



# Marketing & Advertising Merchandising

Product & Service Solutions  
to optimize your business



# Marketing & Advertising

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# Marketing & Advertising

## CATEGORY OVERVIEW

**Our Goal:** Develop programs that help cut costs and increase your business efficiencies in your Marketing, Advertising, and Merchandising programs. Through our strategic sourcing process, we evaluate all available alternatives to customize a program for you while driving the greatest savings for our members and customers in the following areas:

### MEDIA MANAGEMENT



- Broadcast - TV/Cable, Radio Management
- Digital & OOH (Out-of-Home) Management
- Circular Distribution Management
- Circular Distribution Audit
- Digital Coupons

### PRINT MANAGEMENT



- Circular Print
- Circular Paper Brokerage
- Weekly Signs & Labels

### IN-STORE EXPERIENCE



- In-Store Music
- In-Store Demonstrations
- Mystery Shopping

### MARKETING TECHNOLOGY



- Email Marketing Services
- Marketing Management Software

### MERCHANDISING



- Gift Card & Loyalty Card Printing



# Marketing & Advertising

## MEDIA MANAGEMENT

# Broadcast Media Placement and Management

## Overview

The Topco Media Management Program offers high-level media services and data driven strategy at a lower cost for our retailers.

Our media strategy is highly customized for each store location, using data analytics to correctly identify your target customer and deliver your TV, cable, and radio ads at a lower cost per point.

Our goal is to grow your business by amplifying every media dollar, resulting in improved media buying, optimized media placement, and a lower cost for a greater share of voice.



## Benefits

Improve your media buy and gain increased value ... the program offers these benefits:

- **Highly customized media strategy based on your goals**
- **Optimized media placement**
- **Lower cost for greater share of voice**
- **Re-investible funds**
- **Management fee never exceeds your savings**
- **Performance savings tracker**

## How the program works ... we will:

- **Conduct a savings assessment using your current media invoices**
- **Optimize your share of voice across your media outlets**
- **Purchase media significantly below industry cost standards**
- **Guarantee savings on your current media spend**
- **Use your re-investible funds to invest more strategically**

## Learn More

Contact Rachel Vidoni, Media Coordinator: 781-926-6068 | [rvidoni@topco.com](mailto:rvidoni@topco.com)





# Marketing & Advertising

## MEDIA MANAGEMENT

## Digital & Out-Of-Home (OOH) Media Management

Retailers now have access to a highly customized and targeted digital marketing agency, as well as placing Out-of-Home marketing collateral for brand campaigns. While we highly suggest these services go hand-in-hand with our Broadcast Media Services to provide a unified media strategy, we offer these services as stand alone as well.



### Digital

As digital marketing continues to gain a larger share of marketing budgets, our digital agencies provide our retailers with access to high level digital strategy while implementing industry best practices. We can increase the share-of-voice and effectiveness of a client's campaign by utilizing highly targeted digital strategies to reach customers on a 1:1 basis. Our digital agency, Topco Media Management, uses mapping software, third party data, and client data and goals to finely target your desired audience and create a media plan to reach that audience online and on mobile devices. Topco Media Management closely monitors each platform's performance, tweaking and changing placements and creative delivery to achieve the highest views and click-through-rates possible.

### Out-of-Home

We also assist our retailers in optimizing and placing out-of-home marketing collateral to enhance and amplify the overall effectiveness of each campaign. Working from the media plan, we determine what type of out-of-home marketing will deliver the desired GRPs for brand campaigns and top-of-mind awareness to reach customers outside the home, including billboards, signage, gas pumps, vehicle wraps, etc.

### Learn More

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## Marketing &amp; Advertising

## MEDIA MANAGEMENT

## Digital Coupons, Customer Engagement

The Marketing team is pleased to introduce **ibotta**, an industry leader in mobile technology. Ibotta makes it easy for your shoppers to find coupons and earn cash back on purchases using a smartphone app. Visit [ibotta.com](http://ibotta.com).

## Overview

Ibotta has partnered with leading brands to offer digital coupons on grocery and other items found in your store. **Grocers who integrate with the Ibotta app have seen large increases in foot traffic and more items sold per visit:** an average 28% increase in trips per month, and 25% increase in products sold among Ibotta users. Ibotta was launched in 2010, and today is the third most-used shopping app with 22M downloads.

## How does it work?

Ibotta uses **seamless flow** to give your customers cash back. Users link their phone number or loyalty card to the app, search Ibotta for new offers, go shopping using their smart phone, and get cash back deposited onto their Ibotta account — getting rebates much faster. When you integrate with Ibotta, customers will see your offers on the app.



## Why join Ibotta?

- **INCREASED FOOT TRAFFIC** (28% average)
- **INCREASED ITEMS PURCHASED PER VISIT** (25% average)

Join Ibotta and transition to **seamless flow** by December 31 to get these new benefits:

- \$437,000 value: free marketing and trip-driving campaigns
- \$137,000 value: in-app and out-of-app marketing program
- \$150,000 value: one time fee-free store-wide category specific campaign
- \$5 referral for each new user signed up using the Topco referral code
- A customized live dashboard with reporting broken down by demographic (age, gender, zip, etc.):
  - Sales performance in-store
  - # customer trips
  - \$ customer spend
  - # loyalty card links
  - # rebates redeemed and cash back earned

## Learn More

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# Marketing & Advertising

## MEDIA MANAGEMENT

### Circular Distribution Audits

Uncover waste, inaccuracies, and unauthorized distribution while saving 5% to 12% over your current costs *depending upon your program*. Topco Indirect Marketing & Advertising team is pleased to offer circular distribution audit services with our preferred supplier, Universal Analytics. Topco Media Management specializes in circular distribution audits which are unique to the print management industry.



#### Overview

Daily newspapers are experiencing double-digit annual circulation declines, and retailers are continuously over billed for their newspaper inserts as a result. Topco Media Management has a proven track record of identifying circulation discrepancies in newspaper insert programs.

The process begins upon receipt of your customers' zip codes and zones that are covered in the insert program, along with quantities ordered by newspaper. An initial "Quick Launch" assessment is conducted to reveal the savings opportunity. Once approval for a full audit is given, Topco Media Management begins a comprehensive circulation audit to uncover waste, inaccurate circulation figures, and unauthorized distribution.

#### Benefits

Participants in the program have gained maximum efficiencies (one circular per each household), and saved up to 12% by cutting printing and distribution costs.

- **Initial assessment to validate the opportunity**
- **Pay-for-Performance terms with Topco Media Management ... *no wasted costs***
- **Audit fees are contingency based on a percent of the savings**
- **See immediate net savings month after month**

#### Learn More

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# Marketing & Advertising

## MEDIA MANAGEMENT

## Circular Distribution Management

Managing circular print distribution is a time-consuming process. Managing it *efficiently* can simply take more hours than your business can dedicate to the task. Our media partner, Universal Media Inc. can take this burden off your plate allowing you more time to commit to other mission critical marketing tasks.



### Overview

With our Circular Print Management, we handle all communication and interactions with the newspapers. We investigate saturation percentages by zip code and make suggestions to increase or decrease distribution for correct market coverage. We continuously monitor and adjust insertion orders with each publication to ensure our client is getting the desired coverage. We also test new ideas or distribution methods in small markets to see which method or day of delivery is most effective and adjust accordingly. We audit each invoice from the newspapers to ensure our client is only paying for the number of circulars we placed at the correctly negotiated rate. We work with each newspaper to correct/credit any discrepancies we find.

### Benefits

Participants in the program have not only seen an average of 10% savings on their circular distribution program costs, they've also gained data driven efficiencies for desired market saturation.

- **Handle all insertion orders**
- **Manage and reconcile all invoices**
- **Optimize distribution by zip code**
- **Yearly audits of newspaper distribution numbers included with this program**

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# Marketing & Advertising

## PRINT MANAGEMENT

### Circular Print

By closely managing each cost component of a retailer's circular print program, we can achieve long-term savings for your advertising budget! The Topco Indirect Marketing & Advertising team is pleased to present this opportunity for complete management of your circular print program.

#### Benefits...an average of 17% Savings

Suppliers have responded to our large bid packages with savings and quality improvements. **The program has generated \$60 million in re-investable funds to date.** Participants have averaged 17% savings and similar results when the program was repeated.

#### Phases of Circular Print Management

1. CIRCULAR PRINT PROGRAM ANALYSIS
  - Review of specifications for each participant
  - Configuration adjustments
  - Monitoring of market conditions
2. RATE NEGOTIATION ON FOLLOWING BID COMPONENTS
  - Pre-press
  - Paper management
  - Freight management
  - Ink, energy, and manufacturing
  - Make-ready and other additional costs
3. ONGOING SUPPLIER MANAGEMENT
  - Supplier pricing management
  - Monitoring of supplier financials
  - Performance monitoring
4. VALUE ADDED SERVICES
  - Contract management
  - Invoice audits
  - Quarterly calls



#### Learn More

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# Marketing & Advertising

## PRINT MANAGEMENT

### Circular Paper Brokerage

The Topco Indirect Marketing & Advertising team is pleased to present this opportunity to join the Circular Paper Program and take control of your paper costs through purchasing leverage in the paper market.



#### Overview

We work with a variety of paper suppliers to ensure we are providing you the type, quality, and quantity of paper you desire at the lowest possible cost. Purchasing paper through our program enables you to save money throughout your entire print program.

#### Benefits

When you allow us to negotiate better pricing with our paper suppliers on your behalf, we can bring savings to your department in a tight paper and credit market. Additional benefits include:

- **Large purchasing leverage**
- **Direct communication with the printer regarding all orders and inventory**
- **Ordering, tracking, and reconciliation with mills and printers**
- **Inventory tracking and management**
- **Ability to monitor over/under consumption of paper**
- **Tracking of actual usage by printer**
- **Disposal of excess paper**
- **Consolidated simple billing with flexible payment terms when applicable**
- **Ability to stabilize prices, such that price increases are delayed as long as possible and price reductions are passed along as soon as they occur**

#### Learn More

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# Marketing & Advertising

## PRINT MANAGEMENT

## Weekly Item Signs and Labels

Weekly in-store signage creates customer excitement and lifts sales. The Topco Indirect Marketing & Advertising team is pleased to offer this opportunity to cut time and costs on this in-store advertising program. Participants have saved up to 18% on signs, labels, and services.



### Overview

Our Weekly Signs and Labels (or shelf-edge) program encompasses the full spectrum from completely outsourced service bureau printing to stock for your own in-store printing. Depending on your particular needs, we work with suppliers who can provide a variety of options, including traditional sheets, pre-burst tags, and shelf strips which can be printed on a variety of substrates. Additional services may include planogram sorting, nutrition programs, and software.

### Benefits

Institute control of your weekly signs and labels program to negotiate better pricing with suppliers. When you participate in this initiative, you'll gain these benefits:

- **Gain from our large purchasing power and leverage**
- **Explore new products and advancements in technology**
- **Obtain pricing on alternative specifications, if desired**
- **Stabilize prices, such that price increases are delayed as long as possible**
- **Benefit from 3rd party contract monitoring for vetting price increases and decreases**

### Learn More

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## Marketing & Advertising

### IN-STORE MARKETING EXPERIENCE

## In-Store Music

The Topco Indirect Marketing / Advertising team is pleased to present this opportunity to join the In-store Music program with our Topco preferred supplier, Voxpop.



### Overview

Across North America, Voxpop reaches over 40 million supermarket shoppers both in the U.S. and Mexico. Along with a shopper-friendly balance of music and ads, Voxpop offers unique opportunities to our members that include a revenue sharing and buy rate option. With these two opportunities, you have the ability to offset monthly costs and even make money each month.

### Benefits

Enhance your shoppers experience with music that creates an up-beat environment while being informative about weekly and monthly promotions. Gain the following program benefits:

- **Increase revenue potential**
- **Complete content customization**
- **Improve shopper's awareness about promotions throughout the store**
- **Enhance the shopper's experience**

## In-Store Demos

In-store demos can be an asset to your company by increasing sales, driving traffic into your stores, and enhancing the customer's experience. With enhancing technologies, you can receive real time data on an array of metrics. By conducting in-store demos, brand awareness is created on both private and national brands along with increasing shopper loyalty.



### Learn More

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# Marketing & Advertising

## IN-STORE MARKETING EXPERIENCE

### Mystery Shopping

The Topco Indirect Marketing & Advertising team is pleased to present this opportunity to join the Mystery Shopping program with our Topco preferred supplier, AboutFace.



#### Overview

AboutFace works with you to create a program completely customizable to the goals of your organization. From mystery shopping to market research, AboutFace will give you the information and tools to enhance your customers' shopping experience. Their analytics software ARCHIE allows the user to get information across levels of the organization which can be presented in five different ways, including visual performance mapping.

#### Benefits

Enhance your shoppers' experience by finding out what drives your customers into your store, how your employees are following the company's core concepts, and how customers truly feel about their latest visits.

- Find out what drives your customers into your store and what keeps them coming back
- Identify possible issues with the customer's overall shopping experience
- Monitor your employee's engagement level

#### Learn More

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# Marketing & Advertising

## MERCHANDISING

## Gift Card & Loyalty Card Printing

Topco Indirect Marketing & Advertising is pleased to offer this opportunity to take part in the Gift Card & Loyalty Card Printing program and benefit from Topco discounts and streamlined services.

### Overview

**Gift cards** give you a unique opportunity to capture sales and provides a value-added service to the customer. Members are able to keep their own designs and company logos or they have the option of working with a designer to create designs that are new and unique. Custom scents can be added to the cards to help differentiate yours from the competition at any time or especially during the holiday season.

**Loyalty cards** come in a variety of shapes, sizes, and colors. By joining our loyalty card program you can take advantage of a great product selection and value-added services. Members see an average of 12% savings.



### Benefits

Set yourself apart from your competition by making a unique design.

- **Multiple customizable options available**
- **Reduce your current gift card spend**
- **Members see an average of 17% savings**

### Learn More

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# Marketing & Advertising

## MARKETING TECHNOLOGY

## Email Marketing Services

Topco Indirect Marketing & Advertising has partnered with our preferred supplier, Ebay Enterprise, to design custom email marketing services programs for our members and customers.



### Overview

Ebay delivers outstanding results to retailers by working side-by-side with you to develop relevant, effective, award-winning Email and multi-channel marketing programs that increase your customer base and improve your bottom line. They understand the power of optimizing Email communications with personalized, engaging highly targeted messages. They deliver expertise for mobile, social, e-commerce, display and POS programs.

### Benefits

- Preferred pricing for Topco members
- Customized e-mail solutions
- Campaign creation and management
- User friendly platform
- 24/7 customer support
- Structured quarterly reviews

### Learn More

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# Marketing & Advertising

## MARKETING TECHNOLOGY

## Marketing Management Software

Topco Indirect is pleased to offer this opportunity to join the marketing management software program with our preferred supplier, Aptaris.



### Overview

The Aptaris enterprise software solution gives you instant visibility into the entire promotions process and boost communication between marketing and merchandising teams to create effective promotions with profitable growth.

### Benefits

- **Reduce errors from manual data entry to ensure data flows smoothly across departments**
- **Provide instant one-click visibility into process, status, opportunities, execution, and results; any point in the process at any level of detail**
- **Streamline productivity with the same staff and reallocate work-hours to higher value tasks**

### Learn More

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# Marketing & Advertising

## Marketing & Advertising Team Contact Information

We look forward to discussing your savings and other business opportunities in Marketing & Advertising and Merchandising initiatives. Please contact any member of our team below.



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