontario - Peterborough, Lindsay and Quinte West
- Dominant in Building Supplies
- Looking to attract more walk-in/retail customers



In Conclusion





Thank You!