



Introducing Retailers and Wholesalers to Store Brands Month

What is Store Brands Month?

The purpose of Store Brands Month is about matching large portfolio multi-category brand owners with thematic merchandising events. It's about creating awareness and value described as great quality at everyday better prices. This is not about price or promotional discounting.

What about our national brand relationships?

Yes, we know national brands

- Have deep pockets
- Thematic events are often negotiated at SVP level
- National brands control their social media narratives

However,

- Private brand suppliers are uniquely focused on their sole categories
- Starting with the premise that shoppers are already saving money when they purchase private brands, unique, thematic store brand events can disarm traditional merchandising support needs, such as discounting everyday prices

What can store brand merchandising events do for my store?

- Store Brands Month will benefit the largest brand in the store – your brand!
- The number of thematic events, in food and non-food categories, is unlimited
- Wall to wall opportunity to sell your own brand in thematic events and truly differentiate your brand from all of your competitors
- Opportunity for true industry collaboration between retailer and many manufacturers with market basket affinity
- Create awareness for your brand

I'm interested, now what?

- Arrange meetings with your key private brand suppliers, marketing department, social media department to brainstorm promotional ideas featuring your brands
- Forecast and communicate your plans by category/item with your suppliers
- Create awareness amongst your local media of the events and value of private brands
- Drive themes that appeal to your consumers throughout the month

How should I measure my success?

- Increased brand awareness of your own brands
- Trial on product(s) previously not purchased
- Increased penetration of your own brand