

School Store Point of Sale

Marketing Contest

Grizzly Gear

Northside High School

Melinda Briscoe, teacher

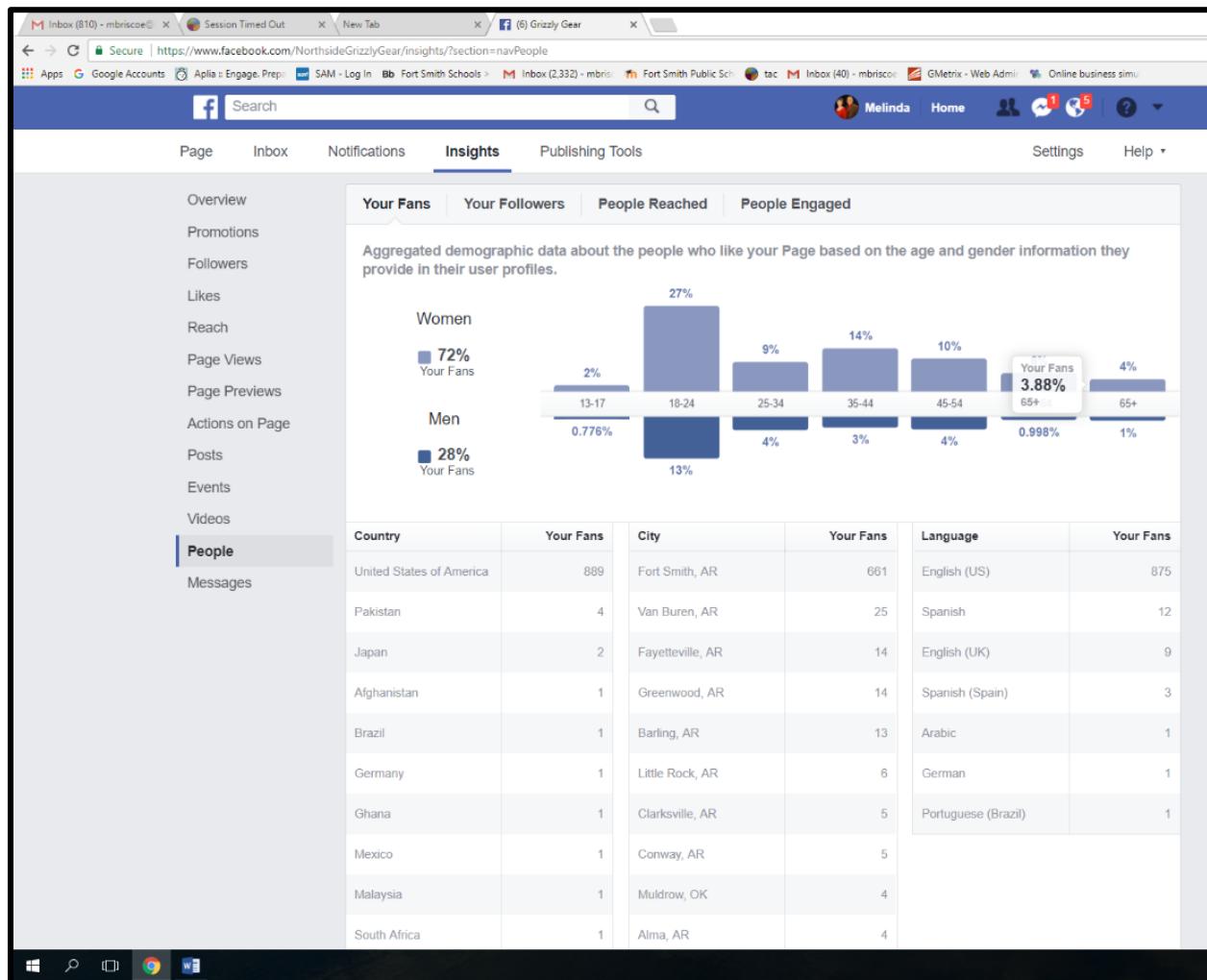
Cee Cee Hollimon, teacher

March 27, 2018

New Item #1) We designed, printed, and marketed a unique t-shirt for Black History Month. The highlight of February at NHS is the Black History Month assembly near the end of the month. It creates a lot of excitement in the school and community. We collaborated with the Young Brothers Leading and Ladies of Excellence clubs to create, produce, and sell the t-shirts for this event. Participating students include, but are not necessarily limited to Carissa Crawford, Ashley Hart, Cydney Holmes, Christy Diaz, Abbey Starkweather and Laura Kocher.

We recently did a Facebook promotion on our Black History Month shirts. We spent \$10 and learned a lot about our demographics. We ran this promotion from February 13-17.

<https://www.facebook.com/NorthsideGrizzlyGear/insights/?section=navPeople>



View Results

You targeted **men and women, ages 18 - 65+** who live in **1 location**.

Location:
United States: Latitude 35.38 Longitude -94.41 Fort Smith (+2 mi) Arkansas

Age:
18 - 65+

[Hide full summary](#)

This promotion ran for **4 days**.

Your total budget for this promotion was **\$10.00 USD**.

1,668	340	\$10.00
People Reached [?]	Engagements	Total Spend [?]

[Actions](#) | [People](#) | [Countries](#)

Photo Clicks	298
Page Likes	4
Comment	1
Shares	4

[Increase budget and duration](#)

By clicking Add Budget, you agree to Facebook's Terms & Conditions | [Help Center](#)

DESKTOP NEWS FEED **MOBILE NEWS FEED**

Grizzly Gear added 3 new photos.

Sponsored ·

T-shirts in honor of Black History Month are in stock! Order yours today by stopping by our store or order one from Christy Diaz, Chavon Kimbrough, or Ashley Hart!

[Like Page](#)

[Boost Another Post](#) [Close](#)

We think we do a particularly good job at building displays and using our display window and signage to our advantage. This display was in our store during Black History Month.

We also collaborated with our television broadcasting class and did a commercial featuring our shirts on this link. The commercial starts at 7:20.

<https://www.youtube.com/watch?v=wIrMv2R9Kuo>

We printed a **sales by dept/category** report for this semester and discovered that as a result of our \$10 marketing campaign was that 58 of the 94 t-shirts we have sold from January 1 through March 27 were Black History Month t-shirts. That makes 61% of our sales for this time and \$295.96 of our \$531 profit or 55% of the profit for this time.

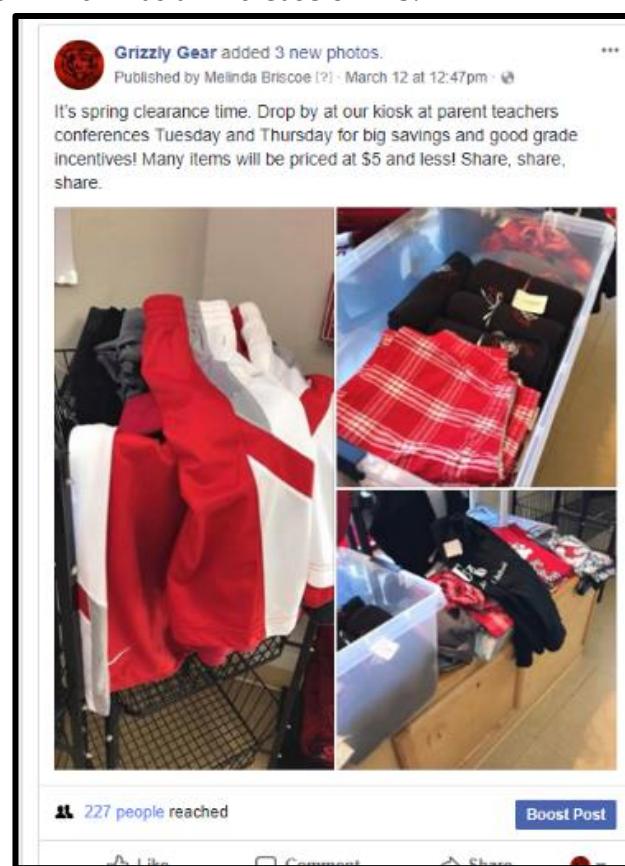


New Item #2) We created an event around Parent Teacher's Conferences in order to connect with our customers and their parents, build more school spirit, and reduce our inventory. At this event and through the end of the month of March, students can bring in their report card and get a discount based on their GPA. These Good Grade Incentive coupons have the discount based on the GPA. The higher the GPA the higher the discount. This is truly a full class event that requires all of us to "pull it off" it is impossible to name all the students needed to make this event a success. They are all involved in choosing the merchandise to take, packing it up, suspending a sale, displaying it, promoting the event, working the event, and then packing it all up and returning it to its proper place and completing the sales process.

We created an event on Facebook, placed signage in the hallways, and created coupons to hand out at the event.

From our **sales by invoices reports** that compared sales from March, 2017 and March, 2018 we learned that sales from 2018 increased by \$372.02 which was an increase of 128%.

This screenshot shows a Facebook page with a post from 'Cindy Foster Cook'. The post includes a link to an event titled 'Parent Teacher Conferences' on March 13 at 3:15 PM. Below the post is a large image of a red and white 'GRIZZLY GEAR GIFTS AND APPAREL' sign. The page interface shows standard Facebook controls like 'Like', 'Following', 'Share', and a comment input field.



This screenshot shows a Facebook page with two posts from 'Grizzly Gear'. The first post, dated March 13 at 8:27pm, says 'We had a good first night of parent teacher conferences. If you still haven't made it by, we will have round two on Thursday afternoon!' The second post, dated March 14 at 8:27pm, says '108 people reached' and includes a link to a post by 'Craig Cesarone, Cassie Peer and Cindy Foster Cook'. The page interface shows standard Facebook controls like 'Like', 'Comment', 'Share', and a comment input field.



Good Grade Incentive:

Sale at the Grizzly Gear store!!

GPA- 4.0 and above get \$20 off a \$50 purchase

GPA- 3.0 and above get \$15 off a \$50 purchase

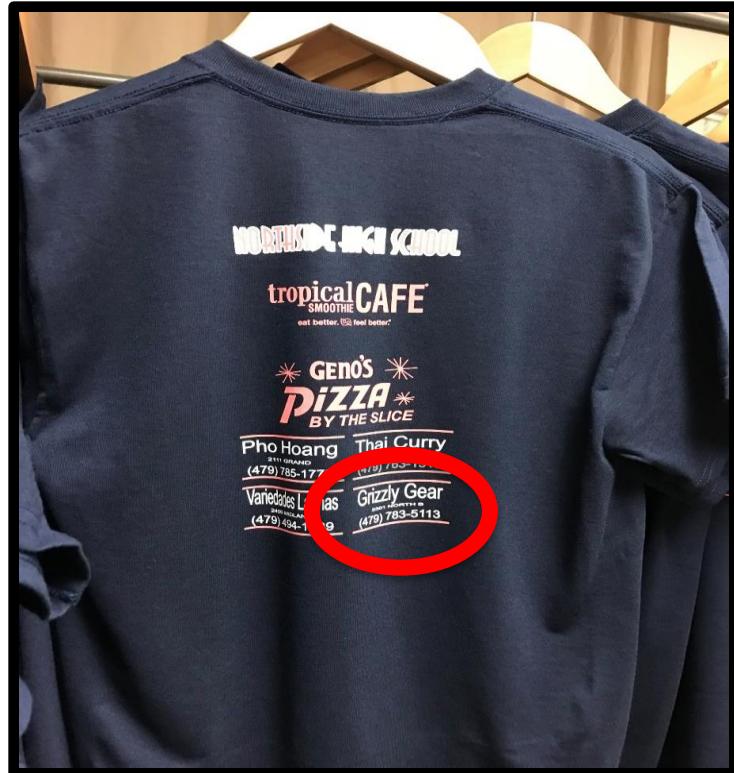
GPA- 2.0 and above get \$10 off a \$50 purchase



This sale expires March 31, 2018

New Item #3) We sponsored the shirts for the DECA Fashion show that benefited the Arkansas Children's Hospital. This event was on February 10. We designed and printed 24 sponsor shirts in support of this event. Even though we didn't make any profit from this, we were part of something for the good of the community. The event raised nearly \$2,000 to be donated to the hospital. By being part of this activity we learned that it is not about making a donation, "it's about making a difference." Students involved in this project included but are not limited to Nancy Tran, BeBe Chokbengboun, and Zaria Thomas.

This event was advertised through our social media and the social media of our vendors, posters and flyer on our campus and the campuses of our feeder junior highs, and word of mouth. We were proud to do our part to fulfil the social obligation of business.



We were able to present the check to the Arkansas Children's Hospital in early March when we traveled to Little Rock for our DECA State Conference.

