



ReStore's Spring Bling Event Summary

April 28, 2018

Summary: The Spring Bling was a successful event for 2018. I promoted the event through flyers, posters, and Facebook event posts, and ads in the Community Impact, Ad Pages, Belo Group (Dallas Morning News) and a Water Bill insert. For this Spring Bling I designed a special logo for the event to bring distinct branding to this event. This year we promoted the event extensively through social media, print, email, and word of mouth. A large sign was made to sit at the front of the store, and we ran a graphic on the tv screen above the registers continuously. Many people mentioned that they received inserts through the mail, or saw one of our posts on social media. The face painter/balloon part of the event was a huge draw, and the face painter mentioned it was the most attendance she had ever seen. Texas Bank, Home Depot, and Gorilla Ads played a big role in making the atmosphere festive. The Petting Zoo was a great draw with unique exotic animals this year. The attractions created lots of interest as we focused on promoting the event this year. Overall according to the purchase data, most sales for the day were during the event.

ReStore Sales and Customer Information:

Spring Bling numbers compared to other Saturdays surrounding event.

<u>2018 Saturday Numbers</u>	<u>Number of Purchases</u>	<u>Sales Total</u>	<u>Notes</u>
Week #1: 4/7	909	\$8,392.13	
Week #2: 4/14	567	\$5,080.02	
Week #3: 4/21	841	7,377.19	
2018			Advertising through Print & Social Media
Week #3 4/29 - Spring Bling	758	\$10,881.25	
2017			Threat of Severe Weather
Last Year 4/28 – Spring Bling	103	\$5,750.61	
Average Saturday for the Month	772	\$9,747	Gain of \$5,130.64 from previous year in 2017 10.5% Above Average Sales 28 th Close to Average Purchases

2018 Event vs Past Year's Event (2015 – Mid April, 2016 – May, 2017 – Late April)

Event Date	2015 Event	2016 Event	2017 Event	2018 Event
Total Sales	\$8,366	\$8,574	\$5,750	\$10,881.25
Total Number Purchases	221	205	193	758

Opportunity for improvement: Taking a survey on where people heard about the event will better prioritize our ads for print for the future. Trying something new, the exotic Petting Zoo was a great marketing tool for drawing an 8-12 age group and older. Next time, I believe going with a more barn yard critters focus may be better suited for the crowd demographic. A good addition for next year would be having a drawing each hour for ReStore coupons, to keep people around for shopping. Next year we will keep a count of how many come through the door for future benefit.





Advertising Methods for 2018 Spring Bling

