

DAYMON
INTERACTIONS

FEBRUARY 2012

Retail News

Insider

Save Mart
JOINS THE
RETAIL TEAM

Sales Tips:
Spread the
LOVE

A Focus
on **FROZEN**

How
Emotions
affect sales

Happy February everyone!

The theme this month seems to be love, and one of the things I love to do is to share good news with our Daymon Interactions teams. I'm excited to tell you that we have a new member of the retail division. Starting this month, we will begin executing in-store events for Save Mart Supermarkets.

We begin with a test that will last four weekends over nine locations in the Modesto, Calif. area. These events will feature Save Mart's private brands including World Classics, Sunny Select, Maxx Valu and Bayside Farms – among others.



Mitch Diehl

"...our partnership is a key initiative for both Save Mart and Daymon Interactions in 2012."

In March, we will begin the full rollout to 90 Save Mart and Lucky locations across Northern and Central California and Northern Nevada. Save Mart owns and operates supermarkets under the banners of Save Mart, S-Mart Foods, Lucky and FoodMaxx. We will have a presence in the Save Mart and Lucky locations.

We have the full support of Save Mart senior management, and our partnership is a key initiative for both Save Mart and Daymon Interactions in 2012. Senior Business Manager John Crowell will lead the development of this account for us. He will focus on growing sales and working with category merchants and the Save Mart marketing department to develop additional events and meal solutions for this program.

Another exciting element to this partnership is the Save Mart debut of our newest event carts. These carts are a proprietary design created by Daymon Interactions, and Save Mart will be the first account to use them. They feature a sliding and locking rear door, side shelves that pull out for displaying merchandise, as well as an overhead sign, which is unlike other event carts that we have used before.



We are thrilled to have Save Mart as part of our Daymon Interactions team and look forward to a great year ahead. Of course, we couldn't do this without your efforts. At every one of our accounts, you are the key to making our programs successful.

Thanks again for all you do.

Mitch Diehl

Mitch Diehl
Vice President



1. Daymon Interactions welcomes Save Mart to the retail team.

2. Emotions can affect your sales – read more about the softer side of events in this issue!

3. Hello dessert! Check out the **Valentine's Day recipe** idea on the last page.

4. A new employee contest launches this month – get your entries in today!

5. Did you know that one chocolate chip provides enough energy for an adult to walk 150 feet? Now that's a valuable energy source!



CONGRATULATIONS to all the winners!

After six months, thousands of entries and participation from around the world, the 2011 DRIVE to 75 program wrapped up on a high note. Congratulations and job well done to Bill Lackner and Min-Kyung Kim from our retail division who won two of the grand prizes during our results event. Their efforts, along with those of many others, made this program a success.

This year, we look to do it again! Stay tuned for information on the 2012 program and how you can make an impact this year on the continued success of Daymon Interactions. We look forward to your participation!

Sales Tips

Spread the Love

Is it love at first sight or love at first taste? No matter what your approach, your goal is to help shoppers fall in love with your product each time they're in the store. This issue, we learn from associate Sandra Lynch. Each time she runs an event, she focuses on the personal touch and brings her passion for her work into her interactions.

“I perceive every conversation as an important opportunity to share product information.”



Sales Advisor
Sandra Lynch

“I perceive every conversation as an important opportunity to share product information,” says Sandra. “Eye contact, a friendly smile and showing an earnest interest in their needs keep shoppers interested in the event. I use salutations such as ‘Where have you been all my life’ and ‘I’ve been waiting for you to show up’ as great pitch lines to attract attention.”

Sandra describes her communication with shoppers as always active, positive, fun loving and bright. Sometimes she even delivers her sales pitch in an “ed-u-taining” way, as she calls it, such as making up a song about the product or event!

All You Need Is LOVE

Emotions can affect your sales

Just in time for Valentine’s Day, we look at the softer side of sales. That’s right, research shows that emotions, experiences and engagement have a place in shopper purchasing habits and store loyalty.

If you’re following our lead, just remember that all you need is love! While research shows that motives may drive consumers into a store, emotions experienced while shopping affect preference and choice. Help your shoppers fall in love with your product (see Sales Tips section) and make the sale by showing them how happy it will make them if they bring it home today!

What kind of experience are you creating for your shopper? Providing that added value can stimulate long-term results. You’re there to help the shopper experience the product to see what it’s all about. You add value by letting them taste the product, telling them about it, and providing recipes and meal solutions that they might not have thought of on their own.

Finally, help shoppers find the engagement they are looking for through knowledgeable recommendations. Shoppers want brands that meet their needs and fit in with their lifestyles, and they look to you for advice on what’s best. Building relationships with those shoppers and connecting with them on a personal level makes the in-store experience that much stronger, allowing your product to become that much more memorable.

Sources: “Shopping Motives, Emotional States and Retail Outcomes” by S.J. Dawson, P.H. Bloch and N.M. Ridgway and “Measuring Emotions in Customer Experiences in Retail Store Environments” by Ann Petermans, Koenraad Van Cleempoel, Erik Nuyts and Jan Vanrie.

A Focus on FROZEN

March is Frozen Food Month, and our retail partners are gearing up for a big push on frozen food items. For 30 years, the National Frozen and Refrigerated Foods Association (NFRA) has implemented this industry-wide promotion to increase sales and awareness for the frozen foods category. The focus is on brand exposure, in-store excitement and communication to consumers that frozen foods are a fresh, economical, convenient and nutritious meal option.

A major pull for retailers to participate in Frozen Food Month is the prestigious Golden Penguin Award, a standard for excellence in promoting and merchandising frozen foods. Participants from across the country enter their best and most creative efforts for a chance to win.



“We are excited to support our retail partners in this industry-wide initiative,” said Senior Vice President Jeff Engel. “Our efforts are aligned to help our retailers achieve this significant recognition.”

Food for Thought We want your ideas!

Send us your favorite recipe! What do you love to make and share with others? We want to know about your favorite dessert, main dish or appetizer!

Share your ideas with us and you could be featured in the next newsletter!

Email your sales tips to newsletters@daymon.com today!

By the Numbers

The percentage of us who will eat throughout the Super Bowl, with little thought given to the food's healthfulness. The most popular party food? Dips and spreads.

54%

190 Million

The number of Valentine's Day cards exchanging hands this year.

The amount the average U.S. consumer is expected to spend on Valentine's Day gifts, meals, and entertainment.

\$102.50

Recipe of the Month: Tuxedo Strawberries

Recipe courtesy of tasteofhome.com



DIRECTIONS:

Line a tray or baking sheet with waxed paper; set aside. Wash strawberries and pat until completely dry.

In a microwave-safe bowl, melt white chocolate chips and 1 ½ teaspoons shortening at 70% power; stir until smooth. Dip each strawberry until two-thirds is coated, forming the tuxedo shirt, allowing excess to drip off. Place on prepared tray; chill for 30 minutes or until set.

Melt chocolate chips and remaining shortening. To form the tuxedo jacket, dip each side of berry into chocolate from the tip of the strawberry to the top of vanilla coating. Repeat on the other side, leaving a white V-shape in the center. Set remaining chocolate aside. Chill berries for 30 minutes or until set.

Remelt reserved chocolate if necessary. Using melted chocolate and a round pastry tip #2, pipe a bow tie at the top of the white V and three buttons down front of shirt. Chill for 30 minutes or until set. Store in the refrigerator in a covered plastic container for up to 1 day. Yield: 1 ½ dozen.

INGREDIENTS:

- 18 Medium fresh strawberries with stems
- 1 Cup white chocolate chips
- 3 ½ Teaspoons shortening, divided
- 1 ½ Cups semisweet or dark chocolate chips

Daymon Interactions U.S. Retail Division



Meijer



Giant Eagle



{in good taste}

Save Mart

Winn-Dixie