



GROWTH...Xpect It with Anagram



Merchandising Strategy

- **Generates Consumer Awareness** – Let them know that Balloons are Available at your Store
- **Educates** Consumers about the Category Breadth and Unique Formats Available
- **Creates a Need/Desire** for the Product
- **Positions product to optimize opportunities for Increased Sales**

*Ask 3 Simple Questions when implementing
a Merchandising Program*

What does it do for the product?

What does it do for the “consumer experience”?

What is the ROI?

Merchandising Matters

- Merchandising Can Earn an Average **Volume Lift of 50%** or more
- A minimum of 70% of purchase decisions are made at the store level and merchandising **captures** the **impulse** nature of the **consumer**
- Merchandising generates awareness – Draws **new consumers** to the category
- Merchandising adds “**retailtainment**” to the store

Merchandising Trends

- Increased **Spotlight** on **Perimeter** Departments
- **Cross-Merchandising** Provides an Opportunity for **Increased Sales**
- **Simplification** for Store Employee Execution
- Desire to **Enhance** the Shopper's **Experience**
- Need to **Sell More** Product in One Location (efficient use of **limited space**)
- **Decreased Availability** of Store **Labor**

Retail Needs

- **Increased Awareness & Consumption** of Category (high margin product)
- **Attract New Category Users**
- **Become** the Top-of-Mind **Destination** for Planned Events
- **Offer Innovation & New Products**
- **Provide Retailtainment – Added Excitement & Differentiation**
- **Simplify** the Shopping Experience
- **Increased Labor Efficiencies**

Consumer Profile

- **Women, Women with Children and Tween Girls**
- **Fashion & Trend Oriented**
- **Primary: Heavy Balloon User; Secondary – New Users**
- **All Income Levels**
- **Needs Simplification of the Shopping Experience – Consumers are Time Starved**
- **Desire for Communication & Education Especially Among Next Generation Shoppers**

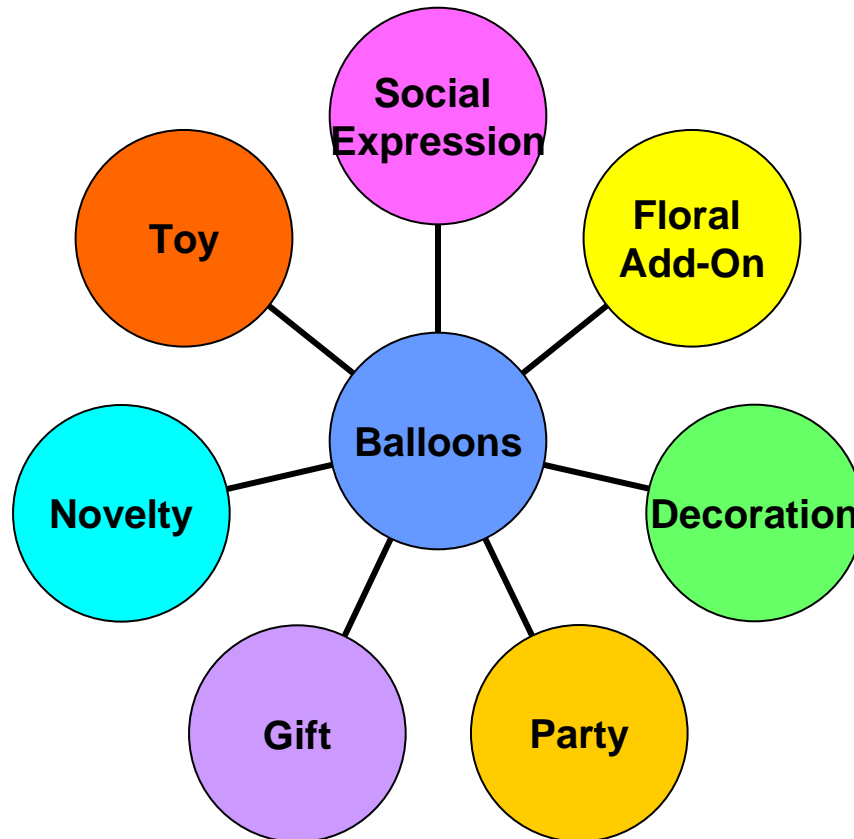


Effective Balloon Merchandising

- Leverage the “Impact Zone” – Most Effective Space is **3.5’ to 6.5’ From the Floor**
- Attract Consumer Attention with Eye-Catching **Displays**
 - 1.8 seconds to engage consumers
- Offer **Inflated Grab & Go – Buy Me Now Balloons**
- Make It **EASY to Buy** a Balloon
 - Place Inflated Balloons within Reach & **Untangled**
 - **Communicate** How to Get Packaged Balloons Inflated
 - **Clearly Price** Inflated and Packaged Balloons
 - **Arrange** Balloons According to Sentiment/Theme

Effective Balloon Placement

- Balloons are a Versatile High-Margin Product & Should be Placed **Throughout the Store** to Generate Maximum Sales!



Why Place Balloons in Floral

- Majority of Initial Floral Purchases are **Impulse**
- Generates **Traffic** to the Department
 - Can be most **profitable** department per square foot
 - Balloons are **high margin** and can be 7-10% of Floral sales
- Provides Opportunity for Incremental & **Upgraded Floral Sales**
- Provides “**Retailtainment**”
- Draws Attention to Themed Department Programs



Steps for Success in Floral

- **LOWER** Inflated **Balloons** and Vary the Height
- Focus on Product with **Innovation**, Shapes & High-Volume Licenses to compliment Standard 18” Program
- Leverage Current Events, Trends & Store/Chain **Themed Programs**
- Ensure that **Inflated** High-Demand Message **Balloons** are Always Available
- Make it **Easy** for Customers to Buy a Balloon
- Take Advantage of **Labor Saving** Programs/Kits
- Create a **Grab & Go** Station with both Helium and Air-Filled Balloons

Increased \$ with Upgraded Mix

Example of Increased \$'s When Mix Includes SuperShapes and Sing-A-Tune

# of Balloons Sold Per Week	Product Mix	Product Format	SRP	Retail Sales \$
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SCENARIO #1

40	100%	18-inch	\$3.00	\$120.00
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SCENARIO #2 - Adding Shapes to Mix

25	63%	18-inch	\$3.00	\$75.00
12	30%	SuperShape	\$7.00	\$84.00
3	7%	Sing-A-Tune	\$11.00	\$33.00
40	100%			\$192.00

% of Increase of Retail \$ by Upgrading Mix 60%

Why Place Balloons in Bakery

- Increase **Awareness** of Different Balloon Formats
- Draws **Attention to Seasonal & Character Bakery Products**
- Provides **Added Value** to Bakery Products
- **Enhances** the Occasion
- Creates a **One-Stop Destination** for Cake & Decorations



Steps for **Success In Bakery**

- Offer an **Uncluttered**, Compact Cluster of Balloons Utilizing the Right Merchandiser and Weights
- **Coordinate** Balloons **with** Decorated **Cake Orders**
- Develop Opportunities to **Tell Bakery Customers** that Coordinating **Balloons are Available**
 - Decorated Cake Book, Pre-Order Forms, Signage, etc.
- Rotate Programs to **Keep Department Fresh**



Why Place Balloons at Checkout

- Balloons are a **High Impulse** Product
- Utilizes **Air Space** and Does Not Displace Other Products
- Creates a **Festive** Atmosphere During Holidays & Special Events
- **Increased Sales** Opportunity with Trend Towards “Junk Food Free” Registers



Steps for **Success** at **Checkout**

- Offer an **Uncluttered Cluster** of Balloons at Each or Every Other Register utilizing the right Merchandiser and Weights with Locking Ribbon
- **Float** Helium **Balloons LOW** to Reduce Tangling and to Ensure Visibility & Accessibility
- Offer **Licensed Character** Balloons, Unique **Shapes** or Seasonal Products (all Non-Message Except Seasonal)
 - 70% of helium Mix should be shapes
 - 100% of air-filled should be shapes, licensed or seasonal
- **Rotate** Featured Planogram Every 3-4 Weeks

Why Place Balloons in Stationary

- Majority of Stationary Purchases are **Impulse** with over **\$1.41 Billion** in Supermarket Sales
- **Balloons** Serve as an Extension to a **Social Sentiment**
- Offer **Added Value** to Cards & Gifts
- **Amplifies Seasonal Card Programs**



Steps for **Success** In **Stationary**

- Offer a **Variety** of Designs & Product Formats
- Ensure that **Inflated** High-Volume Message Balloons are Always Available
 - Birthday, Baby, Get Well & Numbers
 - Compliment with Coordinating Licensed Characters and Seasonal
- **Float** Helium Balloons **LOW** – Within Customers Reach
- **Coordinate** Placement of Balloons with Card Sentiments/Types
- **Refresh** Often to Keep Department New