



# GRIZZLY GEAR

## SPRING CLEANING SALE

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PRESENTED BY SYDNEY KLEIN

# SALE GOALS



1 CLEAR OUT WINTER AND SENIOR 2022  
INVENTORY

2 FACILITATE THE TRANSITION TO SUMMER AND  
SPRING APPAREL

3 INCREASE SALES DURING A TIME IN  
WHICH THEY'RE USUALLY LOW





# SALE DETAILS



- > 50% OFF SENIOR 2022 MERCHANDISE
  - > 22% OFF HOODIES, SWEATSHIRTS, AND LONG SLEEVES
  - > ORIGINALLY MARCH 28-APRIL 8, BUT EXTENDED ANOTHER WEEK DUE TO SUCCESS IN SALES
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# SOCIAL MEDIA ADVERTISEMENTS



- > PHOTOGRAPHED NHS SENIORS IN GRIZZLY GEAR MERCH
- > EDITED AND DESIGNED ADS USING ADOBE APPLICATIONS
- > POSTED TO FACEBOOK TO TARGET PARENT AUDIENCE



WINTER  
APPAREL  
AD



SENIOR  
2022  
MERCH AD

# GRIZZLY GEAR

GIFTS AND APPAREL



## WINDOW ADVERTISEMENT



> OUR STORE FRONT IS LOCATED ON THE CORNER OF A BUSY STREET THAT PASSES THE FRONT OF OUR SCHOOL. THIS SPOT IS EXPOSED TO NEARLY ALL CATEGORIES OF POTENTIAL CUSTOMERS—STUDENTS, TEACHERS, PARENTS, AND MORE. THIS IS THE FIRST YEAR WE’VE TAKEN ADVANTAGE OF THE EXPOSURE BY PAINTING OUR WINDOW. THE WINDOW PROVED TO BE ESPECIALLY SUCCESSFUL WITH PROMPTING STUDENTS TO COME IN, LOOK AROUND, AND PURCHASE ITEMS.

# FLYER ADVERTISEMENT



> WE PRINTED OUT DOZENS OF COPIES OF THE FLYER PICTURED TO THE RIGHT AND POSTED THEM AROUND THE SCHOOL. WE WANTED TO MAKE SURE WE UTILIZED A MORE TRADITIONAL FORM OF PROMOTING OUR SPRING CLEANING SALE ALONGSIDE THE WINDOW AND SOCIAL MEDIA ADS. THE FLYER'S TARGET AUDIENCE WAS SIMILAR TO THE WINDOWS- FACULTY AND STUDENTS. THE MAIN ADVANTAGE OF USING FLYERS WAS OUR ABILITY TO SPREAD WORD ACROSS THE ENTIRE CAMPUS RATHER THAN JUST OUR STORE-FRONT.



**GRIZZLY GEAR**

## **SPRING CLEANING: MEGA SALE**

Get **22%** off Hoodies and Sweatshirts

**50%** off all Senior '22 Apparel

**MARCH 28 - APRIL 8, 2022**

**11:00-12:00**

**2:30-3:30**

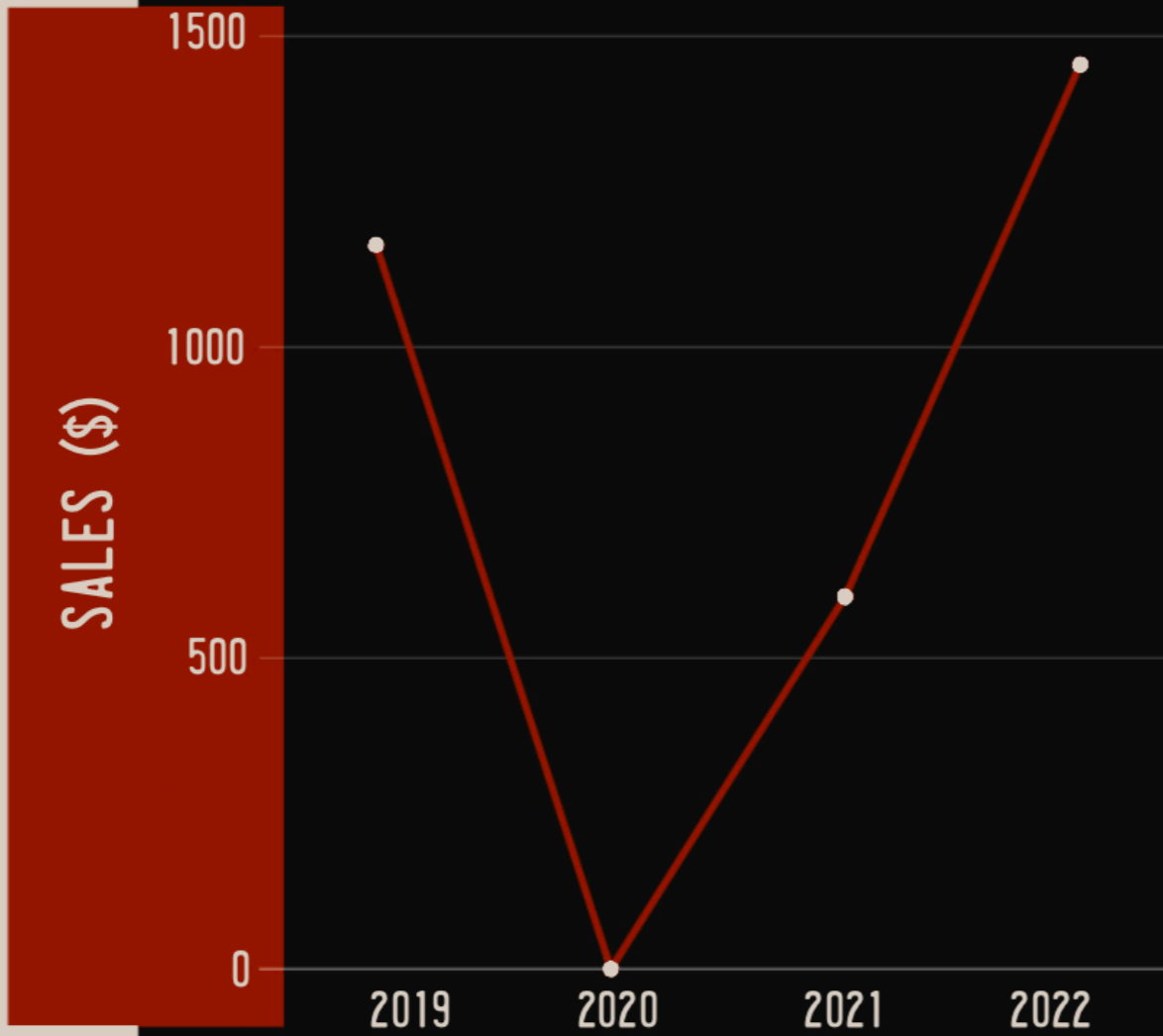
**NORTHSIDE GRIZZLY GEAR**

As a welcome to Spring, we're having a clearance sale on our cold weather apparel.

Shop now and get amazing discounts!

# SALES

SALES FROM MARCH 7TH TO APRIL 7TH



## LOOKING BACK



THIS CHART DEPICTS OUR SALES THE PAST 4 YEARS DURING THE TIME PERIOD 3/07-4/07. 2019 WAS OUR LAST YEAR BEFORE FACING THE CONSEQUENCES OF COVID WHICH IS EVIDENT BY THE TOTAL LOSS OF SALES IN 2020 AND THE SMALL COME-BACK IN 2021. AT THE BEGINNING OF THIS SCHOOL YEAR WE WERE'NT SURE WHAT TO EXPECT IN TERMS OF SALES. WE HAVE BEEN HAPPY TO SEE THAT NOT ONLY ARE THINGS BACK IN BUSINESS, BUT WE ALSO MANAGED TO EXCEED 2019 SALES WITH OUR SPRING CLEANING EVENT

# EVENT SUMMARY



> ALL IN ALL THE SALE WAS A COMPLETE SUCCESS. WE MET EACH OF OUR GOALS:

- WE CLEARED OUT A SIGNIFICANT PORTION OF OUR WINTER APPAREL AND ONLY HAVE 2 REMAINING SENIOR 2022 ITEMS
- WITH SO MUCH OF OUR INVENTORY CLEARED OUT, WE WERE ABLE TO BEGIN STOCKING THE EMPTY RACKS WITH T-SHIRTS AND OTHER SUMMER CLOTHING
- WE HAD A GREAT MONTH OF SALES DURING A TIME THAT IS USUALLY SLOW FOR US AND EVEN EXCEEDED SALES FROM OUR VERY SUCCESSFUL YEAR IN 2019

