



# *Roving Town Hall Meetings*

OCTOBER 2018

# Objectives

- Overview of the strategic plan for IGA
- Update on progress on key initiatives
  - Up branding
  - Visual Merchandising
  - National Advertising
  - Exclusive brand relaunch
- Open dialogue

## The Mission:

Provide retail & marketing programs that create a  
*point of difference* and *competitive advantage*  
for all IGA retailers



# Value proposition today

- Access to IGA brand
- Full use of the IGA Coke Institute training library
- Five star benchmarking program
- Access to IGA Exclusive branded products
- Exclusive IGA quarterly promotions





# Value proposition EMERGING

- Access to IGA brand
  - Full use of the IGA Coke Institute training library
  - Five star benchmarking program
  - Access to IGA Exclusive branded products
  - Exclusive IGA quarterly promotions
- 
- New Upbranding for IGA
  - New NATIONAL Digital advertising layer
  - New NATIONAL web and email marketing
  - New IGA exclusive brand positioning
  - New Communications
  - 52 weeks of exclusive promotions





# Digital Marketing Platform

1

NATIONAL DIGITAL AD

2

DIGITAL COUPONS

3

BOUNCE BACK REWARDS

4

AD AUTOMATION

5

IGA SOCIAL



1

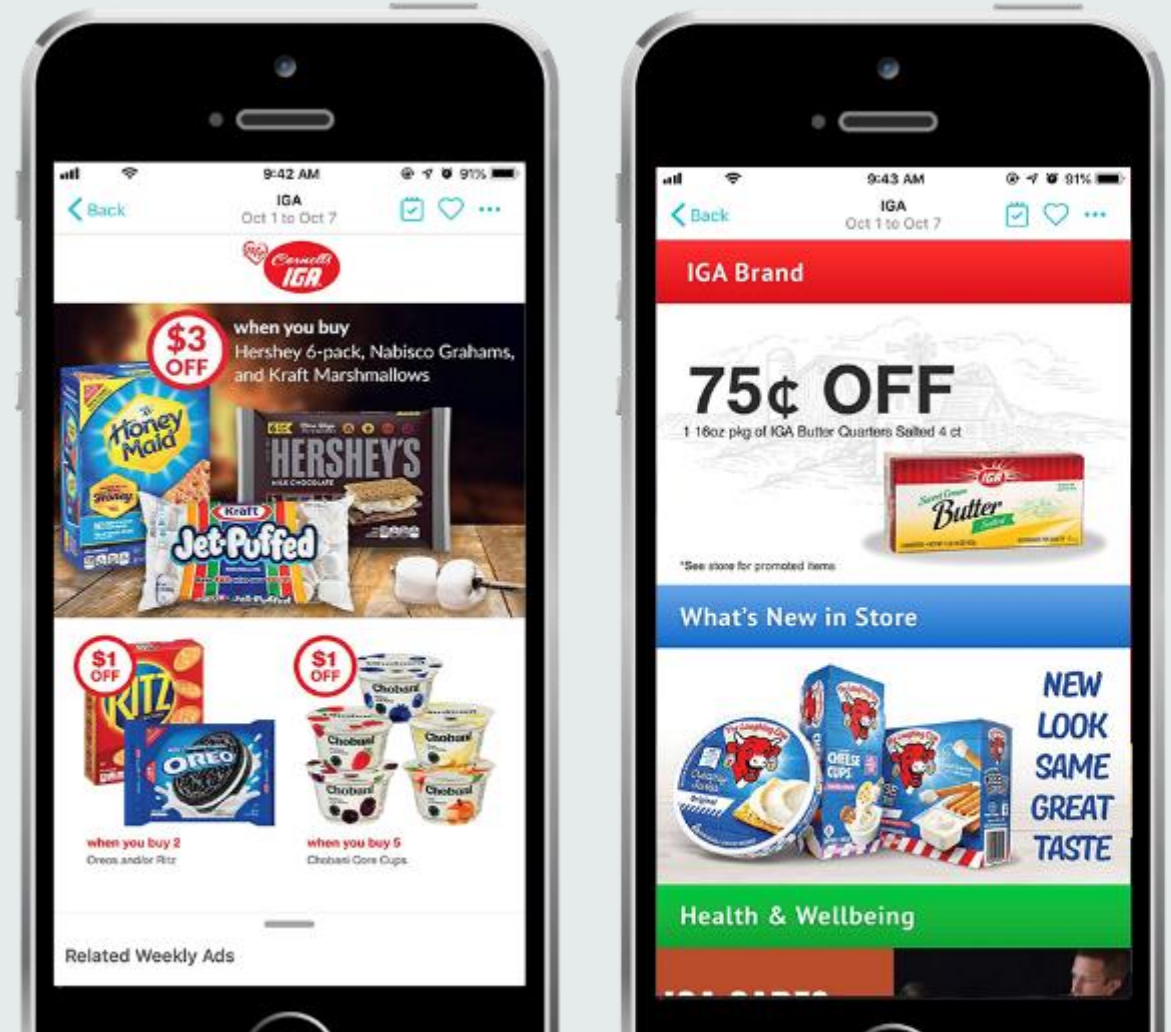
# National Digital Ad



# 1

## National Digital Ad

- All IGA USA stores included at no cost
- Flipp users will see the ad when searching near any zip code with an IGA store
- New ad launches every other Sunday; IGA-sourced ad items good for 2 weeks
- Offers good at participating stores while supplies last
- Retailer reimbursement handled by Scanner Apps



1 Order the **FREE**  
IGA National  
Digital Ad  
introductory POP  
kit for your store



2

- Items are posted in advance to [iga.com/national-ad](https://iga.com/national-ad)
- Watch for confirmation email from Inmar Scanner Applications

ONLY QUALIFIED RETAILERS MAY USE THIS APPLICATION  
**SCANNER APPLICATIONS**  
 ONLY QUALIFIED RETAILERS MAY USE THIS APPLICATION  
 This application is not to be used for any other purpose  
 and the user agrees to indemnify and hold Inmar harmless

July 18, 2018

Scan Coordinator  
 Retailer  
 Street Address  
 City, State, Zip

PROMO REFERENCE: #37128, #37129  
 #37130, #37131  
 #37132, #37133  
 #37134, #37135

## IGA NATIONAL DIGITAL AD

**ANNOUNCING EIGHT NATIONAL PROMOTIONS FOR IGA STORES:  
 PROMOTE SELECT PRODUCTS FOR TWO WEEKS  
 BETWEEN JULY 29 - AUGUST 11, 2018**

| Promo #37128: July 29 - August 11, 2018 TWO WEEKS |  |             |   |
|---|--|-------------|---|
| Promoted Product(s)                               |  | Unit UPC#   | Offer   |
| Coca Cola 12 Packs, 12 oz.                        |  |             | Payback per Bundle                                  |
| Classic   |  | 46000-03280 | Get \$1.00 off when you buy Two (2) 12 Packs \$1.00 |
| Diet  |  | 46000-03281 |   |
| Sprite  |  | 46000-03282 |   |
| Mean Tails  |  | 46000-03283 |   |
| Classic Caffeine Free                             |  | 46000-03284 |   |
| Diet Caffeine Free                                |  | 46000-03285 |   |
| Bar's Root Beer                                   |  | 46000-03286 |   |
| Pasta Orange                                      |  | 46000-03287 |   |
| Pasta Gravy                                       |  | 46000-03288 |   |
| Pasta Arrabbiata                                  |  | 46000-03289 |   |
| Cherry  |  | 46000-03290 |   |
| Peach   |  | 46000-03291 |   |
| Vanilla   |  | 46000-03292 |   |
| Sprite Zero                                       |  | 46000-03293 |   |
| Zero  |  | 46000-03294 |   |
| Zero Cherry                                       |  | 46000-03295 |   |
| Zero Caffeine Free                                |  | 46000-03296 |   |
| Sprite Caffeine Free                              |  | 46000-03297 |   |
| Sprite Zero Caffeine Free                         |  | 46000-03298 |   |

| Promo #37129: July 29 - August 11, 2018 TWO WEEKS |  |             |  |
|---|--|-------------|--|
| Promoted Product(s)                               |  | Unit UPC#   | Offer  |
| Johnsonville Sausage:                             |  |             | Payback per Bundle   |
| Turkey Sausage Cheddar Sausage, 12.5 oz           |  |             | Get \$1.00 off when you buy Two (2) Johnsonville Smoked Sausage \$1.00 |
| Turkey Sausage Sausage, 12.5 oz                   |  |             |  |
| Sild Cash Cheese, 14 oz                           |  |             |  |
| Sild Paprika & Cheese, 14 oz                      |  |             |  |
| Smoked Bacon, 14 oz                               |  | 77182-02351 |  |
| Smoked Pork Chops, 14 oz                          |  | 77182-02352 |  |
| Polish Redhead Sausage, 14 oz                     |  | 77182-02353 |  |
| Slow Cooker, 14 oz                                |  | 77182-02354 |  |
| Smoked Sild Ham, 14 oz                            |  | 77182-02355 |  |
| Slow Bacon, 14 oz                                 |  | 77182-02356 |  |
| Sweet Hot Links, 14 oz                            |  | 77182-02357 |  |
| Apple Cider Sausage, 12 oz                        |  | 77182-02358 |  |
| 3 Cheese del Chicken Sausage, 12 oz               |  | 77182-02359 |  |
| Chicken Sild Chicken Sausage, 12 oz               |  | 77182-02360 |  |



3

## Promote national ad offers in your store

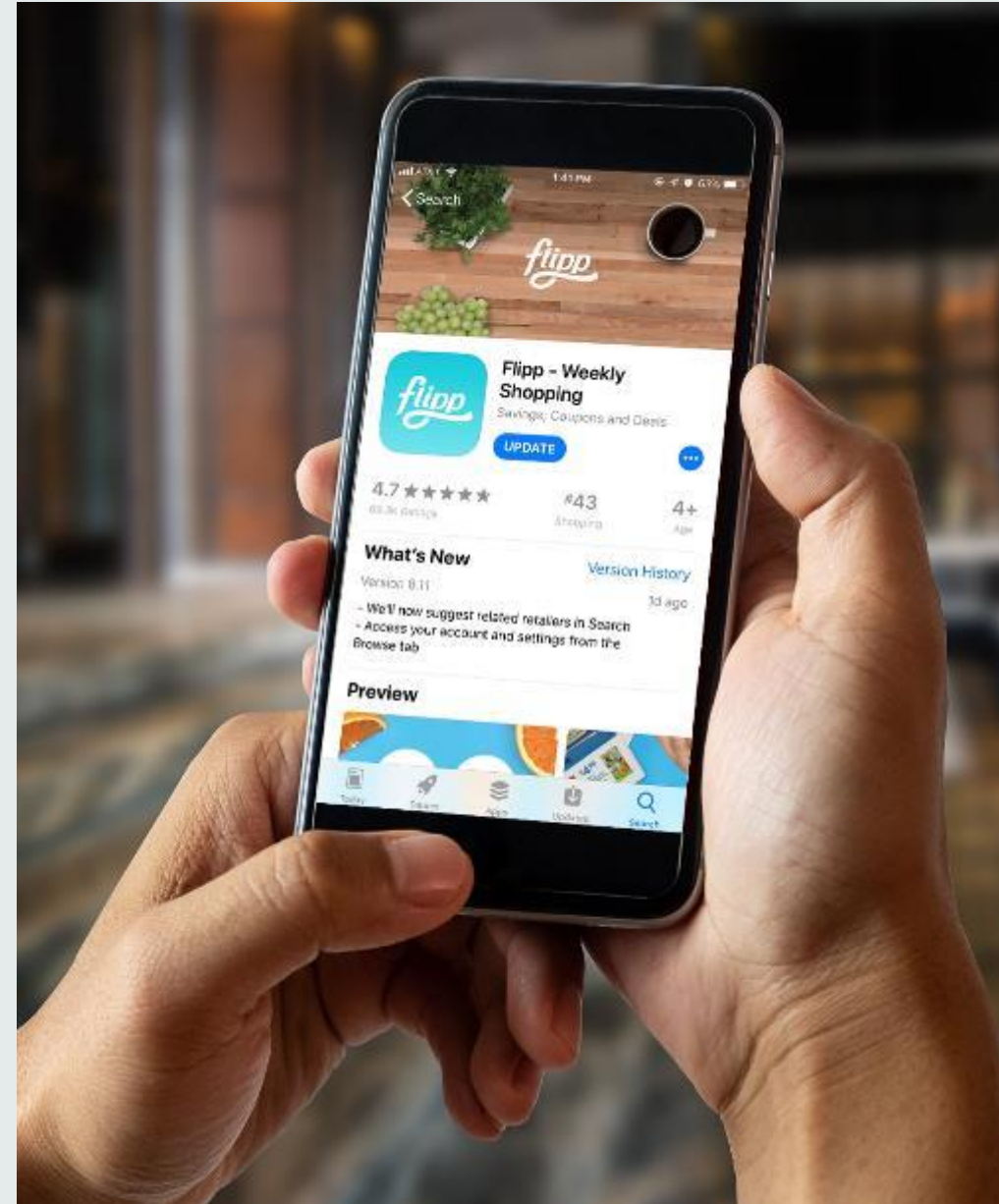
- On shelf with signs from the POP kit
- In the check lanes with signs from the POP kit
- Social media posts
- Store website, email
- Print circular



4

## Sell, Sell, Sell!

- Ask all associates to download Flipp app, use it, and talk it up with their friends and family



5

# Submit report for reimbursement to Inmar Scanner Applications

- Use Retailer Reimbursement Checklist  
<https://secure.scanapps.com/checklist.pdf>

**AVAILABLE TO:** IGA Retailers

**TIMING:** July 29- August 11, 2018 **TWO WEEKS**

**SUMMARY:** During the two weeks between July 29 – August 11, 2018, if you promote any of the above products as referenced in the offer column, then Scanner Applications will reimburse you for your execution (up to the reimbursement amount specified) for all bundled sales.

**DATA:** After your promotion, Scanner Applications will need a few pieces of information in order to calculate the amount of your reimbursement. Send this detail (*nothing handwritten*) in the easiest manner for you, and we will endeavor to work with the data format you provide. Please forward the following:

- a) Final count on all multiples sold to end consumers. Utilize POS that reports the multiple purchases ["Buy 3 qualifying products, get \$3.00 (or similar)] via PLU#, mix-match report, Frequent Shopper Card data, or coupon count report.
- b) Verification of merchandising at "Buy 3 qualifying products, get \$3.00 (or similar)". e.g. coupon copy, shelf tag, ad, etc.
- c) Scan report showing TOTAL units of above products sold to end consumers during promotion period.

You may find our Retailer Reimbursement Checklist helpful (but not required) in organizing your data.  
<https://secure.scanapps.com/checklist.pdf>

**PAYMENT:** Submit this documentation to Scanner Applications, Inc. within 45 days of your promotion's end and Scanner Applications will reimburse you, typically within five business days from receipt of your complete data. You will be paid via direct check or ACH electronic payment for your performance on these events.

**SEND DATA TO:**

|   |   |                             |
|---|---|-----------------------------|
| <b>Mailing Address:</b><br>Scanner Applications, Inc<br>400 Milford Parkway<br>Milford, OH 45150-9114 | <b>Email:</b><br><a href="mailto:claims@scanapps.com">claims@scanapps.com</a> | <b>Fax:</b><br>513-248-5888 |
|---|---|-----------------------------|

**QUESTIONS:** Should you have any questions, please call our Retailer Services Department at 800-756-5353.

**NON-SCAN:** Retailers who cannot provide scanner data may be eligible to execute through alternative options. To see if you qualify, please call 800-756-5353 and ask for our Retailer Services Department.

2

## Digital Coupons & Weekly Email

# 2

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## Digital Coupons & Personalized Email

- Incentive for shoppers to identify in lane
- 120+ coupons available at all times
- Shoppers register at your store; coupons they click are redeemable only at your store
- Marketing toolkit available that includes POP and best practices to register shoppers
- Each registered shopper receives a personalized weekly email from your store with coupons for items the shopper purchases
- Redemption processing and quick reimbursement by Inmar

### FEATURED OFFERS



**\$0.50 OFF**  
Snickers®



Save \$0.50 on any TWO (2) SNICKERS®



**\$0.50 OFF**  
Yoplait®



Save \$0.50 when you buy FIVE CUPS



**\$1.00 OFF**  
Big G Cereals



Save \$1.00 when you buy TWO BOXES



**\$0.50 OFF**  
I Can't Believe It's  
Not Butter®



SAVE \$0.50 when you buy ONE (1) I  
Can't Believe It's Not Butter® Product  
any variety.. *Expires Sep 30, 2018.*



**\$1.00 OFF**  
Pillsbury™  
Grands!™



Save \$1.00 when you buy TWO CANS  
any size/variety Pillsbury™ Refrigerated  
Grands!™ or Grands! Jr.™ Biscuits.



**\$0.50 OFF**  
HORMEL®  
Pepperoni



Save \$0.50 on the purchase of any ONE  
(1) HORMEL® Pepperoni product.  
*Expires Sep 30, 2018.*



# Supported Point of Sale

| POS Manufacturer | Point of Sale System | Software Version              |
|------------------|----------------------|-------------------------------|
| NCR              | ISS45 V8             | 8.1.6.0-060                   |
| NCR              | ACS.IR               | RP3 Patch 10 - 6.0.1.04.26022 |
| NCR              | Scanmaster V2*       | 2.0.7.00-050                  |
| NCR              | Storeline            | 8.4.7.2                       |
| NCR              | ISS45 V7*            | 7.1.3.0-050                   |
| IBM              | IBM SA               | Custom build                  |
| IBM              | IBM ACE              | 7.5                           |
| LOC              | SMS                  | 3.4.0.2                       |
| RORC             | V6                   | 6.2.10                        |

Industry leading technology written in conjunction with the POS manufacturer in the base code of each version

85%

POS Compatibility

2+  
POS

In Development

30  
Min

InRails Installation

# 2

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## Communicate Deals – Integrated Web

The screenshot displays the Thriftway Washington's Food Store digital coupons interface. At the top, the store's logo is centered. Below it, a green navigation bar contains links for 'Digital Coupons', 'My Rewards', and 'My E-Wallet', along with a user profile icon. The main content area is divided into three tabs: 'All Coupons', 'Previously Purchased', and 'Featured Coupons'. On the left side, there are two summary boxes: 'Total Available Savings' showing \$213.75 and 'Year To Date Savings' showing \$0.00. Below these is a search bar and a 'Sort By' section with icons for 'Newest', 'Expiring', 'Values', and 'Brand'. A 'Categories' list on the left includes items like 'All Coupons (146)', 'Baby (13)', 'Baking (1)', 'Beverage (2)', 'Breakfast & Cereal (6)', 'Dairy (2)', 'Deli (1)', 'Frozen (3)', 'General (32)', 'Grocery (5)', 'Health & Beauty (9)', 'Home (27)', and 'International (1)'. The main grid features six coupon cards, each with a product image, a savings amount, the product name, a description of the offer, an expiration date, and an 'Add' button. The coupons include offers on SeaPak, Nestlé, Purina, and Tylenol/Motrin.

**THRIFTWAY**  
WASHINGTON'S FOOD STORE

Digital Coupons | My Rewards | My E-Wallet

Total Available Savings: \$213.75 | Year To Date Savings: \$0.00

Search...

Sort By: Newest, Expiring, Values, Brand

Categories: All Coupons (146), Baby (13), Baking (1), Beverage (2), Breakfast & Cereal (6), Dairy (2), Deli (1), Frozen (3), General (32), Grocery (5), Health & Beauty (9), Home (27), International (1)

**All Coupons** | Previously Purchased | Featured Coupons

**Save \$0.75**  
SeaPak  
Save \$0.75 on any ONE (1) SeaPak product (1lb or larger). [More](#)  
Expires 07 Mar, 2018

**Save \$3.00**  
Nestlé®  
Save \$3.00 on TWO (2) Nestlé® Carnation Breakfast Drink... [More](#)  
Expires 03 Mar, 2018

**Save \$1.00**  
Purina®  
Save \$1.00 on ONE (1) Purina® Tidy Cats® Clumping Cat Litter... [More](#)  
Expires 07 Mar, 2018

**Save \$2.00**  
Purina®  
Save \$2.00 on ONE (1) Purina® Tidy Cats® MultiGroom Cat Litter... [More](#)  
Expires 07 Mar, 2018

**Buy 1 Get 1**  
Purina® ONE  
Buy ONE (1) Purina® ONE Smartblend Dry Dog Food product, any... [More](#)  
Expires 03 Mar, 2018

**Save \$1.00**  
Children's or Infants' TYLENOL® or MOTRIN®  
Save \$1.00 on ONE Children's TYLENOL®, Children's... [More](#)  
Expires 12 Mar, 2018

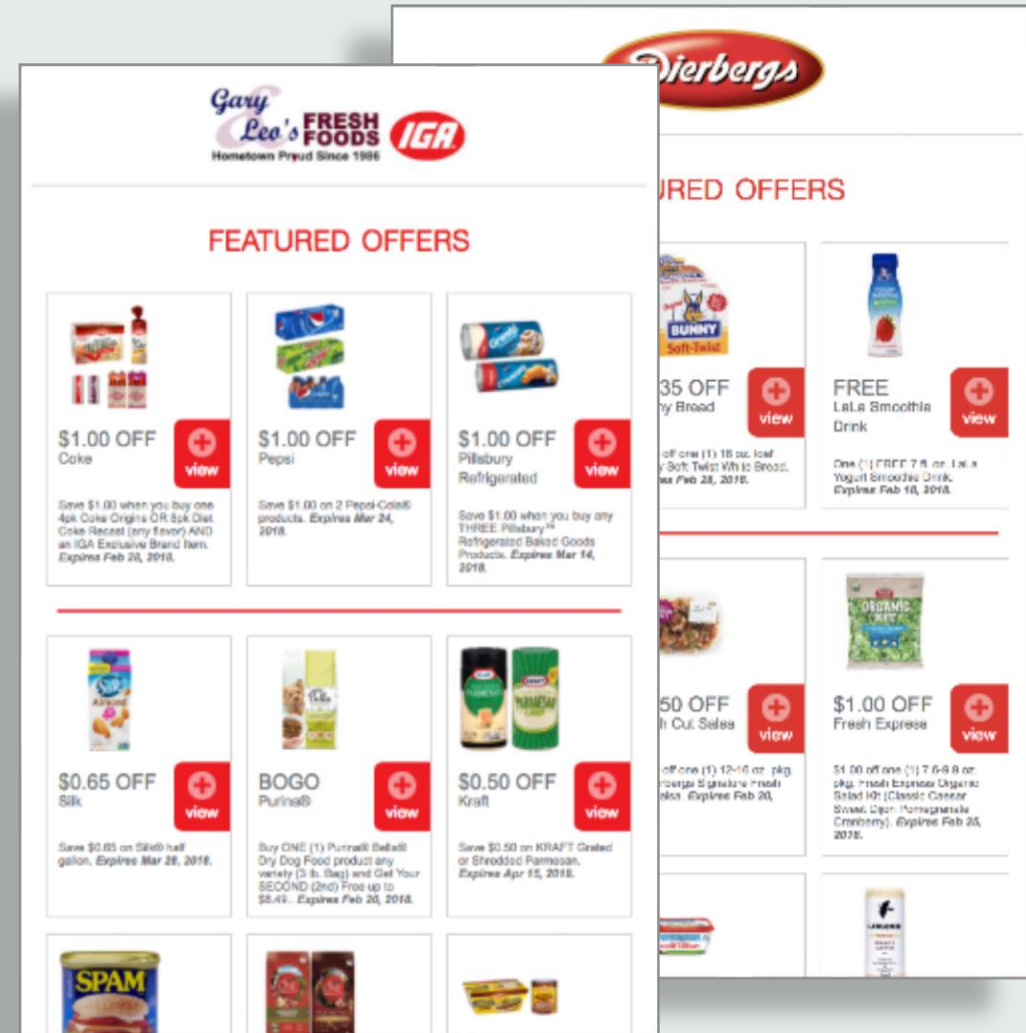
# 2

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## Communicate Deals – Personalized Email

At launch – pushed to your existing email lists

Over time – solicits net-new shoppers from national IGA media, pushed to your local shoppers!



3

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## Bounce Back Rewards

# 3

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## Bounce Back Rewards

- **Random rewards model:**
  - Shoppers don't know what they have to do to qualify for reward, which drives increased shopping and repeat visit to ensure they qualify
- **Mechanics:**
  - Harnesses Inmar digital coupon engine to print a TEXT-only message at the bottom of every receipt
  - Discount is added to their wallet just like a pre-clipped coupon. If they buy the item on their next visit, they get the discount!
  - IGA will provide offers for 52 weeks including IGA Exclusive Brand product offers.
  - IGA store scan suppress IGA national offer for their own
  - IGA stores can engage Inmar to segment customized offers (back half 2019)



4

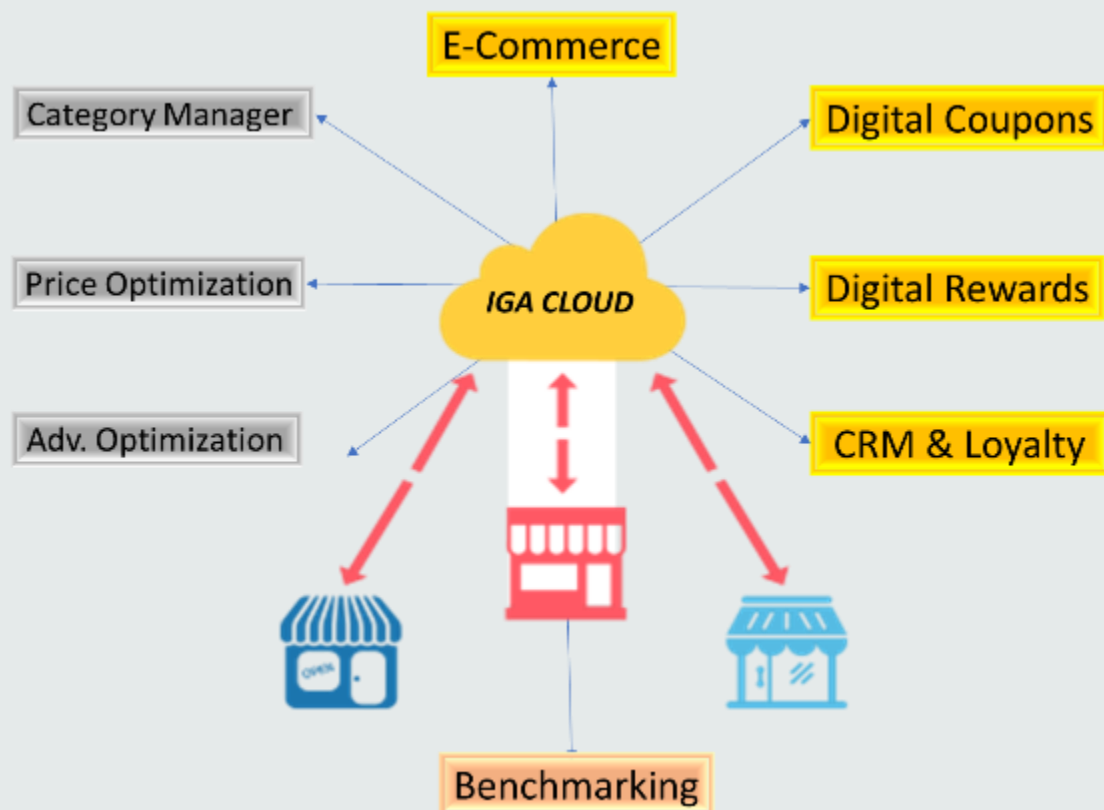
IGA

# Ad Automation

# 4

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## National Offer Automation



Offers displayed on shelf, or on receipt

Shoppers get offers automatically in-lane  
(no price change needed in POS)

Retailer reimbursement initiated and completed automatically

5

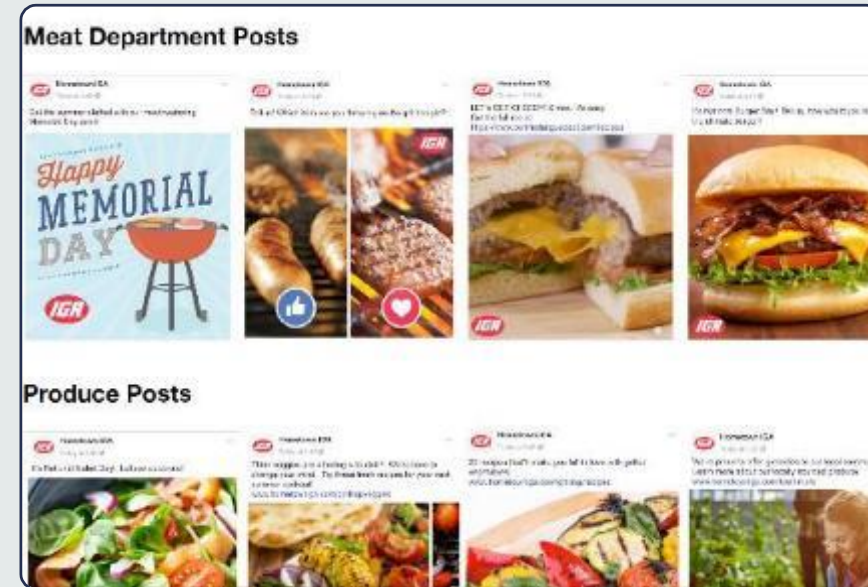
IGA

# IGA Social Media Program



# New: National IGA Social Media Strategy

- National contract with AR marketing
- New lower cost for IGA retailers
- Standardized content. Customizable by store.
- National IGA placement
- Expected Media size at 12 months:  
50+ million weekly impressions



## Which days do you want to post?

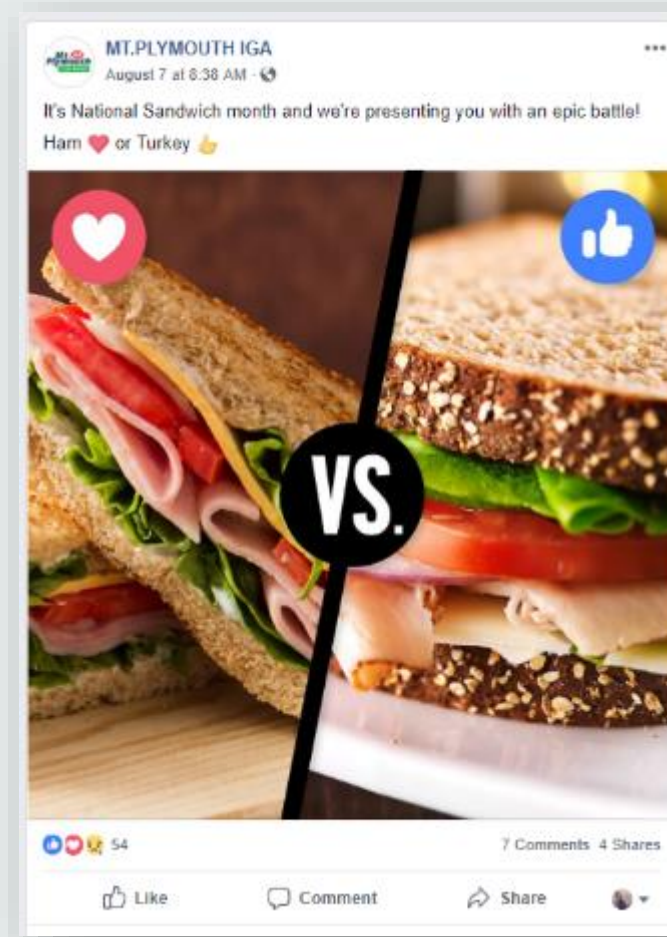
- ☒ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☒ Thursday
- ☒ Friday
- ☐ Saturday
- ☐ Sunday

## What makes your store stand out?

Pick at least 5 but no more than 7.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Low Price Leader                     | <input checked="" type="checkbox"/> Delivery Experts | <input type="checkbox"/> Gift Card                         |
| <input type="checkbox"/> Local Market                         | <input type="checkbox"/> Deli Options                | <input type="checkbox"/> New Professionals                 |
| <input type="checkbox"/> Local Market                         | <input type="checkbox"/> Kitchen Friendly            | <input type="checkbox"/> IGA Private Label Products Center |
| <input checked="" type="checkbox"/> Excellent Meat Department | <input type="checkbox"/> Support Local Network       | <input type="checkbox"/> Community                         |
| <input checked="" type="checkbox"/> Fresh Produce             | <input type="checkbox"/> Fresh Department Experts    | <input type="checkbox"/> Community Activities / Partner    |
| <input type="checkbox"/> Pharmacy / Wellness                  | <input type="checkbox"/> Specialty Liquor            | <input type="checkbox"/> Fresh Seafood                     |

Next



# 5

Now Includes Facebook & Twitter!



Dedicated Account Manager

Ticket System

Original Content (Store Specific)

Weekly Circular Posting



24-Hour Chatter Monitoring/Response

Monthly SMM Strategy/Calendar

Monthly Reporting



IGA Aggregated Reporting



IGA National Ad Posting



Contest Generation/Execution/Reporting

Boosted Post Budget

Retailer Choice

Price

\$99/month

Set-Up Fee

\$100



# 6

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## FAQ

Frequently Asked Questions

<https://www.iga.com/corporate/programs/marketing/national-digital-ad>



**LOCAL *Equals* FRESH**  
**UPBRANDING**





# In an increasingly crowded grocery market...

What do we do better than anyone else?

What **DO** we stand for?

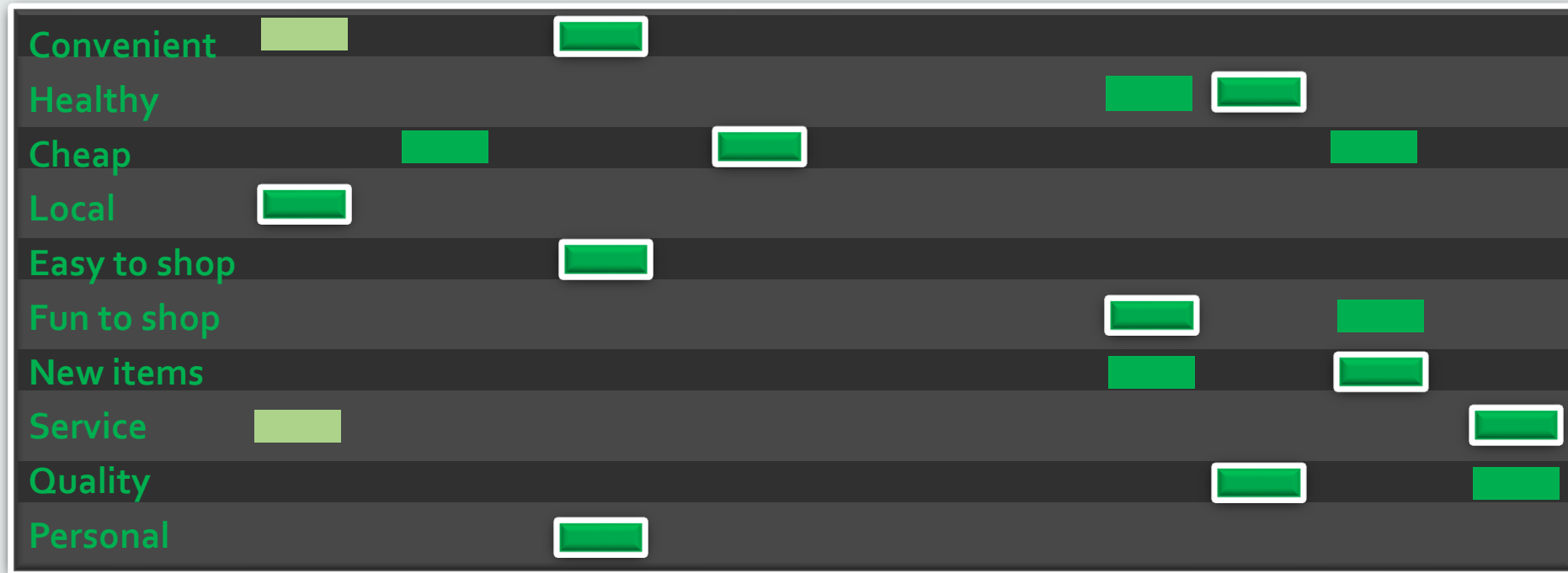
What do we **WANT** to stand for?

What **SHOULD** we stand for?



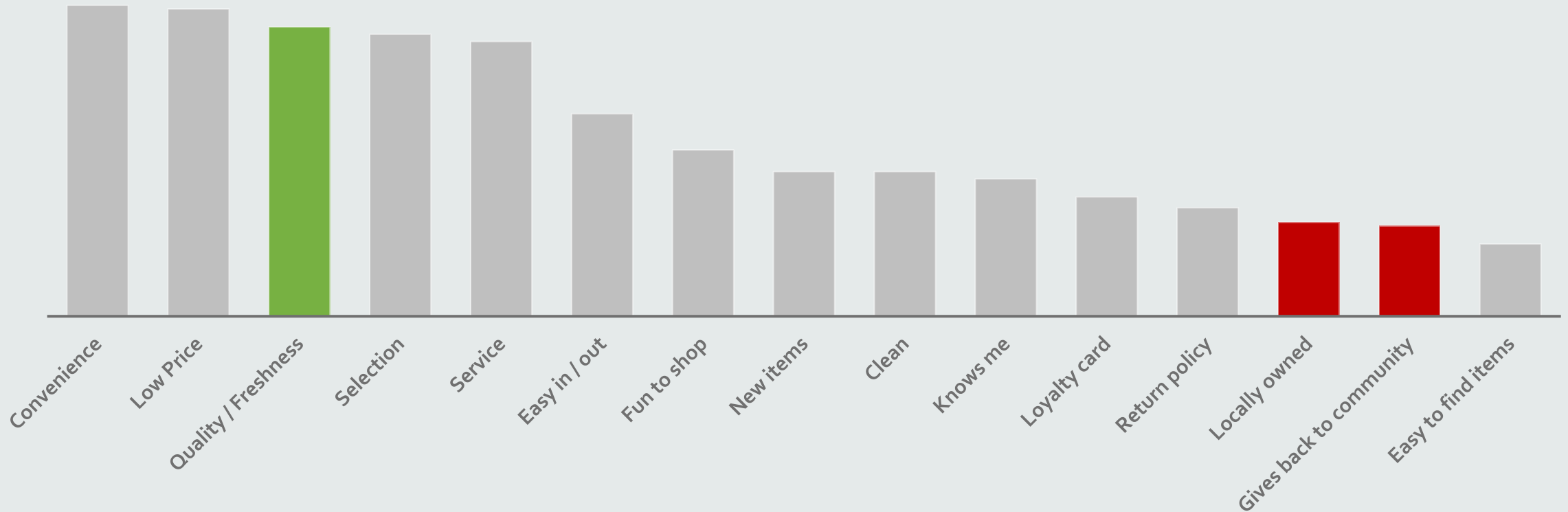


## What I want from my grocer





## Top reasons to shop one retailer over another





# Changing shopper expectations

## Past

### Convenience

Close to home  
Easy in and out of parking lot  
Easy to find what I need  
Fast checkout

### Local

Neighborhood store  
Locally owned  
Gives back to the community

## Present

### Convenience

Easy re-order  
User reviews  
Easy return policy  
One click ordering

### Local

Locally sourced products  
Buys from local farms  
Farm to store to table  
Healthier, more natural products



To shoppers:

**Local = Fresh**















BUY LOCAL



EAT LOCAL









# Objective

- Visually communicate “Local Equals Fresh” through signage





# Goals

- Convey
  - We are local
  - We are fresh
  - We work with local farmers like no one can
  - We create unique meals and items in store
  - Highlight seasonality



# Strategy

- Category specific signage to tell the stories about farmer, fresh baked, unique items, local items, make farmer & employees the heroes





# Produce Signage

Hanging Sign, Cube Display and Floorstand



# Produce Signage

## Produce Blades





# Produce Signage

## Produce Topper



# Produce Signage

## Cube Displays







# Bakery Signage

## Hanging Signs



# Bakery Signage

"Made Fresh Here" Tags and Stickers



# Endcap Signage

Endcap Headers and Blade Signs







# *Exclusive Brand Update*

# Exclusive Brand

Isolate brand name to become more prominent.



Use a "kraft" texture to make the shield look like it is inserted into the back of the tomatoes. This simulates buying at a grocery store or at a farmer's stand.

Diced  
TOMATOES

Increase product name and change font to create a more modern look.

Change the background to a solid color.

Use an image that focuses on the whole produce prior to processing.



Increase the visibility of the farm to allow it to tell the story of farm-to-table.

The basket of tomatoes reiterates the farm-to-table approach to the consumers.

Move the nutritional information to the bottom of the can.





# Brand relaunch

First SKU's launching October / November 2018

Consumer testing round two October 2018

Full Launch 1<sup>st</sup> half 2019

Grand Opening August 2019!

