



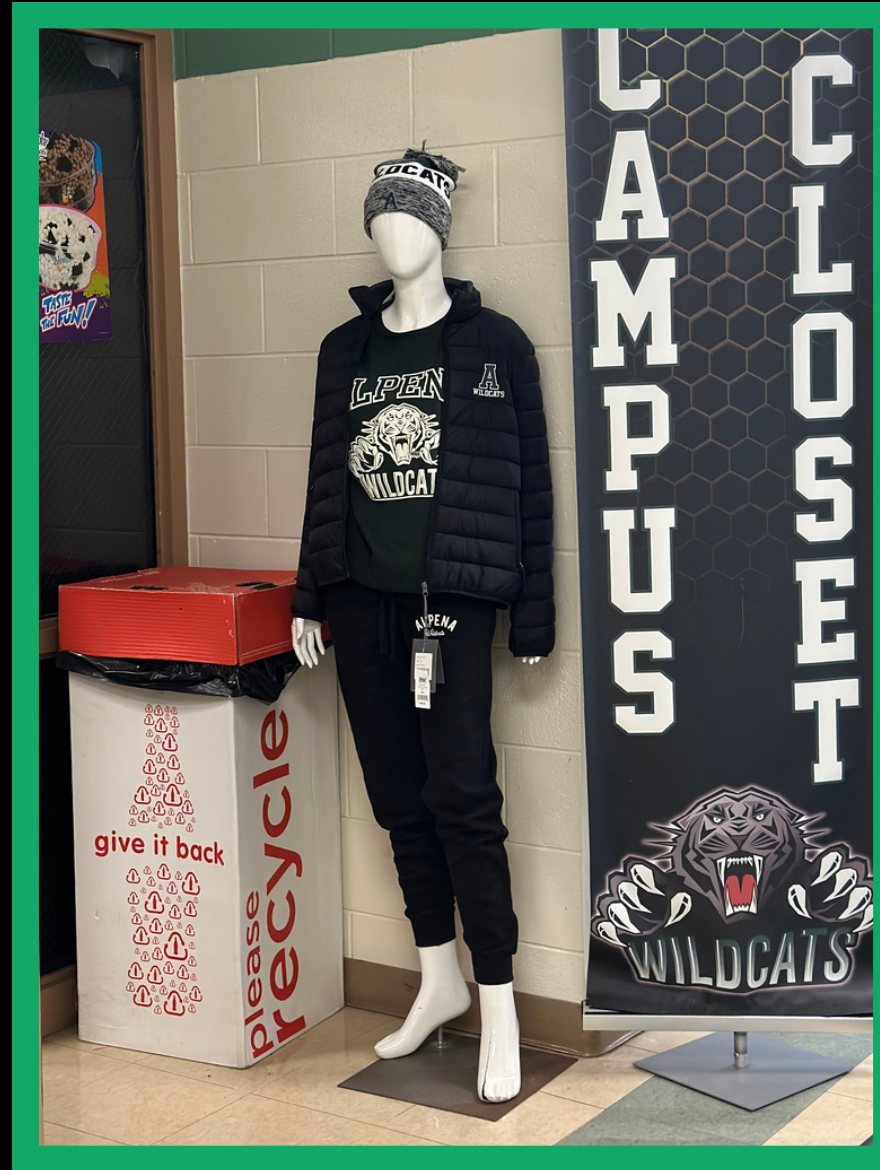
CAMPUS CLOSET

Winter Blast Campaign 2023

ALPENA HIGH SCHOOL, ALPENA, MI

ADVISORS: MELISSA TIMMRECK & KIERSTEN WIRGAU

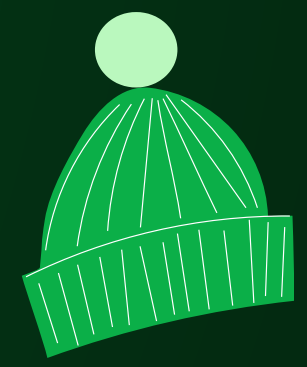




Our December sales consist of a variety of items in our retail store, however, we're going to highlight a few items that encounter the winter spirit.

WHAT IS WINTER BLAST?

Blast into the Details



Head Warmer

We have hats to help you swag out all year long. From fuzzy poms to shaders on the golf course and caps to wear anytime, we got you covered! All hats are 10% off this holiday season!



Warmth in Comfort

Catch a hockey game or spread some cheer in the winter snow, grab a jacket or vest to help you stay warm this chilly season! Jackets and vests are 25% off!



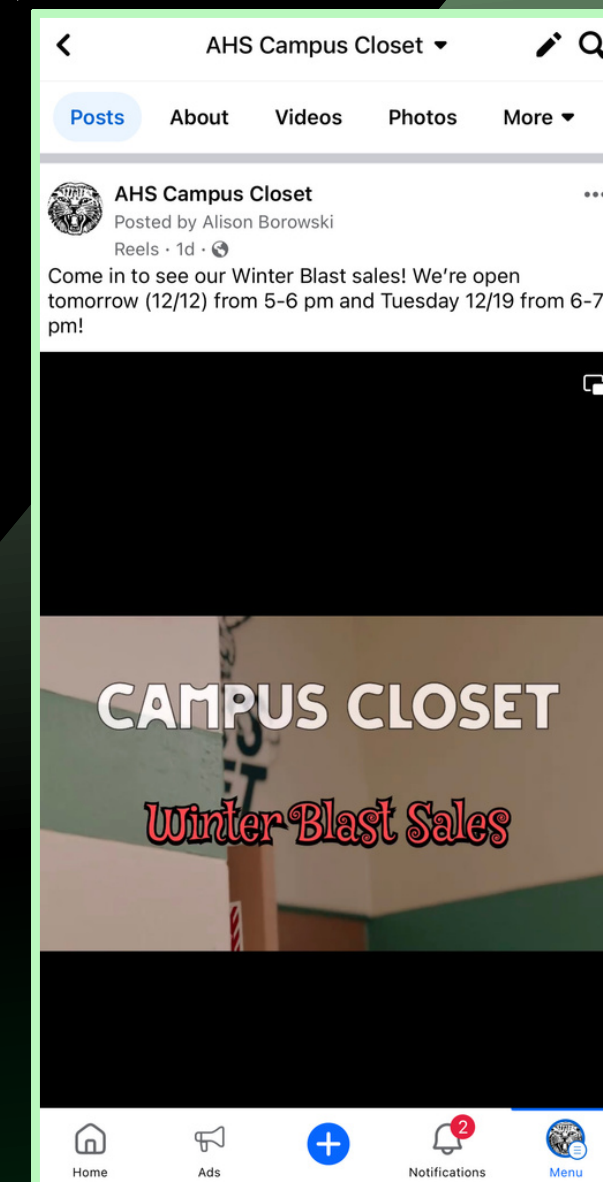
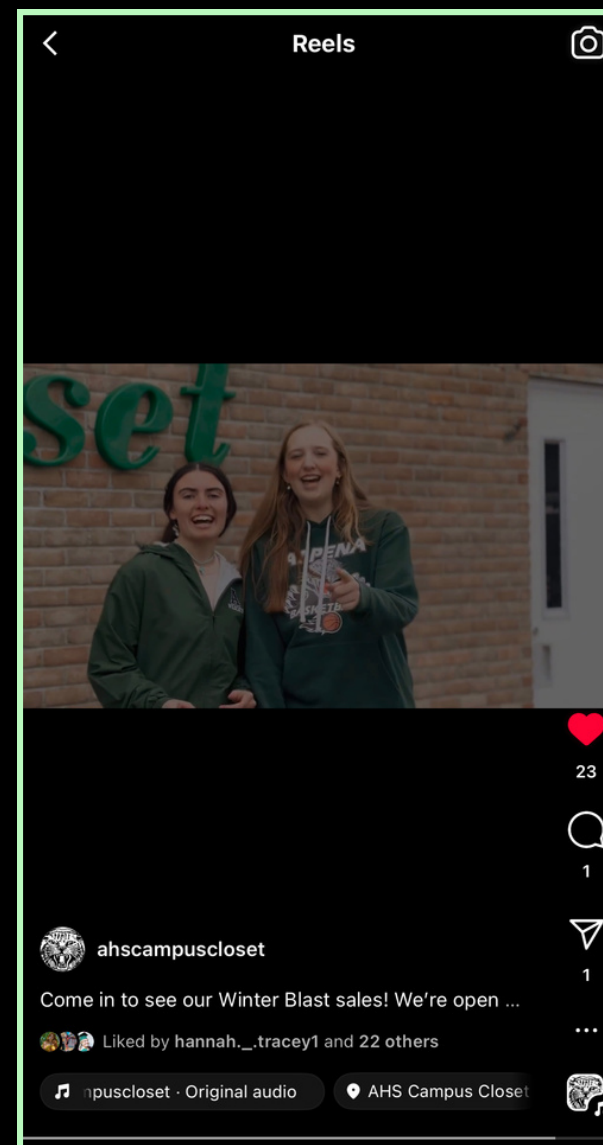
Wildcat Gear Up

Spend \$125, and receive one of our classic vanilla candles to freshen up a study session or get rid of that lingering smell in your home! Candles add a sense of comfort to your personal spaces, you can smell fresh while repping our school.

Wildcat Advertising!

Various ways we promote our gear and updates are through:

1. Campus Closet Facebook Page
2. Campus Closet Instagram Page
3. School Weekly Update (Newsletter)
4. Slideshow Announcements (TV's)



Holiday Shopping

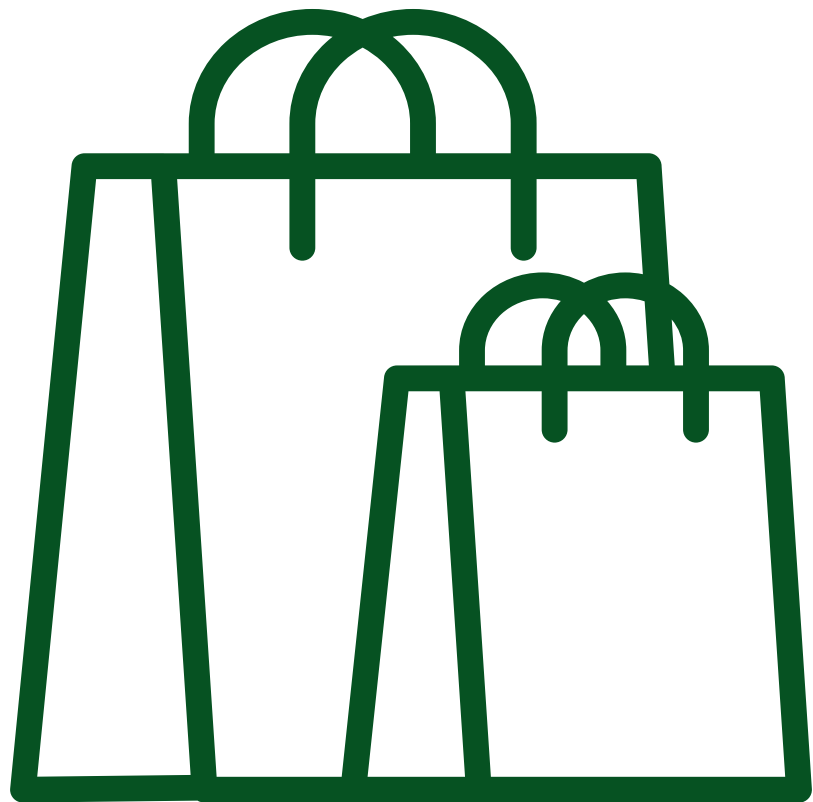
In December we had special open hours for the public other than just our regular hours;

December 12th, 5–6 pm

December 19th, 6–7 pm

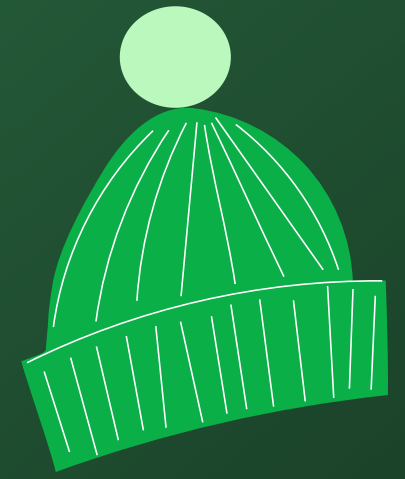
All three School Lunch Hours

Mornings 7:15–7:30 am, on Wednesdays and Fridays





Winter Blast Commmerical



Video Closed Captions

Products: Poof Wildcat hat, Alpena Crewneck, Alpena Grey Vest, Alpena candle

Script:

*walking forward slowly down the ramp

“Winter is upon us in Northeast Michigan and freezing temperatures are here. However, Campus Closet has your winter essentials to stay warm and style out in our Wildcat gear. Let's take a look.” *wave over

“Right now we have a winter blast of sales going on including 10% off hats, 25% off jackets and vests, and if you spend over \$125 you receive a free Wildcat candle with your purchases.” *read slow for graphics

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*smells candle

“Mhm smells fresh for the holidays”

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*video clips of the store, slow-angle

“Make sure to shop Campus Closet or order online on our webstore!”

“Go Cats!”

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December 2021

Hats came to 7.24% and jackets/vests came to 6.21% towards the 17.27% of all apparel sales.

\$279 Contribution to total sales of December 1st-13th!

December 2022

Hats came to 19.26% and jackets/vests came to 7.20% towards the 39.72% of all apparel sales.

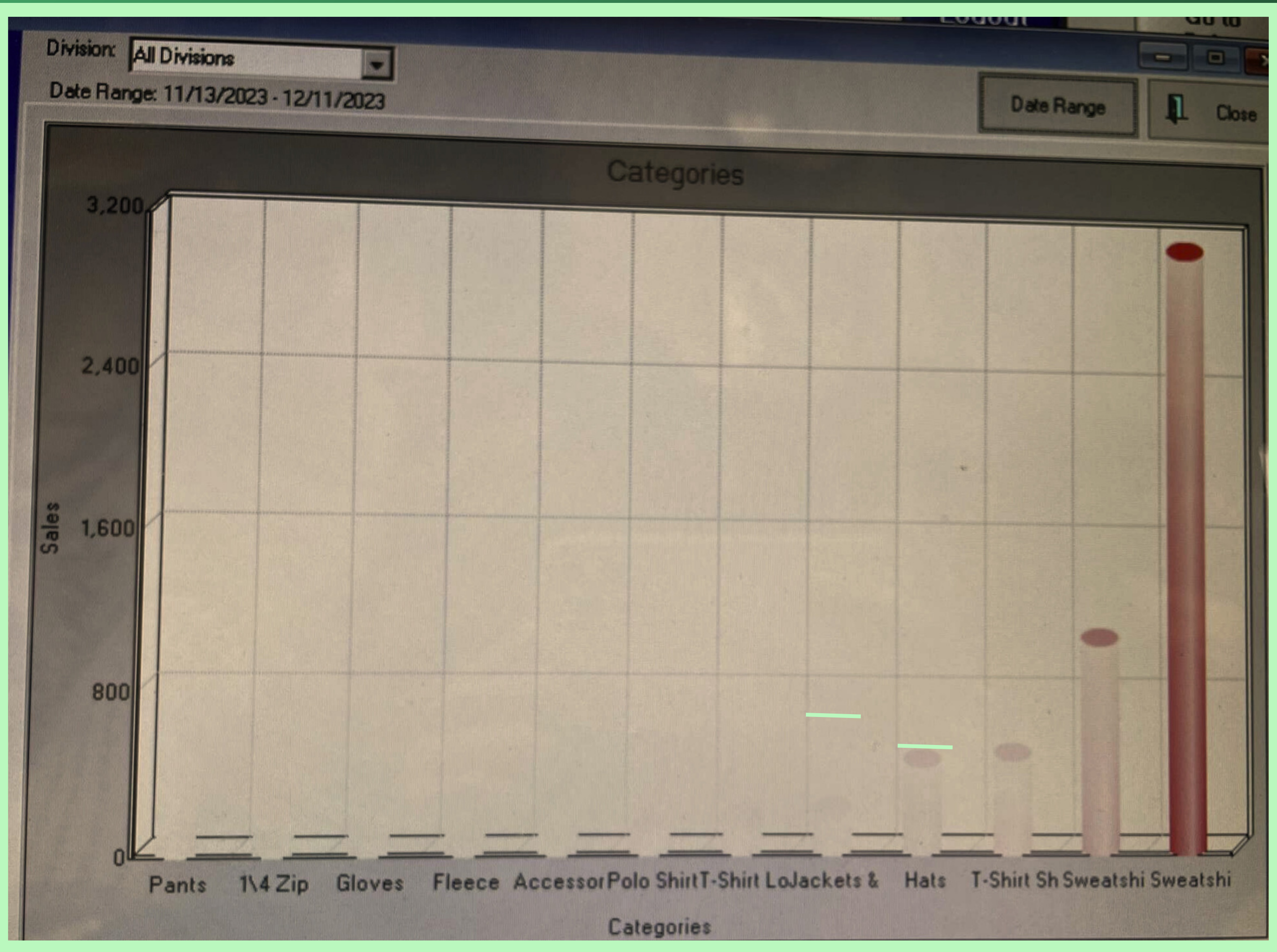
\$399.23 Contribution to total sales of December 1st-13th!

December 2023

Hats came to 9.26% and jackets/vests came to 2.70% towards the 26.72% of all apparel sales.

\$407.57 Contribution to total sales of December 1st-13th!

Sale Increase



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Our ultimate goal was to notify customers of our winter items in a more technology-based way since our audience is students our age and tech parents.

Throughout the year we've gotten a larger variety of new hats and jackets so we wanted to target those projects with our overall deal of spending \$125 to receive a free candle. We're hoping to bring in new products, however, we needed to sell the candles, so this helps us lower the stock.

Closing Remarks

