

The Evanston High School student store staff; Susan Evans, store director; Hannah Godfrey, store manager; and Jesse Badertscher, store manager; made a **holiday gift card promo**. We made flyers, and put it on our school's morning announcement video. Our promotion was "for every gift card you buy, you get a free gift!" This promotion increased our profit about 3%.



The Evanston High School student store staff commissioned **holiday themed banners** to display in the student store windows to advertise the store and our supplier. This holiday marketing boosted our sales by bringing in a lot of customers, which led to more products being bought.



The Evanston High School student store staff **added Little Debbie's donuts** to our shelves as a holiday special. This new product increased our profit by about 5%.



The Evanston High School student store staff; Susan Evans, store director; Hannah Godfrey, store manager; and Jesse Badertscher, store manager; **decorated the student store for the holidays**. We put up a tree, decorated the shelves, and decorated the walls. This holiday marketing project brought more spirit to the school and made the store more noticeable

