



promopoint

2025 Opportunities

ENGAGING SHOPPERS, DELIVERING RESULTS



WELCOME

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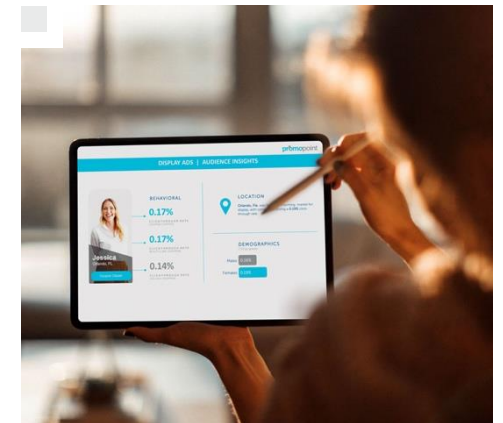
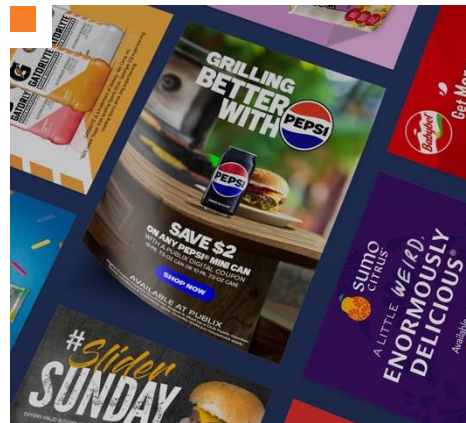
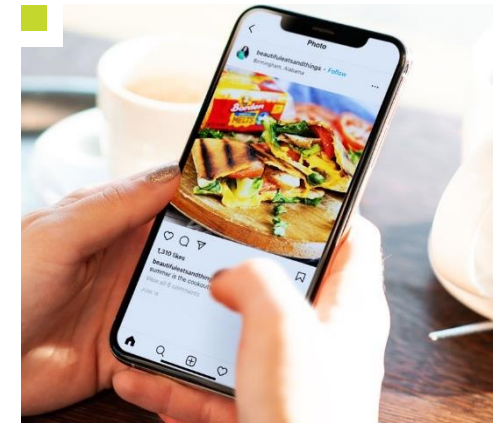
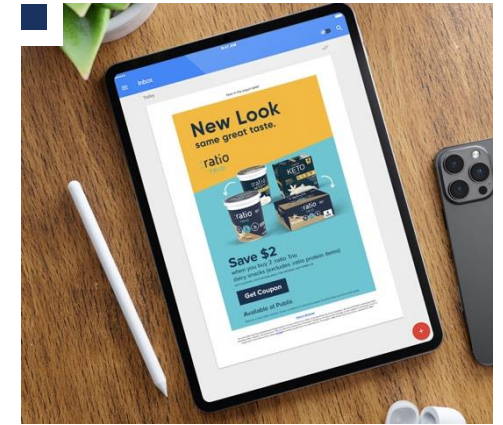
Solutions That Deliver Results

PUBLIX PREFERRED PARTNER FOR EXTRA SAVINGS & CURBSIDE SAMPLING

Promopoint manages and executes successful marketing campaigns at Publix.

Discover our range of **services to elevate your brand** and achieve exceptional results:

- [Extra Savings Program](#)
- [Digital & Social Ads](#)
- [Email Marketing](#)
- [Curbside Sampling](#)
- [Traditional Sampling](#)
- [Influencer Partnerships](#)
- [Creative Design](#)
- [Landing Pages](#)
- [Analytics & Measurement](#)





Extra Savings Program

BRAND PARTICIPATION AND DIGITAL MEDIA

promopoint

Extra Savings Program

The Extra Savings flyer is the supplemental ad fulfilled by Promopoint on behalf of Publix. Participating brands receive at-shelf signage in addition to placement in the print flyer.

Brands and suppliers have the opportunity to promote price points, coupons, or brand messaging (inside pages only) through this supplemental ad.

FLYERS

2MM Distributed in stores and newspapers

SHELF SIGNS

at point of purchase

2 WEEK

execution, Saturday-Friday

PUBLIX.COM

Available on Publix.com

Eligible participants must NOT be in any of the Publix Weekly Ads during the *Extra Savings* dates.

PUBLIX WEEKLY EMAIL

Publix also promotes the flyer via weekly savings emails.

SEASONAL

Seasonal themes are highlighted within the Flyer throughout the year and inspire shoppers through savings. Digital Media packages are available to amplify pricing activity.

LIFT AVERAGES*

FOOD

40%-80%

Unit

20%-45%

Dollar

NON-FOOD

35%-80%

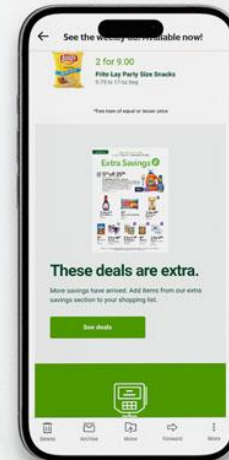
Unit

25%-80%

Dollar



Shelf Sign



EXTRA SAVINGS

Brand Participation Options

Drive sales with strong savings offers. Provide added value to Publix shoppers through targeted promotions.

| | | |
|-----------------------------|----------|-------------------------|
| PRICE POINT | \$7,000 | DETAILS |
| PERCENTAGE-OFF & DOLLAR OFF | \$7,000 | DETAILS |
| TRADITIONAL COUPON | \$7,000 | DETAILS |
| HALF-PAGE | \$45,000 | DETAILS |
| FULL-PAGE | \$85,000 | DETAILS |

MEDIA PACKAGES

Amplify pricing activity with digital media.

[VIEW MEDIA PACKAGES](#)



5²⁹
Sparkling Ice Caffeine
4-pk.
your choice

Price Point



25% off
(shelf price reflects discount)
Icy Hot or Aspercreme
2-4-oz or 3-5-ct.
your choice

Percentage Off



2⁰⁰ off
(shelf price reflects discount)
Temptations Dry Cat Food
3.15-lb
your choice

Dollar Off

COUPON VALID JANUARY 11 TO JANUARY 24, 2025



1⁰⁰ off
Any 1 Jovial Organic
Brown Rice Pasta
9-12-oz

Limit one coupon per item. Customer is responsible for all applicable taxes. Reproduction or transfer of this coupon is strictly prohibited. Valid for in-store purchases only. Offer good 1/11/2025 - 1/24/2025 at your neighborhood Publix.

Redeem at Publix LU #11172

Traditional Coupon



2⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Sir Kensington's Product
PUBLIX.COM/DIGITAL-COUPONS

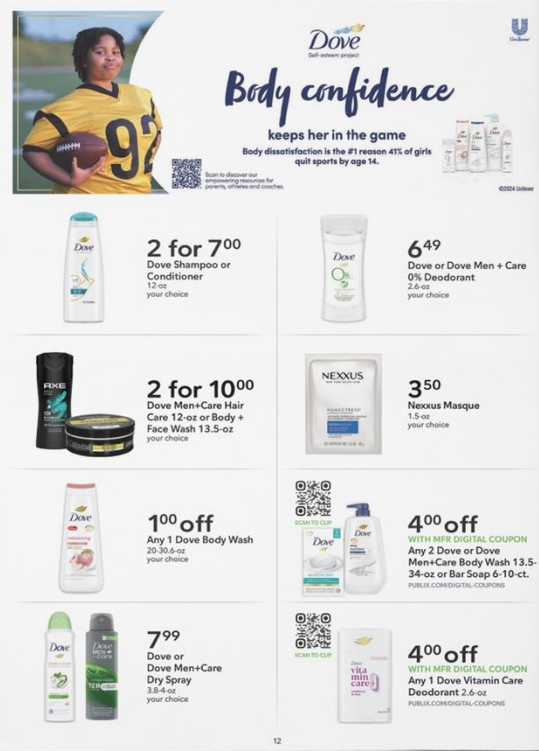
1⁵⁰ off
WITH MFR DIGITAL COUPON
Any Publix Sour Cream 16-oz
When You Buy Any 2 Lipton Recipe Secrets
1.8-2.6-oz
PUBLIX.COM/DIGITAL-COUPONS

2⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Hellmann's Mayonnaise, Vegan Dressing or Garlic Aioli
11.5-oz
PUBLIX.COM/DIGITAL-COUPONS

4⁰⁰ off
Any 1 Hellmann's Mayonnaise
20-48-oz

Buffalo Chicken Wings with Creamy Blue Cheese Dip

Half Page



Body confidence
keeps her in the game
Body dissatisfaction is the #1 reason 41% of girls quit sports by age 14.

2 for 7⁰⁰
Dove Shampoo or Conditioner
12-oz
your choice

6⁴⁹
Dove or Dove Men + Care
0% Deodorant
2.6-oz
your choice

2 for 10⁰⁰
Dove Men+Care Hair Care 12-oz or Body + Face Wash 13.5-oz
your choice

3⁵⁰
Nexus Masque
1.5-oz
your choice

1⁰⁰ off
Any 1 Dove Body Wash
20-38.6-oz
your choice

4⁰⁰ off
WITH MFR DIGITAL COUPON
Any 2 Dove or Dove Men+Care Body Wash 13.5-34-oz or Bar Soap 6-10-ct.
PUBLIX.COM/DIGITAL-COUPONS

7⁹⁹
Dove or Dove Men+Care Dry Spray
3.5-4-oz
your choice

4⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Dove Vitamin Care Deodorant 2.6-oz
PUBLIX.COM/DIGITAL-COUPONS

Full Page

NEW
IN 2025

EXTRA SAVINGS

Seasonal Themes

Seasonal themes are highlighted within the Extra Savings Flyer during key timeframes.

- Participants will be limited and subject to Publix selection based on the most relevant items.
- There is **no additional fee** for participating, but brands have the option to **add brand-specific digital media packages** to enhance shopper engagement and awareness of pricing activity.
- All brands that add digital packages will receive a **post promotional analysis**.
- Submit for these themes throughout the year in the [Extra Savings Portal](#).

PARTICIPATION OPTIONS

| | | |
|-----------------------------|----------|-------------------------|
| PRICE POINT | \$7,000 | DETAILS |
| PERCENTAGE-OFF & DOLLAR OFF | \$7,000 | DETAILS |
| TRADITIONAL COUPON | \$7,000 | DETAILS |
| HALF-PAGE | \$45,000 | DETAILS |
| FULL-PAGE | \$85,000 | DETAILS |

- Publix-led front-page themed programs for secondary themes and new item corporate programs. Reach out to your Buyer/CM or visit Publix.com/shoppermarketing (access required) for more information.
- Publix-led back-page themed programs for HBC corporate program with in-store merchandising. Reach out to Kevin Routh or Pam Bryant or visit www.Publix.com/shoppermarketing (access required) for more information.

| Program Dates | Submission Time Frame* (includes artwork) | Approval Notification | Seasonal Themes |
|---------------|---|-----------------------|----------------------|
| 2/8 - 2/21 | 11/8/24 - 11/21/24 | 12/18/24 | Valentine's |
| 2/22 - 3/7 | 11/22/24 - 12/5/24 | 1/1/25 | Baby |
| 3/8 - 3/21 | 12/6/24 - 12/19/24 | 1/15/25 | Tournament Time |
| 3/22 - 4/4 | 12/20/24 - 1/2/25 | 1/29/25 | Frozen Food Stock-Up |
| 4/5 - 4/18 | 1/3/25 - 1/16/25 | 2/12/25 | Easter Gatherings |
| 5/3 - 5/16 | 1/31/25 - 2/13/25 | 3/12/25 | Cinco de Mayo |
| 5/17 - 5/30 | 2/14/25 - 2/27/25 | 3/26/25 | Pet |
| 5/31 - 6/13 | 2/28/25 - 3/13/25 | 4/9/25 | Storm Prep |
| 7/26 - 8/8 | 4/25/25 - 5/8/25 | 6/4/25 | Storm Prep |
| 8/23 - 9/5 | 5/23/25 - 6/5/25 | 7/2/25 | Halloween Candy |
| 9/6 - 9/19 | 6/6/25 - 6/19/25 | 7/16/25 | Baby |
| 9/20 - 10/3 | 6/20/25 - 7/3/25 | 7/30/25 | Hispanic Heritage |
| 10/18 - 10/31 | 7/18/25 - 7/31/25 | 8/27/25 | Halloween |
| 11/15 - 11/28 | 8/15/25 - 8/28/25 | 9/24/25 | Holiday Gatherings |
| 11/29 - 12/12 | 8/29/25 - 9/11/25 | 10/8/25 | Holiday Baking |
| 12/13 - 12/26 | 9/12/25 - 9/25/25 | 10/22/25 | Holiday Gatherings |

MEDIA PACKAGES

Amplify pricing activity with digital media.

[VIEW MEDIA PACKAGES](#)

NEW
IN 2025

EXTRA SAVINGS

Digital Coupons

SINGLE OFFERS

- 12 Flyers will feature Digital Coupon section during specified timeframes (see calendar)
- Brand participation options include:
 - Single offer featured within the designated section of the Flyer with shelf signs
 - Single offer with shelf signs only, without being in the Flyer
- During timeframes that are not designated as Digital Coupon sections, brands can participate as a Digital Coupon Shelf Sign only option without being in the Flyer.
- Digital coupon/Shelf Sign submissions are limited to 25 per Extra Savings timeframe.

FULL AND HALF PAGES

- Digital coupons within half and full pages can run in every Extra Savings (26 Flyers).

PARTICIPATION OPTIONS

DIGITAL COUPON & NET-DOWN DIGITAL COUPON IN FLYER **\$7,000***
[DETAILS](#)

SHELF SIGN ONLY* (NOT IN FLYER) **\$2,950**

* digital coupon via the new “SHELF SIGN ONLY” option are available for all ESF Dates in 2025.



Digital Coupon



Net-Down Digital Coupon

Digital Coupon Themed Sections

| Program Dates | Submission Time Frame* (includes artwork) | Approval Notification | Digital Coupon Sections |
|---------------|---|-----------------------|-------------------------|
| 1/11 – 1/24 | 10/11/24 - 10/24/24 | 11/20/24 | Digital Coupons 1 |
| 1/25 - 2/7 | 10/25/24 - 11/7/24 | 12/4/24 | Digital Coupons 2 |
| 2/22 - 3/7 | 11/22/24 - 12/5/24 | 1/1/25 | Digital Coupons 3 |
| 4/19 - 5/2 | 1/17/25 – 1/30/25 | 2/26/25 | Digital Coupons 4 |
| 5/3 - 5/16 | 1/31/25 - 2/13/25 | 3/12/25 | Digital Coupons 5 |
| 6/14 - 6/27 | 3/14/25 - 3/27/25 | 4/23/25 | Digital Coupons 6 |
| 7/12 - 7/25 | 4/11/25 - 4/24/25 | 5/21/25 | Digital Coupons 7 |
| 8/9 - 8/22 | 5/9/25 - 5/22/25 | 6/18/25 | Digital Coupons 8 |
| 8/23 - 9/5 | 5/23/25 - 6/5/25 | 7/2/25 | Digital Coupons 9 |
| 10/4 - 10/17 | 7/4/25 - 7/17/25 | 8/13/25 | Digital Coupons 10 |
| 11/1 - 11/14 | 8/1/25 - 8/14/25 | 9/10/25 | Digital Coupons 11 |
| 12/13 - 12/26 | 9/12/25 - 9/25/25 | 10/22/25 | Digital Coupons 12 |

*Digital coupon set-up fee is waived for Extra Savings digital coupons. Brands will be charged \$.08 fee per clip, unless other negotiated Corporate rates apply. All digital coupons and offers are delivered to our customers through our Club Publix loyalty program via Inmar. Customers must be a Club Publix member to clip and redeem digital coupons and offers. We ask that brands and suppliers work directly with Inmar to generate digital coupons.

Contact InMar to set up Digital Coupons:
 Olivia Bella
olivia.bella@inmar.com
 201-841-6734



EXTRA SAVINGS

2025 Calendar

| Program Dates | Submission Time Frame* | Approval Notification | Seasonal Themes | Digital Coupons Show in Flyer |
|---------------|------------------------|-----------------------|----------------------|-------------------------------|
| 1/11 - 1/24 | 10/11/24 - 10/24/24 | 11/20/24 | | ☉ |
| 1/25 - 2/7 | 10/25/24 - 11/7/24 | 12/4/24 | | ☉ |
| 2/8 - 2/21 | 11/8/24 - 11/21/24 | 12/18/24 | Valentine's | |
| 2/22 - 3/7 | 11/22/24 - 12/5/24 | 1/1/25 | Baby | ☉ |
| 3/8 - 3/21 | 12/6/24 - 12/19/24 | 1/15/25 | Tournament Time | |
| 3/22 - 4/4 | 12/20/24 - 1/2/25 | 1/29/25 | Frozen Food Stock-Up | |
| 4/5 - 4/18 | 1/3/25 - 1/16/25 | 2/12/25 | Easter Gatherings | |
| 4/19 - 5/2 | 1/17/25 - 1/30/25 | 2/26/25 | | ☉ |
| 5/3 - 5/16 | 1/31/25 - 2/13/25 | 3/12/25 | Cinco de Mayo | ☉ |
| 5/17 - 5/30 | 2/14/25 - 2/27/25 | 3/26/25 | Pet | |
| 5/31 - 6/13 | 2/28/25 - 3/13/25 | 4/9/25 | Storm Prep | |
| 6/14 - 6/27 | 3/14/25 - 3/27/25 | 4/23/25 | | ☉ |
| 6/28 - 7/11 | 3/28/25 - 4/10/25 | 5/7/25 | | |

| Program Dates | Submission Time Frame* | Approval Notification | Seasonal Themes | Digital Coupons Show in Flyer |
|---------------|------------------------|-----------------------|--------------------|-------------------------------|
| 7/12 - 7/25 | 4/11/25 - 4/24/25 | 5/21/25 | | ☉ |
| 7/26 - 8/8 | 4/25/25 - 5/8/25 | 6/4/25 | Storm Prep | |
| 8/9 - 8/22 | 5/9/25 - 5/22/25 | 6/18/25 | | ☉ |
| 8/23 - 9/5 | 5/23/25 - 6/5/25 | 7/2/25 | Halloween Candy | ☉ |
| 9/6 - 9/19 | 6/6/25 - 6/19/25 | 7/16/25 | Baby | |
| 9/20 - 10/3 | 6/20/25 - 7/3/25 | 7/30/25 | Hispanic Heritage | |
| 10/4 - 10/17 | 7/4/25 - 7/17/25 | 8/13/25 | | ☉ |
| 10/18 - 10/31 | 7/18/25 - 7/31/25 | 8/27/25 | Halloween | |
| 11/1 - 11/14 | 8/1/25 - 8/14/25 | 9/10/25 | | ☉ |
| 11/15 - 11/28 | 8/15/25 - 8/28/25 | 9/24/25 | Holiday Gatherings | |
| 11/29 - 12/12 | 8/29/25 - 9/11/25 | 10/8/25 | Holiday Baking | |
| 12/13 - 12/26 | 9/12/25 - 9/25/25 | 10/22/25 | Holiday Gatherings | ☉ |
| 12/27 - 1/9 | 9/26/25 - 10/9/25 | 11/5/25 | | |

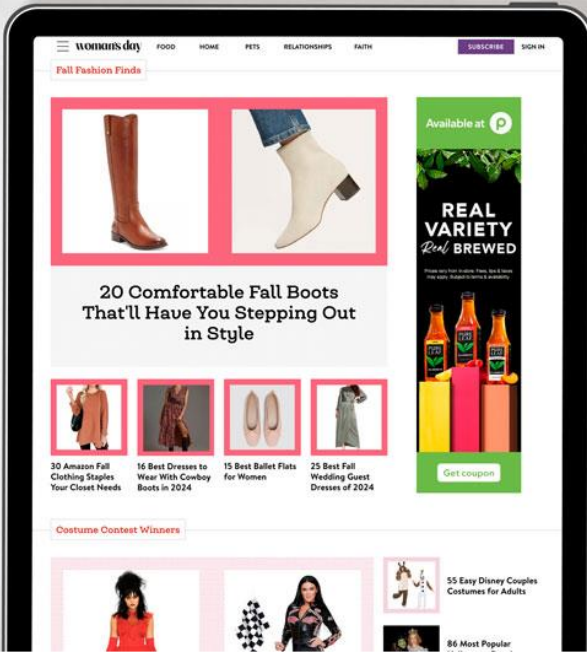
2025 calendar is not final and is subject to change. * Last day of submission time frame reflects artwork due date. Product images & Half/Full page ad creative drafts due by submission deadline.

Digital Media Enhancement

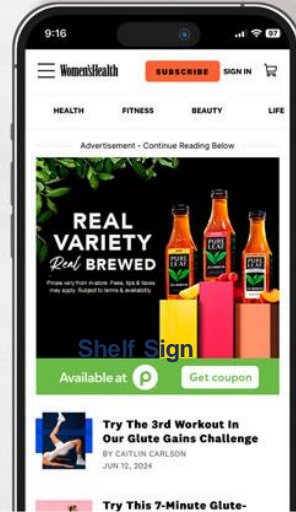
Integrating digital media with in-store promotions helps maximize visibility and savings for Publix shoppers.

Using social ads, display ads, and email alongside traditional offers allows brands to reach customers online while driving in-store purchases, boosting foot traffic, and delivering added value.

Display Ads









Email



Social Ads



Extra Savings Offer

| | |
|--|--|
|  <p>1⁰⁰ off WITH MFR DIGITAL COUPON Any 1 Pure Leaf Tea 18.5-oz. your choice <small>PUBLIX.COM/DIGITAL-COUPONS</small></p> |  <p>20⁹⁹ Red Bull 12-pk. 8.4-oz. your choice</p> |
|  <p>2 for 6⁰⁰ Aquafina 8-pk. 12-oz.</p> |  <p>3 for 5⁰⁰ Roar Organic Vitamin Enhanced Beverage 18-oz. your choice</p> |
|  <p>3⁹⁹ Zephyrhills or Deer Park 12-pk. .5-L (in select stores)</p> |  <p>2 for 7⁰⁰ Dasani 6-pk. 16.9-oz.</p> |

Shelf Sign



Digital Coupon
Scan. Clip. Redeem.
Scan to clip or sign up at clubpublix.com/jointosave

1⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Pure Leaf Tea
18.5-oz.
your choice

Valid 10/10 - 10/20/24
MUST BE A CLUB PUBLIX MEMBER. TERMS, CONDITIONS & RESTRICTIONS APPLY. QUANTITY LIMITS PER HOUSEHOLD APPLY.



EXTRA SAVINGS Price Point

PRICE POINT \$7,000

[VIEW GUIDELINES](#)



5⁹⁹
Degree Dry Spray
Deodorant
3.8-oz
your choice



2 for 5⁰⁰
Dial
7.5-11-oz
your choice



9⁹⁹
Dove or Dove Men+Care
Body Wash
30-30.6-oz
your choice



5⁹⁹
Irish Spring Soap
8-Bar
your choice



9⁹⁹
Aveeno Lotion
18-oz
your choice



2 for 8⁰⁰
Colgate Max Clean 6-oz
or Max Fresh 6.3-oz
Toothpaste
your choice



4⁹⁹
Axe 2 in 1
Shampoo & Conditioner
16-oz
your choice



2 for 18⁰⁰
Harry's Body Wash
30-oz
your choice



8⁵⁹
Playtex Sport Tampons
36-ct.
your choice



4⁹⁹
Tena Pads
14/20/30-ct.
your choice

EXTRA SAVINGS

Percentage Off & Dollar Off

| | |
|----------------|---------|
| PERCENTAGE-OFF | \$7,000 |
| DOLLAR-OFF | \$7,000 |

 [VIEW GUIDELINES](#)


5⁰⁰ off
 WITH MFR DIGITAL COUPON
 Any 1 Pampers Swaddlers, Cruisers, Pure Protection or Baby-Dry Diapers 42-96-ct., Easy Ups Training Pants 46-74-ct. or Ninjamas 34-44-ct.
 PUBLIX.COM/DIGITAL-COUPONS



25% off
 (shelf price reflects discount)
Icy Hot or Aspercreme
 2-4-oz or 3-5-ct.
 your choice


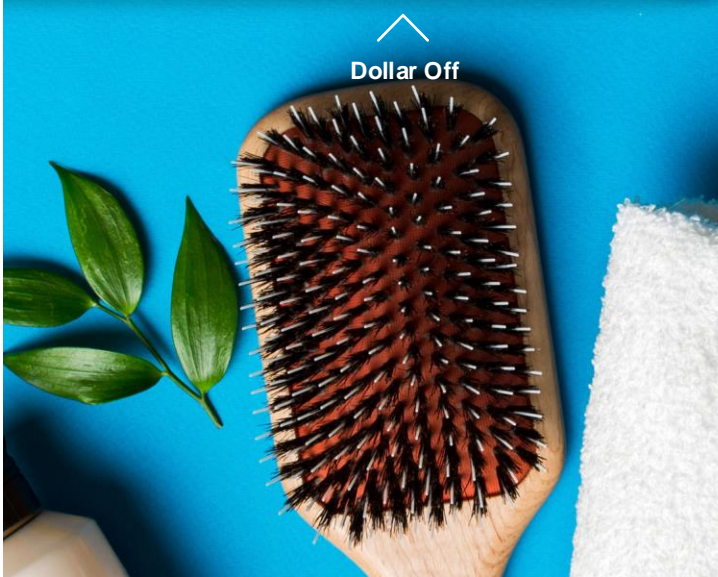
Percentage Off

10⁰⁰ off
 Beauty & Planet, Nexxus, Shea Moisture, Schmidt's, Simple, Tresemmé or Vaseline Products
 (excludes trial/travel size)
 PUBLIX.COM/DIGITAL-COUPONS



1⁰⁰ off
 (shelf price reflects discount)
Axe Hair Care 2.64-16-oz, Body Wash 16-oz, Body Spray 4-oz or Deodorant 2.7-3-oz
 your choice

Dollar Off

EXTRA SAVINGS

Digital Coupon & Net-Down Digital Coupon

| | |
|-------------------------|---------|
| DIGITAL COUPON | \$7,000 |
| NET-DOWN DIGITAL COUPON | \$7,000 |

- QR code links to your brand's digital coupon on Publix.com
- Digital coupon set-up fee is waived for Extra Savings digital coupons. Brands will be charged \$.08 fee per clip, unless other negotiated Corporate rates apply.

 [VIEW SUBMISSION PROCESS](#)

 [VIEW GUIDELINES](#)

Manufacturers are responsible for redemption costs.



EXTRA SAVINGS Full-Page & Half-Page

| | |
|-----------|----------|
| FULL-PAGE | \$85,000 |
| HALF-PAGE | \$45,000 |

- Half-pages and full-pages must contain brand messaging.
- Half-page placement features 4 or 6 offers.
- Full-page placement features 8 or 12 offers.
- Digital coupons can be used on these pages.
- National digital offers, sweepstakes or programs are subject to Publix approval.
- *Publix does not participate in programs that are offered to a competitor within the Publix market.*
- *If you are unable to meet the min. requirements for half-page ads, reach out to Publix Shopper Marketing (shopper.marketing@publix.com) to explore solutions prior to making a submission to Promopoint.*

 [VIEW GUIDELINES](#)



Half Page

2⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Sir Kensington's Product
PUBLIX.COM/DIGITAL-COUPONS

1⁵⁰ off
WITH MFR DIGITAL COUPON
Any Publix Sour Cream 16-oz
When You Buy Any 2 Lipton Recipe Secrets
1.8-2.6-oz
PUBLIX.COM/DIGITAL-COUPONS

2⁰⁰ off
WITH MFR DIGITAL COUPON
Any 1 Hellmann's Mayonnaise, Vegan Dressing or Garlic Aioli
11.5-oz
PUBLIX.COM/DIGITAL-COUPONS

4⁰⁰ off
Any 1 Hellmann's Mayonnaise
32 or 48-oz
Limit one coupon per item. Coupon is non-transferable for all applicable items. Reproduction or transfer of this coupon is strictly prohibited. Valid for in-store purchase only. Offer good 1/13/25 - 1/30/25. @publix #publixsharethecheese



MaYO' Game Day Be Delicious

Buffalo Chicken Wings with Creamy Blue Cheese Dip


Scan for Game Day Recipes



COUPON VALID JANUARY 11 TO JANUARY 24, 2025

Redeem at Publix LU #10641 ©2025 Unilever


Full Page




Body confidence

keeps her in the game









Body dissatisfaction is the #1 reason 41% of girls quit sports by age 14.



Scan to discover our empowering resources for parents, athletes and coaches.



©2024 Unilever

| | |
|---|--|
|  <p>2 for 7⁰⁰ Dove Shampoo or Conditioner 12-oz your choice</p> |  <p>6⁴⁹ Dove or Dove Men + Care 0% Deodorant 2.6-oz your choice</p> |
|  <p>2 for 10⁰⁰ Dove Men+Care Hair Care 12-oz or Body + Face Wash 13.5-oz your choice</p> |  <p>3⁵⁰ Nexxus Masque 1.5-oz your choice</p> |
|  <p>1⁰⁰ off Any 1 Dove Body Wash 20-30.6-oz your choice</p> |  <p>4⁰⁰ off WITH MFR DIGITAL COUPON Any 2 Dove or Dove Men+Care Body Wash 13.5-34-oz or Bar Soap 6-10-ct. <small>PUBLIX.COM/DIGITAL-COUPONS</small></p> |
|  <p>7⁹⁹ Dove or Dove Men+Care Dry Spray 3.8-4-oz your choice</p> |  <p>4⁰⁰ off WITH MFR DIGITAL COUPON Any 1 Dove Vitamin Care Deodorant 2.6-oz <small>PUBLIX.COM/DIGITAL-COUPONS</small></p> |

12



EXTRA SAVINGS

Traditional Coupon

TRADITIONAL COUPON \$7,000

- Traditional coupon submissions are limited to 20 per Extra Savings timeframe.

 [VIEW GUIDELINES](#)

Manufacturers are responsible for redemption costs.

Traditional Coupon >



Discover the deals.

EXTRA SAVINGS

Portal Access

How do I submit offers?

1. Visit extrasavingsportal.com
2. Check if you have an account
 - If you've participated in Extra Savings before but haven't used the new portal, your account may already be registered.
 - Go to the login page and click 'Forgot Password'.
3. Request a password reset
 - Enter your email address and click 'Email Password Reset Link'.
 - If an account exists with that email, you'll receive a password reset link.
4. Account verification
 - If no account is found with your email, you'll be notified immediately that an account does not exist.
 - If this happens, contact Lee.Smith@promopoint.com or Shammi.Hoque@promopoint.com to set up a new account.
5. Troubleshooting password reset issues
 - If you don't receive a password reset email, ask your IT team to whitelist the domain extrasavingsportal.com and the email address info@extrasavingsportal.com.



After Logging In:

1. View past orders
 - Once you've successfully logged in, you may find historical orders that you can reference to quickly replicate a previous order.
2. Submit a new order
 - To submit your first order, select **Create Order** and/or **New Order** (for users with no history).
 - The portal is intuitive and will guide you with relevant questions, making the process quick and easy. It typically takes less than 5 minutes and as little as 2 minutes for regular participants.
3. Get help if needed
 - If you have any questions, visit the FAQ section at the top of your dashboard.
 - For further assistance, reach out to Lee or Shammi.

EXTRA SAVINGS

Guidelines

All Offers:

- 1 product image preferred (best selling item)
- Up to 3 images can be shown but **cannot be line or flavor extensions** (i.e., cannot show regular and diet of the same drink or 3 different flavors of the same product)
- **Only 1 Publix Health & Wellness icon** may be used on an offer (icons evaluated by Publix Dietician team)
- Publix **NEW icon** is **no longer permitted** for use in **Extra Savings** (outside of NEW item theme)



Percentage Off & Dollar Off Price Points:

- Buyer pre-approval required
- Not available for all categories

Digital Coupons:

- **Clips must be** set up as **unlimited**
- All digital coupons must start two days prior to the **Extra Savings** flyer start date
- Digital coupon redemption ends 2 weeks after the program end date
- Once offer is approved by Publix, you will be contacted by Inmar to complete digital coupon setup

Traditional Coupon:

- Must be LU coded
- 20 coupon limit per flyer
- Manufacturer coupons not permitted



EXTRA SAVINGS (INSIDE PAGES)

Digital Coupon Submission Process

| STEP | LEAD TIME (weeks) |
|--|-------------------|
| <ul style="list-style-type: none"> Email the contact list above and your Inmar CSM to submit a digital coupon for the Extra Savings flyer. Inmar will work with you to determine optimal offer parameters and provide an estimate. | -11 to 10 |
| <ul style="list-style-type: none"> Enter your digital coupon into the Extra Savings portal. | -7 to 9.5 |
| <ul style="list-style-type: none"> Promopoint will share all Extra Savings submissions (including digital offers) with Publix Corporate Purchasing for review and approval. Status updates and any required edits will be entered in the Extra Savings portal. Inmar will also notify you of any Publix Buyer offer change(s) or rejection. | -5.5 |
| <p>Submit offer assets to Inmar (olivia.bella@inmar.com), which include:</p> <ul style="list-style-type: none"> Signed Insertion Order Asset Collection sheet: <ul style="list-style-type: none"> Publish start & end dates; expiration date; contract signer; billing contact; PO # (if needed); offer description <p>NOTE: Publix requires offers to start the Thursday before the ad drop</p> <ul style="list-style-type: none"> Qualifying UPC list (10 or 11 digits with no check-digit) 200,000 activations/clip budget Offer code & legal terms (provided by your clearing agent) Product image: 450x450; JPG, PNG or GIF file (can include up to 3 product shots or 1 family shot) | -5.5 |

| STEP | LEAD TIME (weeks) |
|--|-------------------|
| <p>Inmar will set up your offer, pre-scrub the list of qualifying UPCs to identify any that might be missing per Publix requirement and send a proof for your review and approval.</p> | -5 to 3 |
| <p>Once you have approved your offer, it will be processed through Publix's approval engine which (a) ensures their distribution requirement is met and (b) officially checks for missing UPCs.</p> <p>NOTE:</p> <ul style="list-style-type: none"> Missing UPCs identified by Publix must be added to the offer in order for it to be approved. You do NOT need to enter added UPCs in the Extra Savings portal. | -2.5 |
| <ul style="list-style-type: none"> Follow Publix's digital coupon process which requires offers to be submitted through Manufacturer Coupon Maintenance located on the Business Portal. <div data-bbox="1406 958 2270 1105" data-label="Image"> </div> | -2.5 |
| <ul style="list-style-type: none"> Promopoint will Invoice for Extra Savings flyer insertion cost. | +1 |
| <ul style="list-style-type: none"> Inmar will invoice for digital offer clip fees. | varies |



Brand Solutions

CUSTOMIZED BRAND CAMPAIGNS

 promopoint





BRAND SOLUTIONS

Custom Campaigns

We create programs based on your brand's needs and initiatives.

- YOUR OBJECTIVE**
- YOUR BUDGET**
- YOUR TIMING**

- Select from pre-determined packages or create campaign based on your budget.
- All digital capabilities link to a URL of your choice, i.e., Publix.com, and can include add-to-cart functionality.

MARKETING COMPONENTS

[Click for details](#)

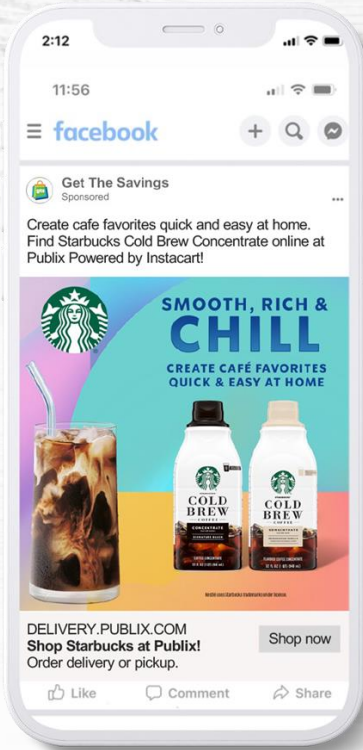
- CURBSIDE SAMPLING
- DISPLAY ADS
- EMAIL CAMPAIGNS
- INFLUENCERS
- LANDING PAGES
- REWARDED DISPLAY
- SAMPLING
- SHOPPABLE RECIPES
- SOCIAL ADS



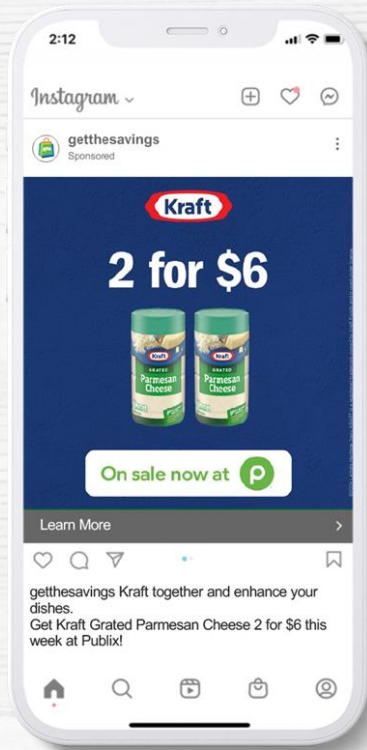
BRAND SOLUTIONS

Campaign Thought Starters

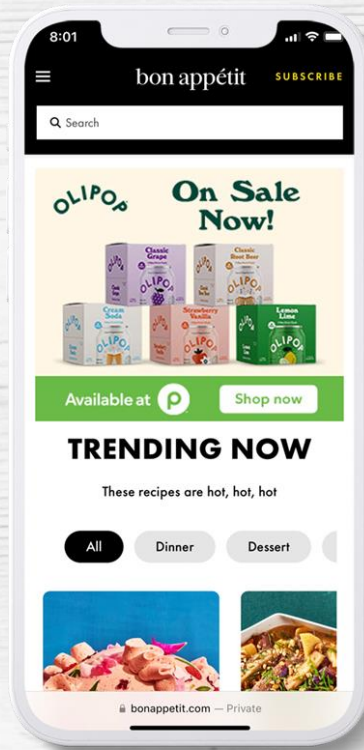
Promopoint can develop and implement full campaigns across multiple channels. Magnify national campaigns, pricing strategies, e-commerce, digital coupons and more.



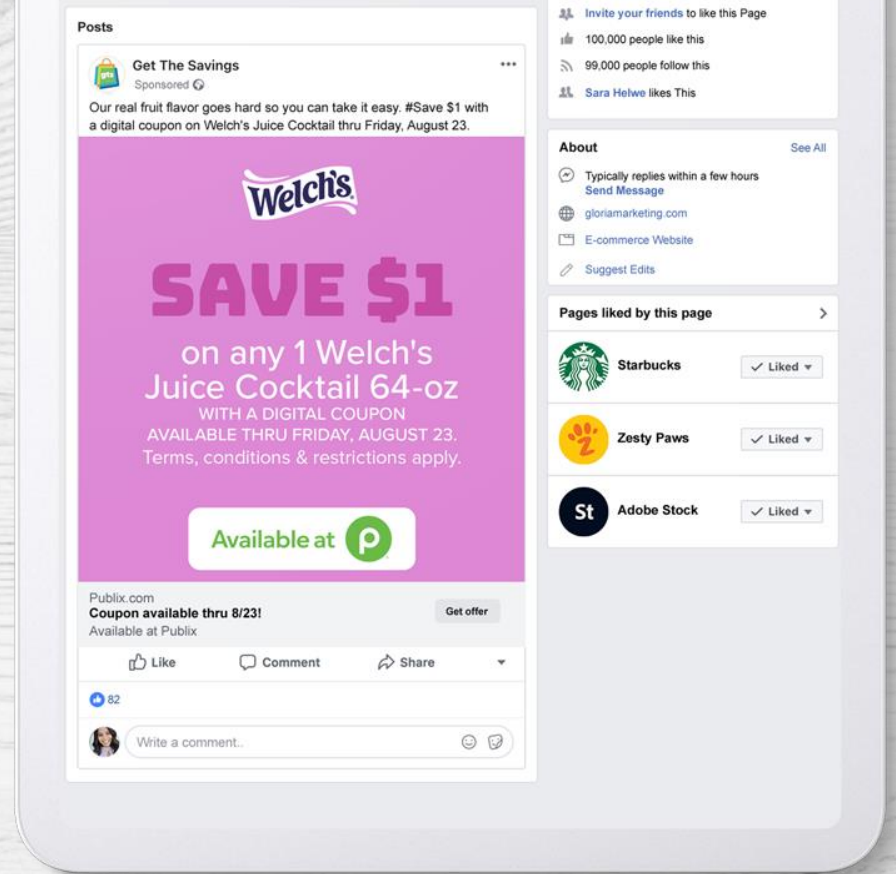
National Campaign



Pricing



E-Commerce



Digital Coupon



BRAND SOLUTIONS

Publix Curbside Sampling

Sample your brand to Publix e-commerce shoppers via Publix Curbside Pickup. Sample packs contain sample-sized items.


BENEFITS

- Inspire trial and drive sales by attracting new shoppers to participating categories
- Build shopper loyalty by surprising shoppers with samples
- Distribute samples in a new and efficient manner

DETAILS

- Distributed to an estimated 300 Publix stores across all Publix Divisions
- Each sample pack contains up to three products
 - Each product not to exceed 2 oz
 - Can be trial size sample or actual product weighing 2 oz or less
 - Retail packages can be broken down by fulfillment center
 - Items must be in full distribution at Publix
- 25,000 samples minimum
- Excludes Frozen and Refrigerated items
- All participating brands are subject to Publix approval

| PROGRAM COSTS | | | |
|---------------|-------------------------------|--------------------------------|---------------------------------|
| SAMPLE | | | \$20,400 |
| | In-Store Distribution Begins | Submissions & Deliverables Due | Samples Due |
| Q1 | Thursday March 6, 2025 | Monday October 30, 2024 | Tuesday January 7, 2025 |
| Q2 | Thursday May 15, 2025 | Friday January 17, 2025 | Wednesday March 19, 2025 |
| Q3 | Thursday August 14, 2025 | Monday April 16, 2025 | Monday June 16, 2025 |
| Q4 | Thursday November 13, 2025 | Wednesday July 18, 2025 | Wednesday September 17, 2025 |

 Customized dates and packs will be considered. Inquire for more information.



OVER 91% Trial Rate
OVER 30% average purchase conversion*

Sample Pack Example



Branded Card Example

Campaigns are subject to change. *based on aggregate findings from Sample Pack programs



BRAND SOLUTIONS

Traditional Sampling

Partner with us to execute your demos at Publix today!
Safety precautions in accordance with CDC/Publix Guidelines will be followed during all demos.

BENEFITS

- Engage shoppers via professional demonstration staff that have been trained with your key brand talking points
- Encourage more shoppers to try your brand
- Build brand awareness
- Drive sales

PROMOPOINT MANAGEMENT INCLUDES:

- Facilitating brand partnerships to expand program reach and maximize budgets
- Sampling coordination, including working directly with Publix Buyers and DMs to gain approvals for all three categories: Food, Non-Food, and Alcohol Beverage
- Providing store lists based on targeting requests (including ACV)
- Custom quotes that capture all sampling supplies and product costs included in one flat fee
- Coupon handouts and point of sale (available upon request)
- Post-event reporting
 - Initial report sent immediately following the first demo weekend
 - Final recap sent 8-10 weeks after final demo execution

65%
said they will engage with in-store sampling when it returns

86%
have purchase an item after sampling

2 of 3

stated they are more likely to purchase a product after sampling in store

**How the return of in-store sampling is going over with customers", Ad Age, June 9, 2021

PROGRAM COSTS

- **Labor:** \$182 per store
- **Additional costs:** based on event needs (equipment, printed material etc.)
- **Minimum:** 100 stores



BRAND SOLUTIONS

Reporting

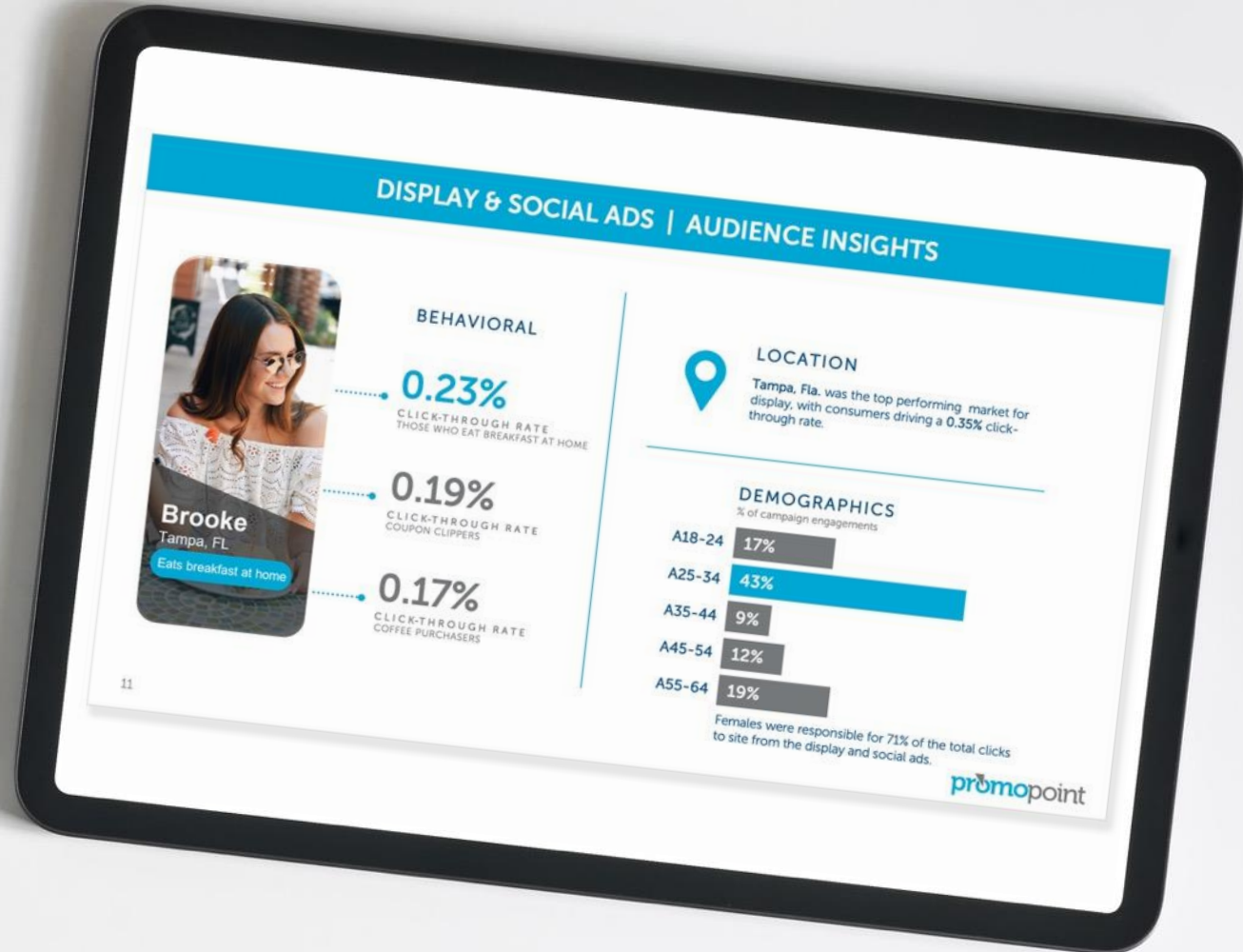
Every digital campaign receives a marketing recap approximately two weeks after program completion.

RECAP INCLUDES:

Key metrics specific to your campaign include number of impressions, open rate, and click-through rate.

**\$40K+ CAMPAIGN BUDGET
RECAP INCLUDES:**

Circana / IRI sales data. Sales data is available approximately nine weeks after program completion.





Marketing Components

ELEMENT DETAILS

promopoint



BRAND SOLUTIONS

Email Campaigns

Our email campaigns can include 1 email deployment or 2+ emails.

Shoppers double opt-in to receive our emails, and the list is scrubbed every 90 days ensuring above-average open rates and click-through rates (CTR).

AVAILABLE CAPABILITIES INCLUDE:

- Multiple linking (recommend no more than 3 total)
- Animation (static image is required as all email clients do not support animation)
- A/B testing; subject line and unique creative

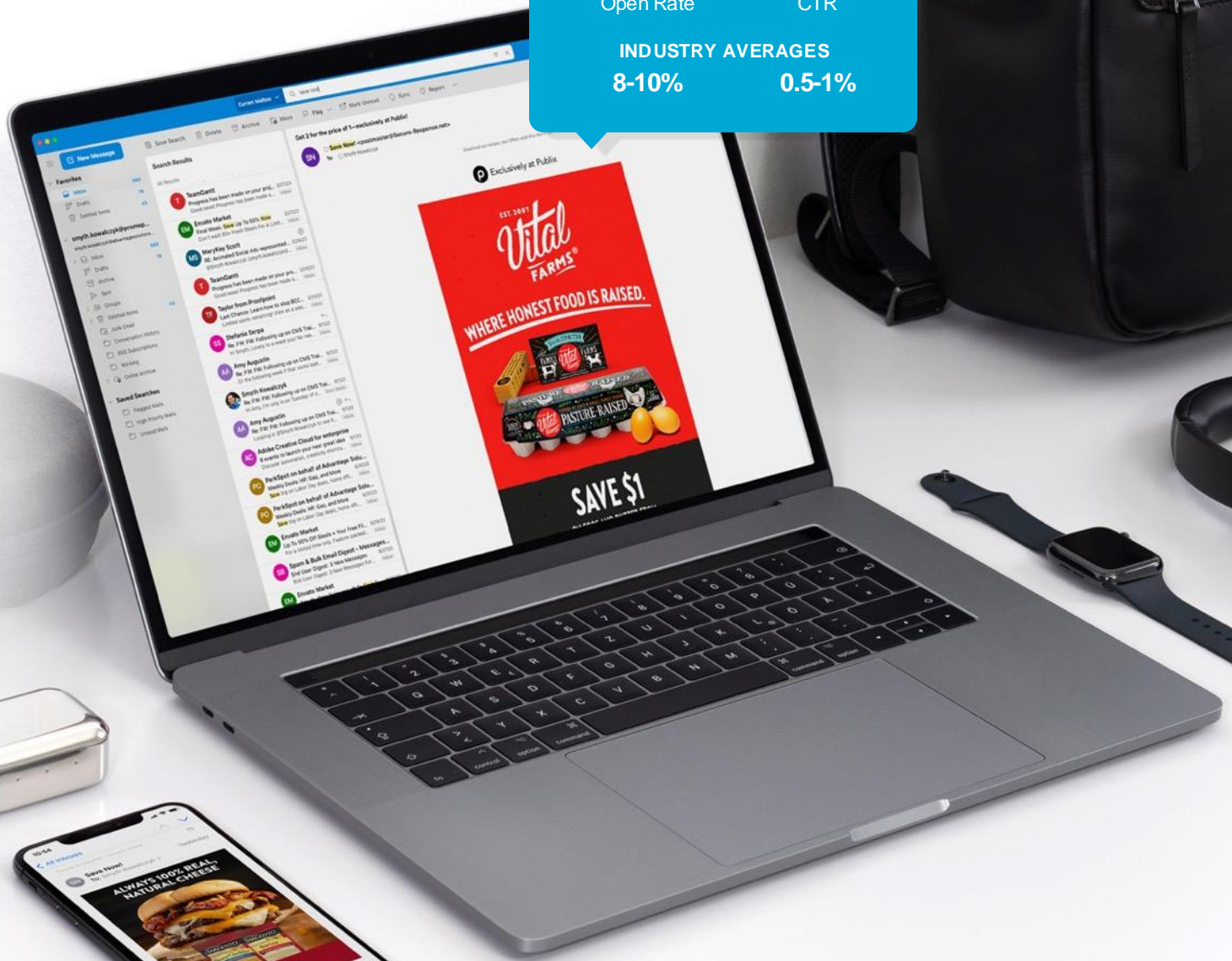
TARGETING BASED ON THE FOLLOWING CRITERIA:

- Location Only (ZIP code, mile radius to store list)
- Behavioral (based on various behavioral elements, including shopping behaviors)

○ *This email is not associated with Club Publix or Publix emails and does not come from Publix or Publix owned account.*

PROMOPOINT AVERAGES

| | |
|----------------------------|---------------------|
| 18-23% Open Rate | 1.98% CTR |
| INDUSTRY AVERAGES | |
| 8-10% | 0.5-1% |



BRAND SOLUTIONS

Display and Social Ads

We use a combination of data sources and targeting methods to reach your preferred audience.

DISPLAY ADS

Programmatic standard display runs across web and in-app environments.

SOCIAL DISPLAY AND VIDEO

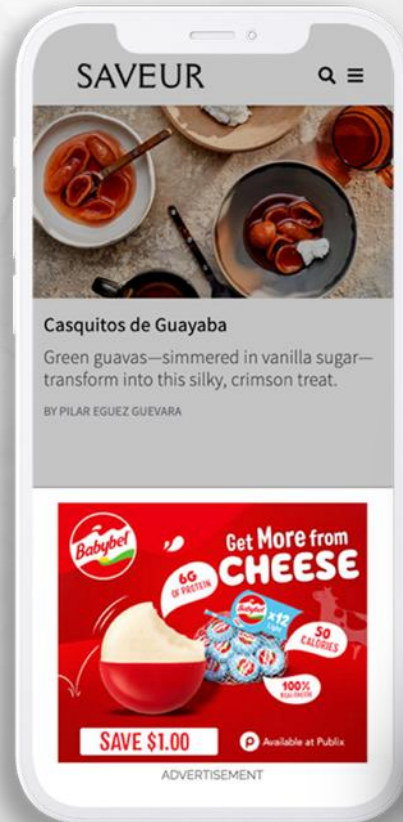
Social display and video units run across Facebook and Instagram (Pinterest upon request).

ADDITIONAL CAPABILITIES:

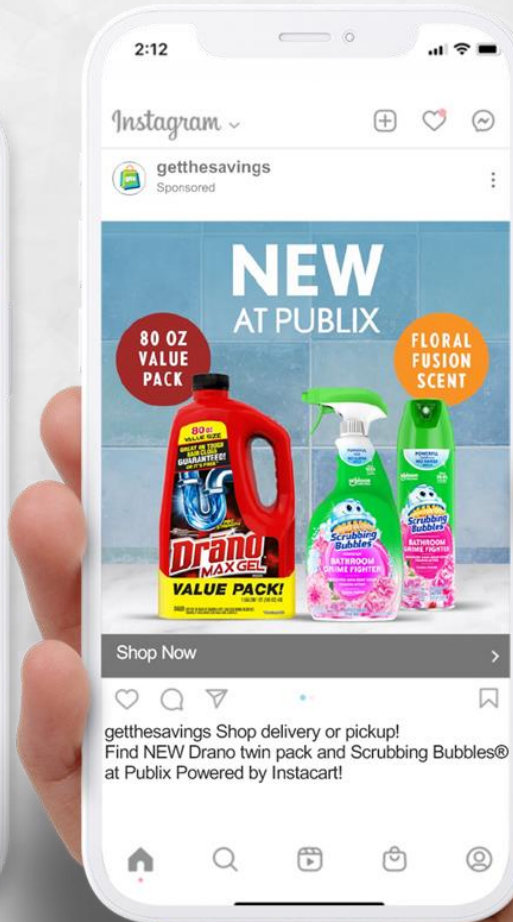
- Rich Media, including custom-built games
- Native Video

TARGETING BASED ON THE FOLLOWING CRITERIA:

- Location Only (ZIP code, mile radius to store list)
- Behavioral (based on various behavioral elements, including shopping behaviors, social following, etc.)



DISPLAY
0.15%
CTR
BENCHMARK



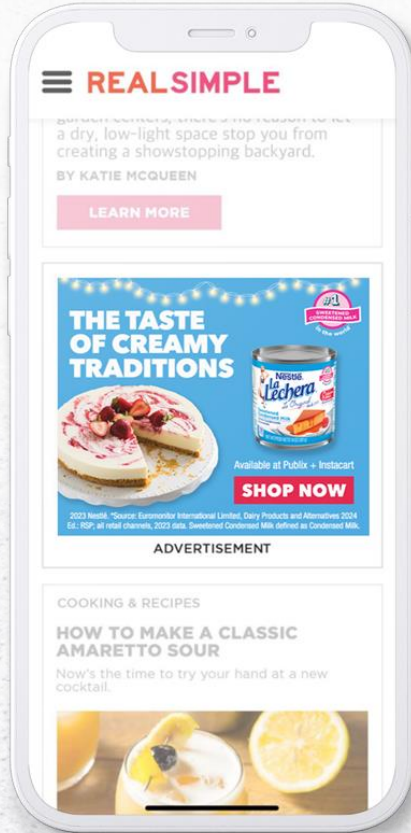
SOCIAL
0.29%
CTR
BENCHMARK



BRAND SOLUTIONS

Rewarded Display Ads

The Rewarded Display package runs across premium publishers and applications. We utilize standard display, interstitial and rewarded* units to **drive action on any brand page**.



4%
CTR
BENCHMARK

UP TO
50%
ADD-TO-CART
BENCHMARK

DISPLAY BANNERS

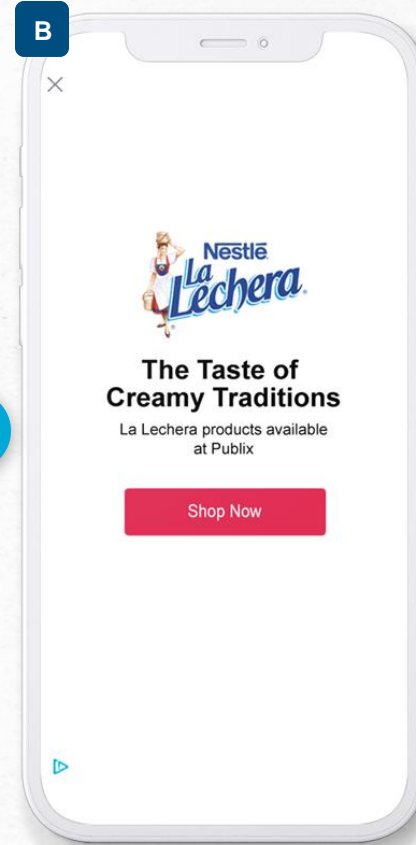
Programmatic standard display runs across web and in-app environments.



REWARDED & INTERSTITIAL FRAME A

Rewarded: Consumers opt-in to earn a digital reward in-app. They are prompted to click through to the website from frame 1.

Interstitial: Your full screen display ad is served. Consumers can click to site at anytime or skip to frame 2 after 5 seconds.



INTERSTITIAL FRAME B

Interstitial: Consumers who skip are brought to a second frame where they can click to the site or close out of the experience.

*Each person opts in from our full screen in-app placements, where they engage to unlock digital rewards.



BRAND SOLUTIONS

Shoppable Recipes

Shoppable recipes run across premium publishers and applications, utilizing standard display, interstitial and rewarded* units to **drive users to a microsite or a recipe-specific add-to-cart link.**



DISPLAY BANNERS

Programmatic standard display runs across web and in-app environments.

4%
CTR
BENCHMARK

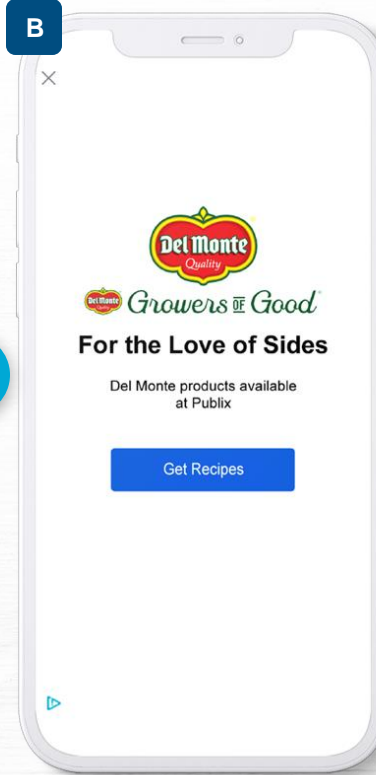
UP TO
50%
ADD-TO-CART
BENCHMARK



REWARDED & INTERSTITIAL FRAME A

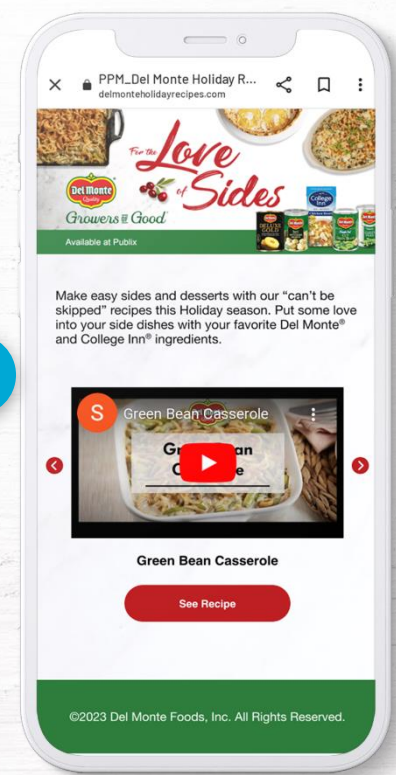
Rewarded: Consumers opt-in to earn a digital reward in-app. They are prompted to click through to the website from frame 1.

Interstitial: Your full screen display ad is served. Consumers can click to site at anytime or skip to frame 2 after 5 seconds.



INTERSTITIAL FRAME B

Interstitial: Consumers who skip are brought to a second frame where they can click to the site or close out of the experience.



MICROSITE OR ADD-TO-CART LINK

Consumers are directed to a microsite or a recipe-specific add-to-cart link.

*Each person opts in from our full screen in-app placements, where they engage to unlock digital rewards.





BRAND SOLUTIONS

Influencers

Promote your brand authentically by collaborating with carefully selected blog and Instagram influencers aligned with your goals. This approach enhances engagement and drives sales for your brand and retailer.

Influencers create custom, ownable content in static or video form to amplify across Facebook, Instagram, Pinterest, and/or TikTok.

We offer both Standard and Exclusive programs:

- Influencers are located in the retailer footprint, and the majority of their followers reside in the same market
- 2-week flight minimum duration

EXCLUSIVE PROGRAM:

Requires a minimum 3-month total exclusivity—one month prior, one month during, and one month post.



BRAND SOLUTIONS

Landing Pages

We can design and develop a custom landing page to meet your digital campaign needs.

Unlike web pages, which typically have many goals and encourage exploration, landing pages are designed with a single focus—to help sell your product.

Whether it's to **highlight your brand, promote an offer, or provide the shopper with a recipe**, a landing page is the best option for increasing the conversion rates of any marketing campaign.

All landing page campaigns include **post-event analytics**.



HOW CAN WE HELP?

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Thank You

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