

LHS Student Store Point of Sale Contest



Lynnwood High School
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Participants: Retail Store Class

Home of the Royals!

Here at Lynnwood High School, we are known as the home of the Royals. In developing our student store brand this year, we incorporated our school identity with our theme - Hollywood.



The Royale Student Store

With the student store theme set in place, the retail class agreed on the name "The Royale." We felt that the name "The Royale" sounded like a movie theater and incorporated our school name "The Royals," as well.



PROMOTIONS

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The Walk of Fame

Each week we recognize a student or staff member as our student store “celebrity.” The individual signs their name on a star which is placed on the Walk of Fame. Their picture is then taken and posted on the LHS Student Store instagram page.



Instagram Page

This brings us to our second promotion strategy; the store's instagram page. Our account username is @lhs_student_store, a public account for students at Lynnwood High School where they can find deals, learn who the celebrity of the week is, and keep up on what's new in the Royale.



The Royal Ledger

Every month, Lynnwood High School produces an online newspaper titled "The Royal Ledger." In the month of October, the Royale was featured in the Royal Ledger. The Royal Ledger provides an opportunity for us to advertise the store to the entire community. We place a publicity/public relations announcement in each edition of The Royal Ledger.

News from around the school *Get your information here*

Business and Marketing News

Real World Experience



The LHS student store - The Royale opened this month to rave reviews. This year's theme is HOLLYWOOD. The Retail Store class is one of the most popular in the Marketing department providing students with Real World experience. Enjoy the show!



The Royale Management team Haley M. - Promotions Manager, Abby D. - Accounting Manager, Josh A. - Senior Manager, and Kylee M. Operations Manager take time from their duties for a photo.

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Royale Managers Haley M., Kylee M., and Abby D., supervise "Fun Friday" activities sponsored by the Royale. Principal Piper with his students participates in the Cookie in the Face contest.



The Royale introduces the first two faculty stars. Shortly after autographing their stars, Vice Principal Golem and Principal Piper pose for their publicity shot!

Colby M. shows his freshman spirit by participating in the Cookie in the Face contest. So close Colby!

!Fun Fridays!

Our most popular promotion, is our store sponsored Fun Friday games. Every Friday, a group of Student Store employees put on minute to win it games, trivia, and relays during both lunches. The participants of each game receive an item from the Student Store which further promotes our products.



Cookie Buttons

The newly added cookie buttons are a great way for us to not only promote the student store, but the product itself. Otis Spunkmeyer cookies have been our number one selling product for years, and the cookie buttons ensure that it stays that way. Each employee wears a cookie button during their shift to remind and encourage customers to purchase our Otis Spunkmeyer cookies.

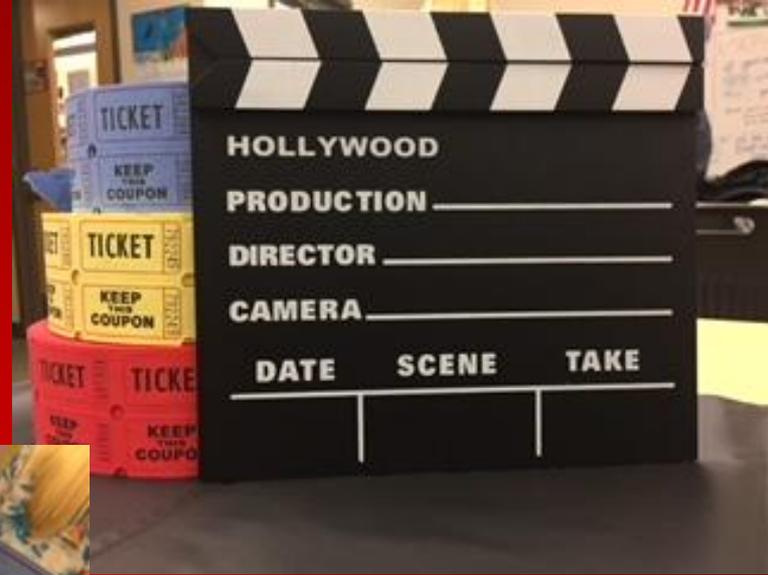


BRANDING

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Tickets

When a student orders a doughnut, cup of coffee, or corndog, they are given half a ticket which proves to the employees they have paid for their food. The other half of the ticket is given to the employee in charge of those products. This way we ensure the correct students receive the appropriate products. Receiving a ticket further reminds the customer of our theater theme.



Lights

Theater like lighting in the store allows us to continue with our Hollywood theme. There are white lights, blinking fairy lights, and spotlights placed throughout the store reminiscent of a marquee.



Curtains

The red draped curtains on the doors to either side of the store, signal to students that we are open and ready to make each and every customer happy. When the curtains open, it's time for the show to start. When the doors are closed (or when the curtain is drawn) it shows the students that the store is now closed (or that the show has come to an end).



Hollywood Sign

Just as the original Hollywood sign is placed on one of the highest points for all to see, so is the LHS Student Store Hollywood Sign, perched on the highest shelf. Surrounding the sign are three spotlights. The light of the Hollywood Sign easily attracts customers and is often the first thing they see when they walk into the store.



VIP Access

Each Employee has been provided with a lanyard including a VIP pass and identity card. Employees are asked to wear the lanyard during their shifts and return them at the end. VIP tape on the swinging doors, lets the customers know that only employees are allowed beyond that point.



Results

Revenue: Up 200%!

**Thank you
From
The Royale
...**