



ReStore's Red, White and Blue Event Summary

July 7, 2018

Summary: At the Red, White and Blue Celebration the goal was to gain new customers, provide a fun atmosphere, increase sales, and boost our following on social media. This year we had a bigger challenge because we now have two ReStores that are doing similar events with the same title. This event was advertised through 4x6 flyers, 24x36 poster, social media with two facebook events, and an event graphic for the front register screen. We utilized small handouts to inform people of our 2 locations as well as the color coded pricing that was for the day. I feel the tools we used help gain sales, increased awareness of our pricing, and increased employee to customer engagement for future new regular shopping customers. The atmosphere was festive and provided a lot of fun with the balloon art and magic from the magician. The magician who volunteered his time was a huge success and we hope to have him back next year.

ReStore Sales and Customer Information:

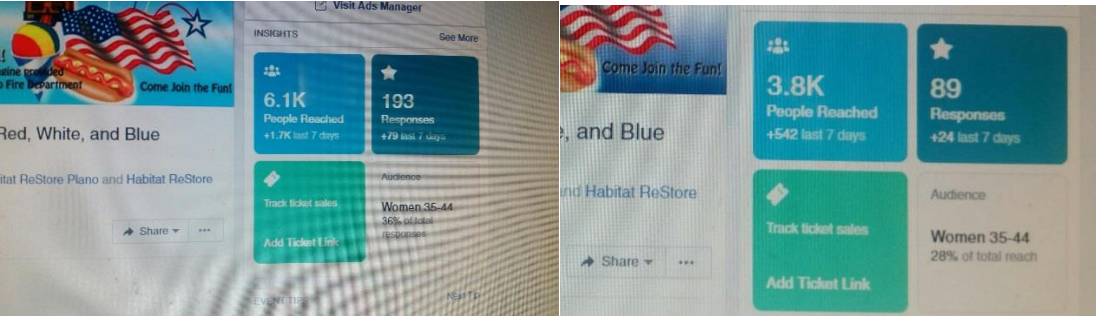
Red, white, and blue celebration numbers for both ReStore Locations

<u>2018 Saturday Numbers</u>	<u>Number of People</u>	<u>Sales Total</u>	<u>Notes</u>
Mckinney 2018			
ReStore 7/7 – Red, white, and Blue Event	257	A little over \$10,000	Advertising through Print & Social Media
Plano 2018			
15 people waiting at the door ReStore 7/7 – Red, white, and Blue Event	144	\$5,304.81	Advertising through Print, Social Media, and a large poster at the window.

The event positives and wins: We followed the review of the last event and took a survey which answered that answered important questions. The results gave us more emails of people who are new and not on the email list. Plus, all of the food tasted great and the entertainment provided by the magician was very fun. I personally heard customers say they enjoyed themselves and would be back to shop.

Opportunity for improvement: An opportunity for improvement would be to have an outline of what every part of the event will provide and a list of tasks that the each participant in the event is responsible for. We used a coupon for the event, which was unique venture compared to previous events. An improvement would be to have 3 details that included limit one per family, regular price items only, and limited one time use on July 7th. The issue we ran into were people will keep a count of how many come through the door for future benefit.

Plano ReStore 6.1 K reached – 193 responses Mckinney ReStore 3.8 K reached – 89 responses /28-36% women 35-44





Red, white, and blue survey for methods reached

1		Mckinney	Plano	
2	First Timers?	17	18	
3	Reoccurring Customers?	223	144	
4	Heard From Posters?	0	3	
5	Facebook?	1	12	
6	Printed Flyer?	1	2	
7	ReStore Email?	4	13	
8	Word of Mouth?	11	23	