



Shopper Marketing SOLUTIONS

2022

WORKING
TOGETHER
TO DRIVE
SALES &
UNLOCK
INSIGHTS



OUR BEST CUSTOMERS

16%
of our best
customers make up
55%
of our total sales

90%
of total sales are
captured on a MORE
Rewards account
*weekly average

Our primary
customers spend

11x
more annually than
that of infrequent
customer

Our primary
customers spend
an average of

\$41
on every shopping
trip to our stores

Our primary
customers visit
our stores nearly

10x
per month

Source: Symphony Retail data, 2019

Supporting our vendors with successful merchandising and proven marketing programs are just some of the ways Coborn's, Inc. provides additional value to you, our partner. Together, we can build successful promotions and reach our ultimate shared goal - driving sales!

This Shopper Marketing Guide outlines available merchandising and marketing opportunities for your brand to engage with our customers through a variety of marketing channels. We invite you to take advantage of these opportunities to drive sales for your categories, and even more so, help us create remarkable customer experiences and unlock insights into shopper behavior. In the ever-increasingly challenging and competitive marketplace, it is also a great time to try something new.

PARTNERSHIP PROCESS

LEARN

We have so much to offer! Visit cobornsincc.com/marketing to set up an introductory meeting. We'll walk you through our menu of options.

ALIGN

During our initial meeting, we'll ask about your goals and recommend proven strategies that align to meet those targets.

PLAN

Once we've identified specific strategies we dig into the details and put a customized marketing plan in place.

EXECUTE

With everything in place, we sit back and watch the fun begin!

MEASURE

After your campaign concludes, we provide a performance summary report with detailed consumer insights and recommendations for future strategies.

SHOPPER MARKETING CHANNELS

PRINT Our weekly print ad (distributed to over 850,000 households) is the key invitation to our guests to visit our stores and purchase your products. Highly creative, strategically aligned to key promotional holidays and sales driving-dates, the print program is central to driving consumer interest.

TV Featured across all Minneapolis-St. Paul network stations, our Supermarket Registered Dietitian team share interactive recipe and food demonstrations that highlight unique ways to utilize dietitian approved products.

DIGITAL COUPONS Through a blend of third-party and custom retailer offers, hundreds of digital coupons are available to shoppers each week at moreRewards.com and the MORE Rewards mobile app.

WEBSITE / ECOMMERCE

DISPLAY ADVERTISING Above the fold tile, carousel or display ads, digital endcaps, or site takeovers grab shoppers' attention while browsing in our online store. Additional opportunities exist for placement on department or brand collection pages.

CUSTOM BRAND PAGES Brands come to life in a unique landing page that showcases their story and offers a curated product list to allow shoppers to learn about and purchase products from a single destination.

EMAIL Emails to our MORE Rewards loyalty members and shoppers support our weekly print circular as well as feature special offers, promotions and ad hoc content.

SOCIAL MEDIA Coborn's/Cash Wise/Marketplace Foods social media posts preview weekly deals and promote specific sales, recipes, new products and digital coupons.

MORE REWARDS MOBILE APP Users of our MORE Rewards mobile app gain access to all features of the loyalty program along with receiving push notifications about digital offers.

POINT OF PURCHASE Connect with customers while they shop through in-store demonstrations and public address (PA) messages.

SWEEPSTAKES / GIVEAWAYS Be a winner in the minds of shoppers by promoting your brand through giveaways or sweepstakes with exciting prizes.

VIDEO & VIRTUAL EVENTS Educate and engage shoppers while you show your product in action through sponsored how-to videos, Gas Station TV commercials on our fuel station pumps, virtual tastings and our exclusive dietitian-led Kids Cook at Home virtual classes.

REGISTERED DIETITIANS Jess Talbot MPPD, RD, LD has a strong passion for championing nutrition and wellness. As a Registered Dietitian for Coborn's Inc., Jess develops and supports dietitian-backed omnichannel promotions which have resulted in increased awareness and sales across all categories. Our Registered Dietitian Team has received multiple industry awards including Progressive Grocer's Retail Dietitian Outstanding Innovation Award in 2017 and National Grocer's Association Social Media Award for Facebook Lives in 2020.

SHOPPER MARKETING PACKAGES

Required Lead Time: Four (4) Weeks

NEW ITEM LAUNCH

- Basic Package

1 or 2 week campaign flight

- > Launch your new product to a broad or tailored audience
- > Through a clip-to-activate digital coupon, shoppers can try your product FREE
- > Coupon is available at morerewards.com and MORE Rewards mobile app
- > MORE Rewards mobile app users receive a linked push notification
- > **YOUR INVESTMENT:** Retail price per unit redeemed + \$250 set up fee

Save \$250 over à la carte pricing!

NEW ITEM LAUNCH

- Enhanced Package

1 or 2 week campaign flight

- > Launch or elevate your product to a broad or tailored audience
- > Through a clip-to-activate digital coupon, shoppers can try your product free or with a \$2 minimum discount
- > Coupon is available at morerewards.com and MORE Rewards mobile app
- > MORE Rewards mobile app users receive a linked push notification
- > Custom-designed email sent to 250,000 subscribers or tailored audience
- > Two social media posts during offer, one on Facebook, one on Instagram
- > **YOUR INVESTMENT:** Retail price per unit/ offer redeemed + \$2,500 set up fee

Save \$1000 over à la carte pricing!

BRAND AWARENESS PACKAGE

1 or 2 week campaign flight

- > Through a clip-to-activate digital coupon, shoppers receive a discount of your choosing
- > Custom-designed email sent to 250,000 subscribers or tailored audience draws awareness to offer
- > Two social media posts during offer on Facebook and Instagram
- > Web Tile on our website banner pages provides additional visibility
- > **YOUR INVESTMENT:** \$2,500 + offer redemption costs

Save \$1000 over à la carte pricing!

ECOMMERCE PACKAGE

Purchase alone or complimentary to other packages

1 or 2 week campaign flight

- > Feature your products in our online store
- > Be front-and-center in a carousel ad on our ecommerce home page
- > As a shopper navigates our site, your message stays consistent at the top of the site through a leaderboard ad
- > Ads link to your choice of a curated list of your products or a custom built landing page that allows you to tell your complete story and showcase your brand

> YOUR INVESTMENT:

BASIC: Carousel OR pencil ad link to list of products - \$500

ENHANCED: Carousel OR pencil link to custom landing page - \$3,000

Save \$500 over à la carte pricing!

SWEEPSTAKES/ GIVEAWAYS

- Turn Key Package

- > We do the work to promote your brand!
- > Minimum Total Prize Value: \$250
- > Official rules
- > Entry collection webpage/form
- > Creative asset development
- > Sweepstakes promotion through a social media post (Facebook or Instagram) AND content area in our weekly ad email. Add a la carte tactics for additional visibility

- > Winner selection and notification

- > Prize fulfillment

- > **YOUR INVESTMENT:** \$1,500

- Promote An Existing Sweepstakes Or Giveaway

- > We promote your external giveaway with a social media post (Facebook or Instagram) OR content area in our weekly ad email. Add a la carte tactics for additional visibility
- > No minimum prize value
- > Link to external entry page
- > Vendor provides creative assets
- > No winner selection or prize fulfillment
- > **YOUR INVESTMENT:** \$500

À LA CARTE

Campaign Flight: 1 Week

COBORN'S - CASH WISE MARKETPLACE FOODS

Tactic	Your Investment
DIGITAL COUPON	\$250
EMAIL	
Content Area In Weekly Ad Email	\$500
Custom Content Email	\$2000
MOBILE	
MORE Rewards App Ad	\$500
Push Notification	\$250
SOCIAL MEDIA	
Facebook Cover photo*	\$500
Facebook Post	\$500
Facebook Dark Post (plus additional media support)	\$500
Instagram Post	\$500
Instagram TV	\$250
Pinterest Sponsored Pin	\$250

WEBSITE/E-COMMERCE

DIGITAL DISPLAY ADVERTISING

Web Tile	\$250
Digital Circular	\$500
End Cap Banner	\$250
Pencil Banner	\$1000
Carousel Ad*	\$750

BRAND PLACEMENT

Shop Local	\$250
Department page	\$250
Site Skin*	\$750
Digital Landing Page	\$2,500

HORNBACHER'S

Tactic	Your Investment
DIGITAL COUPON	\$250
EMAIL	
Content Area In Weekly Ad Email	\$250
Custom Content Email	\$1000
MOBILE	
Hornbacher's Rewards App Ad	\$250
Push Notification	\$100
SOCIAL MEDIA	
Facebook Cover photo*	\$250
Facebook Post	\$250
Facebook Dark Post (plus additional media support)	\$250

*Based on availability

RUSH CHARGE - \$500 For campaigns with less than 4 week lead time

CAMPAIGN EXCLUSIVITY - \$1,000 Guarantee yours is the only vendor funded campaign during a given week



SHOPPER MARKETING PACKAGES

Required Lead Time: Four (4) Weeks

DIETITIAN'S DELUXE PACKAGE

Purchase alone or complimentary to other packages

1 week campaign flight

- > Two social media posts on Facebook and Instagram for weekly campaign
- > Our dietitians will put your product into action with guaranteed placement on 6-minute Twin Cities Live TV segment
- > We'll also pitch a product feature to local TV stations for earned segments
- > Be front and center in a pencil banner ad across all of our e-commerce pages
- > Your product will have a captive audience with a personalized email blast
- > Reach shoppers while they shop with a public address (PA) system message
- > With a Dietitian's Tip in our Weekly Circular, you'll reach over 850,000 shoppers
- > **YOUR INVESTMENT: \$11,000**

Save \$750 over à la carte pricing!



À LA CARTE

DIETITIAN'S À LA CARTE

Campaign Flight: 1 Week

Tactic	Your Investment
DIGITAL COUPON	\$250
EMAIL	
Content Area In Weekly Ad Email	\$500
Custom Content Email	\$2000
MOBILE PUSH NOTIFICATION	\$100
SOCIAL MEDIA	
Facebook Cover photo*	\$500
Facebook Post	\$500
Instagram Post	\$500
Instagram Story	\$100
Pinterest Sponsored Pin	\$250
WEBSITE/E-COMMERCE	
DIGITAL DISPLAY ADVERTISING	
Digital Landing Page	\$2500
Pencil Banner	\$1000
Carousel Ad*	\$750
TV SEGMENTS	
3-minute Pitched, Includes recipe & product promotion (40,000-75,000 live viewers)	\$2,000
6-minute Guaranteed, Includes recipe & product promotion (40,000-75,000 live viewers)	\$4,500
VIDEO AND VIRTUAL EVENTS	
Featured Video	\$2,000
Kids Cook at Home Sponsorship	\$2,000
Gas Station TV Dietitian Tips	\$750
WEEKLY CIRCULAR (PRINT AD)	
In-Ad Product Dietitian Tip	\$750
In-Ad Recipe	\$1,500
POINT OF PURCHASE	
Public Address (PA) Messages	\$500

*Based on availability

WE ARE OVER 60 GROCERY STORES

*operating in Minnesota,
Wisconsin, North Dakota
& South Dakota*



Shopper Marketing
SOLUTIONS
WANT TO KNOW MORE?



29 Coborn's locations in
Minnesota and South Dakota



19 Cash Wise locations in
Minnesota and North Dakota



10 Marketplace Foods locations
in Wisconsin and Michigan



8 Hornbacher's locations
in Fargo, North Dakota



40 Pharmacy operations within
grocery stores (2 stand-alone)



34 franchised or owned
convenience fuel centers

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