



EXCLUSIVE RETAIL ACTIVATION PROGRAM



YOU'VE EARNED THE WOMEN'S CHOICE AWARD... SO WHAT DOES THAT MEAN FOR YOUR BRAND AT WALMART?

Brands that are fortunate to have earned the Women's Choice Award have a distinctive competitive advantage, resulting in increased sales and loyalty. It's the only endorsement by women for women to validate and simplify her choices.

DID YOU KNOW?



92% of women would trust a brand more if it carried the Women's Choice Award seal



95% of women say that the Women's Choice Award would help make their decision easier if choosing between two brands at a similar cost

BRANDS THAT PROMOTE THEIR WOMEN'S CHOICE AWARD AT RETAIL HAVE SEEN AMAZING GROWTH IN SALES.

Case Study: Dell'Amore Pasta Sauce

Dell'Amore Pasta Sauce placed a shelf talker in 20 Hannaford stores in Vermont as a test. The shelf talker featured the Women's Choice Award seal and highlighted Dell'Amore as a product that is recommended by 9 out of 10 women.

The RESULT:

A 60% increase in sales in the Hannaford stores. "The shelf talker will be displayed in all 20 VT Hannaford stores...since putting up the talker yesterday, emptied half the shelf. The power of women, love it. Bravo WCA!"
— Frank Dell'Amore, President



Women's Choice Award makes it easy to promote your win at retail with customized pop kits!



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Included in this kit are the tools needed to bring visibility and to drive sales to your brand at store level with women consumers. Our partner will be applying point of sale material on your products, sharing with all shoppers that you have earned the seal of approval that 92% of women trust when making a purchase.

It's easy to get started with this exciting new program! Invoicing is done up-front for the printing costs and then application and retail execution costs are invoiced upon completion.

Our team will execute the first application of signage for 1-5 SKU's at your selected stores, for \$30/store. You'll also receive detailed reporting to show the effect the campaign has had on your sales. Store coverage programs are available to maintain and reapply signage each month or each quarter to ensure a continuity of coverage.

Program Activation (ask your WCA contact about volume discounts):		\$30/Store
Special Offer: Mobile Marketing with text engagement and email acquisition		\$1 per month per store/ min. 1,000 stores
Printing*:		
Shelf Wobblers	9,200 shelf wobblers (4,600 stores, 2 wobblers for 1 SKU per store)	\$1,200.00
Neck Hangers	13,800 neck hangers (4,600 stores, 3 neck hangers for 1 SKU per store)	FREE*
Price Sign Inserts	13,800 sign inserts (4,600 stores, 3 sign inserts for 1 SKU per store)	\$5,000.00
Freezer Clings	9,200 freezer clings (4,600 stores, 2 freezer clings for 1 SKU per store)	FREE*
Product Stickers	92,000 product stickers (4,600 stores, 20 product stickers for 1 SKU per store)	FREE*

*choose two free printed items with in-store activation of 1,500 stores or more.

Shelf Wobblers



Neck Hangers,
Price Sign Inserts &
Freezer Clings



Product Stickers



In addition to helping women make smarter choices, a percentage of all proceeds from this program will go towards our "Buy Good, Do Good" program where we donate to charities like the Children's Miracle Network, Operation Smile and others.

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