



Holiday In-Store Programming

Strategy

Strategy: Kickstart the holiday season by leveraging client x's flagship store in downtown New York City. In doing this, we will install window displays, promote sales at discounted prices, plus enter-to-win sweepstakes, and add complimentary giveaways and gift wrapping to elevate the experience.

Goals: Increase brand awareness, capture consumer data for future outreach, boost customer relations and loyalty, and increase sales compared to last year.

Target Audience:

- **Deal seekers:** Consumers who are on the lookout for discounts and special offers during Black Friday Weekend. Launch time-sensitive promotions, offer exclusive discounts, and create a sense of urgency to entice them.
- **Tech enthusiasts:** Highlight the latest key products and tech-related gift ideas. Use show-stopping visuals to grab their attention through holiday inspired window displays.
- **Gift givers:** Cater to those who enjoy the act of gift-giving by providing gift ideas and personalised gift-wrapping services throughout the holiday season.

Approach

Holiday Window Display

Install Date: Nov 23

Uninstall Date: Mid-February

Approach: Ideate, design, fabricate, and install two feature windows with holiday-inspired display. The display highlighted headphones and added a show-stopping sparkle with four (4) custom-made disco ball snowmen decked out in orange holiday gear.

Black Friday Weekend

Activation Date(s): Nov 25 - Nov 27

Approach: Spread holiday cheer during Black Friday Weekend with complimentary custom cookies in the shape of Client x's products by iconic Funny Face Bakery with their purchase. Additional elements include a larger-than-life holiday-themed balloon arch, live in-store DJ performances, complimentary coffee and hot chocolate with branded hot beverage sleeves by local NYC Love Coffee Truck, and an enter-to-win sweepstakes. Attention-grabbing in-store signage was printed and displayed that highlighted products and holiday promotions.

Giving Tree & Gift Wrapping

Activation Date(s): Nov 25 - Dec 23

Approach: Hire energetic in-market staff for five (5) weeks to engage shoppers and share some holiday spirit with a gift-with-purchase promotion and complimentary gift wrapping. Customers were gifted with branded hospitality gift bags that included bottled water, hand sanitizer, and lip balm to prepare them for their long day of shopping in the cold.

Management & Collaboration

Client Services

- Act as the lead contact for clients, partner vendors, and ongoing project management
- Develop activation plans to build client relations, brand awareness and consumer engagement
- Lead bi-weekly status calls and manage day-to-day communication with the client
- Create and maintain internal and external working decks and spreadsheets
- Draft budgets and timelines for internal team alignment and submit to the client for final approval
- Staffing all programs and drafting necessary contracts for independent contractors/vendors
- Monitor program expenses carefully to ensure the program falls within budget and at target profit
- Track incremental costs that fall outside of the scope and receive client approval on added expenses
- Produce the run of show for activation day(s)
- Provide client and agency recaps

Production

- Provide the production team with client-approved assets that require sourcing and/or fabrication
- Secure any necessary permits with the city for outdoor elements
- Assist in creating and maintaining the pack list

Creative

- Provide creative direction and client feedback/approval on creative signage and window display renders
- Assist in creating and maintaining the print list and sending files to print vendors

Finance

- Open program codes
- Coordinate payments for vendors and supplemental personnel based on contract terms
- Work with the finance team to invoice the program
- Update invoicing tracker with incoming PO's and invoices

Budget

Window Install

Production Personnel

- Two (2) production personnel for one (1) night to install the display includes, lodging and food stipend

Supplemental Personnel

- One (1) overnight security guard for one (1) night

Production Fabrication

- Warehouse fabrication hours
- Materials (disco balls, scarf, beanie, faux snow & hardware)

Shipping & Handling Fees

Creative Fee

- Hours dedicated to two (2) rounds of creative and one (1) final render

Management Fee

** assumes vehicle cost is included in the BFW budget.*

Total

\$x,xxx

Black Friday Weekend

Production Personnel

- Two (2) production personnel for four (4) days includes, lodging and food stipend

Supplemental Personnel

- One (1) DJ, one (1) Lead BA, four (4) BAs for three (3) days

Vehicles

- One (1) vehicle for six (6) days

Production/Fabrication

- Coffee truck vendor
- Balloon arch
- Custom cookies
- Branded cups and napkins
- Signage
- AV equipment rental

Uniforms

Shipping & Handling Fees

Permits

- Permit for outdoor activation elements

Creative Fee

- Hours dedicated to two (2) rounds of creative

Management Fee

Total

\$xx,xxx

Giving Tree & Gift Wrapping

Supplemental Personnel

- One (1) gift wrapper for five (5) weeks

Production/Fabrication

- Giving Tree maintenance
- Branded gift bags
- Wrapping paper and tissue paper
- Misc. supplies (scissors, tape)
- Gift wrapping station

Premiums

- Branded bottled water
- Chapstick
- Hand sanitizer

Shipping & Handling Fees

Management Fee

** assumes vehicle cost is included in the BFW budget.*

Total

\$x,xxx

Holiday Program

Total \$xxx,xxx

Timeline / Work Plan

Week of Oct 3	Roles	Program	Due Date	Status
Deliver cost estimate for approval	Operations	Holiday Window Display Black Friday Weekend	Mon 10/3	Complete
Client to provide cost estimate approval	Client x		Wed 10//5	Complete
Week of Oct 10				
Deliver Rd. 1 creative	Creative	Holiday Window Display	Mon 10/10	Complete
Feedback due on Rd. 1 creative	Client x	Holiday Window Display	Fri 10/14	Complete
Week of Oct 17				
Deliver Rd. 1 signage creative	Creative	Black Friday Weekend	Thur 10/20	Complete
Deliver Rd. 2 creative		Holiday Window Display		Complete
Week of Oct 24				
Feedback due on Rd. 2 creative	Client x	Black Friday Weekend	Wed 10/26	Pending
Feedback due on Rd. 2 signage creative		Holiday Window Display		
Week of Oct 31				
Deliver final render for approval	Creative	Holiday Window Display	Tue 11/1	
Client to provide final window approval	Client x	Holiday Window Display	Fri 11/4	
Week of Nov 7				
Fabrication begins	Production	Holiday Window Display	Mon 11/7	
Deliver final creative	Creative	Black Friday Weekend	Tue 11/8	
Client to provide final signage approval	Client x	Black Friday Weekend	Fri 11/11	
Week of Nov 14				
Send final signage creative to print	Operations	Black Friday Weekend	Mon 11/14	
Week of Nov 21				
Install Holiday Window Display	Production	Holiday Window Display	Wed 11/23	
Black Friday Weekend Activation	Production/Operations	Black Friday Weekend	Fri 11/25	
Giving Tree & Gift Wrapping	Supplemental Personnel	Giving Tree & Gift Wrapping		
Week of Nov 28				
Deliver client recap & complete internal case study	Operations	Black Friday Weekend	w/o 11/28	
Week of Dec 5				
Complete budget reconciliation	Operations	Holiday Window Display Black Friday Weekend	Thur 12/8	
Submit final invoice	Finance		Fri 12/9	
Week of Jan 2				
Complete budget reconciliation	Operations	Giving Tree & Gift Wrapping	w/o 1/2	
Submit final invoice	Finance			

Run Of Show

Date	Start Time	End Time	Location	Activity	Contact(s)
Wed 11/23	1:00 PM	6:00 PM		Depart warehouse	Production & Operations
	6:00 PM	--		Load-in assets	
	7:00 PM	12:00 AM 11:00 AM		Begin window installation & prep gift bags Overnight security arrives at store	
					Security Company
Fri 11/25	8:00 AM	--		Pick up custom cookies	Operations
	9:00 AM	--		Arrive at store	Production & Operations
	10:00 AM	--		Balloon arch installation Coffee truck arrives	Balloon Vendor & Coffee Vendor
	11:00 AM	7:00 PM		Supplemental Personnel arrive	Lead BA, BAs & DJ
		--		Store opens Activation starts	--
		--		Activation ends	--
	7:00 PM	7:30 PM 8:00 PM		Balloon arch removal Coffee truck departs Reset activation	Balloon Vendor & Coffee Vendor All Staff
Sat 11/26	9:00 AM	--		Arrive at store	Production & Operations
		--		Balloon arch installation Coffee truck arrives	Balloon Vendor & Coffee Vendor
	10:00 AM	--		Supplemental Personnel arrive	Lead BA, BAs & DJ
	11:00 AM	7:00 PM		Store opens Activation starts	--
		--		Activation ends	--
	7:00 PM	7:30 PM 8:00 PM		Balloon arch removal Coffee truck departs Reset activation	Balloon Vendor & Coffee Vendor All Staff
Sun 11/27	10:00 AM	--		Arrive at store	Production & Operations
	10:00 AM	--		Balloon arch installation Coffee truck arrives	Balloon Vendor & Coffee Vendor
	11:00 AM	--		Supplemental Personnel arrive	Lead BA, BAs & DJ
	12:00 PM	7:00 PM		Store opens Activation starts	--
		--		Activation ends	--
	7:00 PM	7:30 PM 8:30 PM		Balloon arch removal Coffee truck departs Load-out assets & reset store	Balloon Vendor & Coffee Vendor All Staff

Results

Beverage
Distribution

463

Black Friday
Weekend
Data Capture

542

Consumer
Interactions

700

New Customers

33

Sales Increase

+ 5%

**Compared to last year*