

Somersworth High School

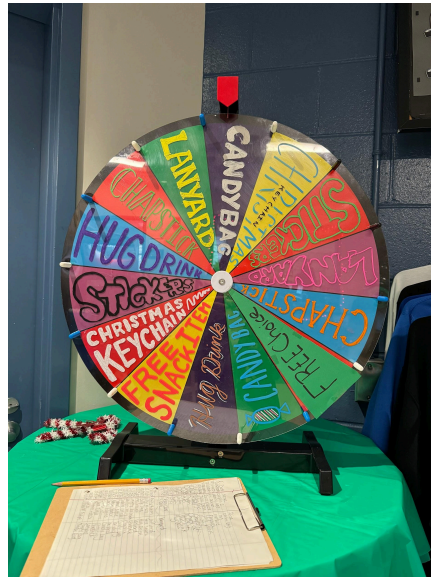
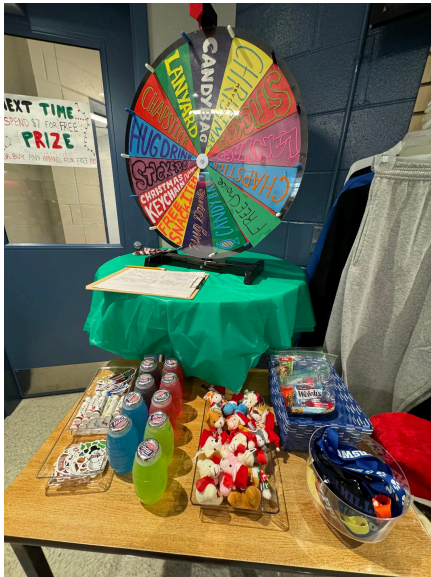
School Store: Topper Shoppe December 2024

Teacher: Desi Brown

Students: Joshua B, Cameron B, Natalia F, Naufal K, Sya M, Vanesa M, Jack R, Victoria S, Graciela W

Holiday Campaign: The Topper Shoppe Holiday Campaign included a prize wheel where students can get a chance to spin the wheel and win a Christmas theme prize and stocking stuffers if the purchase is \$7 or more. It also included a “buy an apparel, get one free food item” sale for students to earn a coupon for a free food item if they buy any school apparel. We created a festive atmosphere with decorations all around the store and leveraged social media to boost brand awareness and increase sales.

Prize Wheel:



Buy an Apparel, Get one free food item:



Announcements: Every day, we would send an announcement down to the office to announce to the school that we were open every Tuesdays and Fridays and having a special holiday sale. To keep the students reminded and to not forget to visit during opening hours.

Topper Shoppe is having a holiday sale!

As a gift to you, Topper Shoppe is running a holiday promotion.

If you spend \$7 or more at the Topper Shoppe during the month of December, you will be able to spin a prize wheel to win a stocking stuffer!

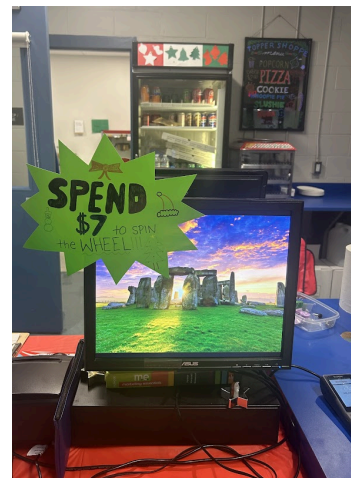
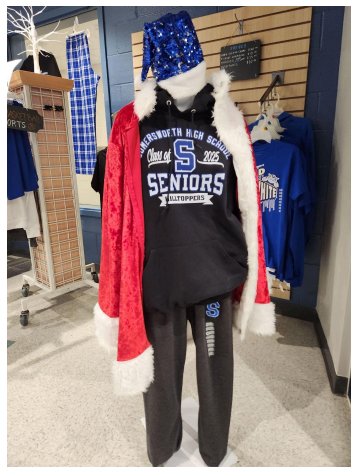
Also, any purchase of apparel will earn you a free food or drink item of your choice, this includes, pizza, drinks, whoopie pies, and cookies.

Come visit us on Tuesdays and Fridays during all lunches!



Marketing Strategy: Some of the ways we promoted this campaign

- posting on social media
- sending out emails
- putting up unique flyers
- making daily announcements
- decorated the store
- created a balloon arch to attract people to the Topper Shoppe area because our customers love to take pictures.

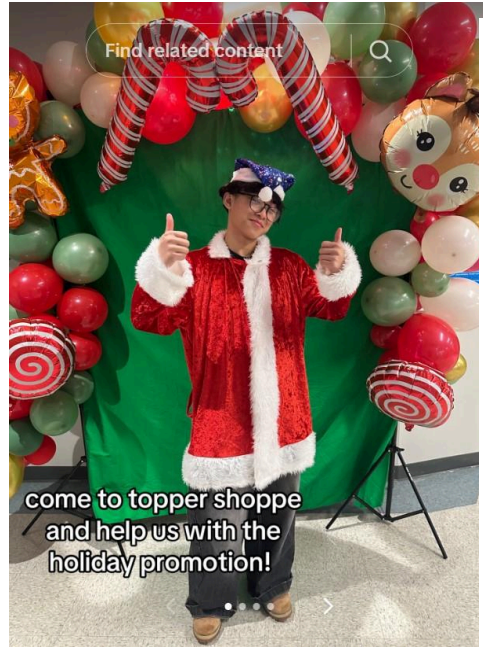


Social Media:

We advertise our products and the holiday campaign on TikTok:

https://www.tiktok.com/@toppershoppe/video/7445356802058800427?is_from_webapp=1&sender_device=pc&web_id=7449387658100409898

Tiktok: Every Topper Shoppe day we made sure to post for our customers to see new content.



A snapshot of your video's performance

1.4K

Views

123

Likes



Ava, carsyns main 🐶, Nic, and others liked your post



Topper Shoppe

15 more days until christmas! #fyp #viral #somersworthnh #christmas @ban...



Email: At the beginning of the month, we made sure to send out an email to all the students to make sure they knew that we were running a promotion and to support us at the Topper Shoppe!



Come down and support the Topper Shoppe! We are open every Tuesday and Fridays during A and C lunch. As a Christmas gift to you we are running a jolly promotion!

For the month of December, if you spend over \$7 at the Topper Shoppe you can spin the wheel to get a free Christmas stocking stuffer.



On top of that, anytime you buy a piece of apparel for the month of December, you get a free coupon. This coupon can be exchanged for a free slice of pizza, cookies, popcorn, whoopie pie, or drink of your choice!

******Valid Until End of School Year******



How and why our campaign was a success:

1. Understanding Your Audience

- The campaign was tailored to appeal to our target audience (students, & faculty) through relatable messaging and relevant products.

3. Effective Use of Channels

- Utilizing popular platforms, such as social media, school announcements, or email newsletters, to reach your audience.
- Using the right channels ensures visibility where our audience spends their time.

4. Strong Visual and Verbal Branding

- The campaign featured eye-catching visuals, and consistent themes.

5. Promotions and Incentives

- Discounts, giveaways, or loyalty rewards were offered to drive interest and sales. We know that our customers like to participate in promotions and they like to spin a prize wheel. It was exciting for them to get a chance to win different prizes each time they made a purchase.
- We took our average sale and increased our target sale by \$2. The cashiers and other employees tried to “up-sell” when appropriate.
- This creates urgency and appeals to our audience's desire for value.

7. Data-Driven Adjustments

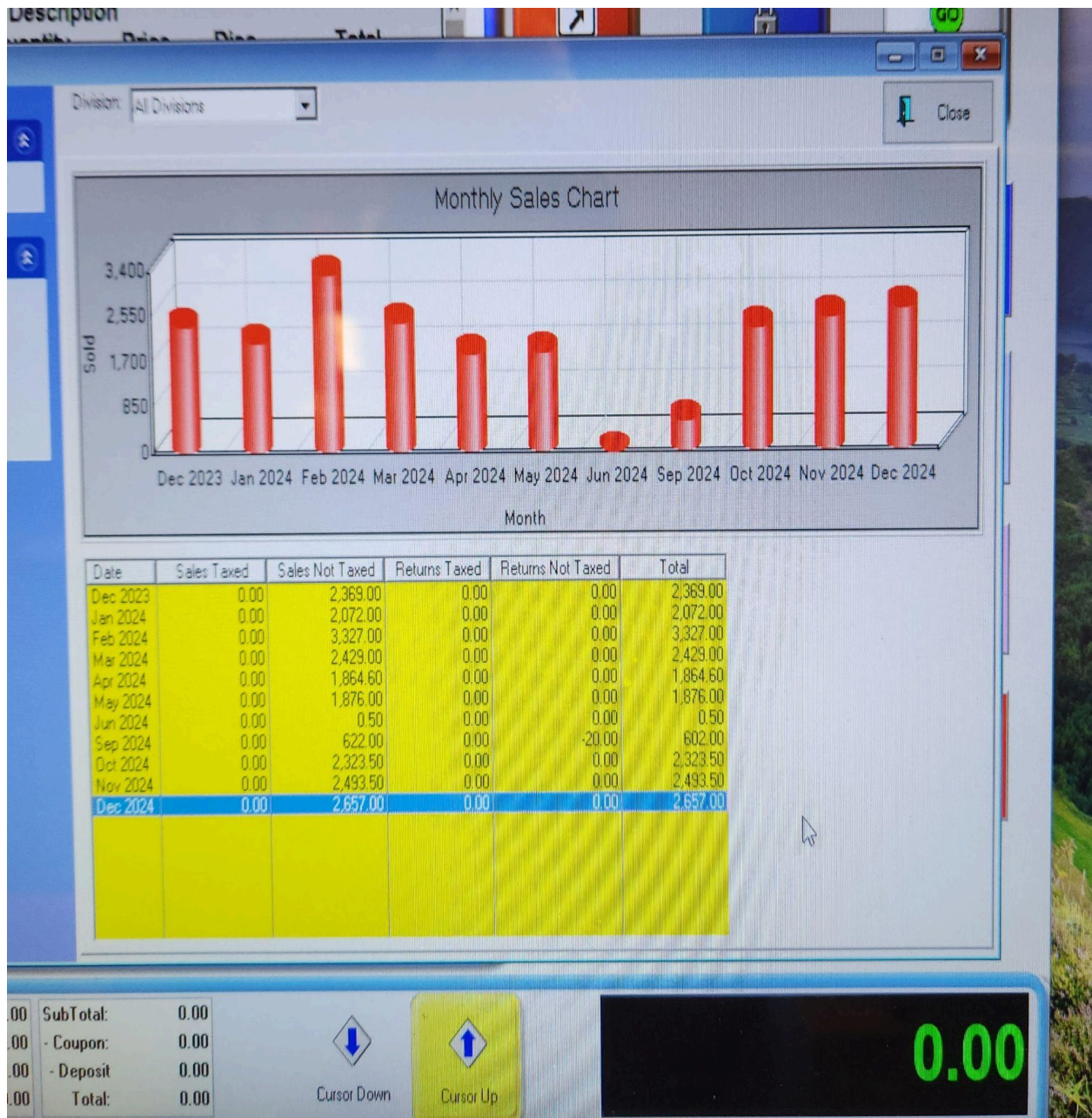
- Feedback and sales data was used to tweak the campaign during its run.

8. Timing and Relevance

- Timing added an element of relevance, making our campaign more impactful.

Evidence of Success

- Sales Data: An increase in revenue or the number of items sold. We had an increase in sales from December 2023 by \$288.



- As an instructor I had a better understanding of what the students needed to do and they had a better plan. It was a lot of work though. To increase sales next year, I am pretty sure we would have to add more sales opportunities by adding hours.