



Objective: To promote the Friends & Family offer in all SOLSTICE stores

Effective Dates: Friday, September 15, 2017 – Monday, September 18, 2017

Participants: All SOLSTICE Stores

Notes:

- All stores will be installing the 25% Off Friends & Family marketing (originally shipped in February 2016) on Friday, September 15
- Friends & Family Easel graphics and Mirror Clings will be installed, Outlets will ONLY install the Mirror Clings. Utilize the checklist on page 2 to confirm marketing materials.
- SVP easel & mirror clings maintain during Friends & Family. Once Friends & Family has ended, stores will place easel graphics according to the 9.13.17 Window Directive.
- **Stores that can accommodate at least 2 SVP mirror clings should maintain during Friends & Family. Otherwise, stores should omit from presentation until Friends & Family ends.**
- **If you do NOT already have the correct materials, alert your DM by end of day Wednesday, September 12, 2017.**

Marketing Check - In: Please use checklist to confirm the Friends & Family marketing. If you're missing materials, please contact your DM immediately.

Paper Easel Graphics - 2 per store (22x28):



FRONT



BACK



Mirror Clings - 10 per store (See page 4):



NOTE: Stores that can accommodate at least 2 SVP mirror clings should maintain. Otherwise, omit from presentations until FF ends.



EASEL POSITIONING

NOTE: SVP EASEL MAINTAINS TOWARDS THE BACK FOR DURATION OF FRIENDS AND FAMILY



OPTION 1

If you are permitted to display an Easel Fixture outside of the storefront, place Easel perpendicular to storefront as shown above. This will increase visibility from both directions of traffic.

Maintain SVP easel towards the back for duration of Friends & Family.



OPTION 2

If you are not permitted to display an Easel Fixture outside of the storefront, place Easel in doorway (as shown above) or in an empty window (if doorway is not wide enough). Be sure to not block any brand marketing that may be in the window.

Maintain SVP easel towards the back for duration of Friends & Family.



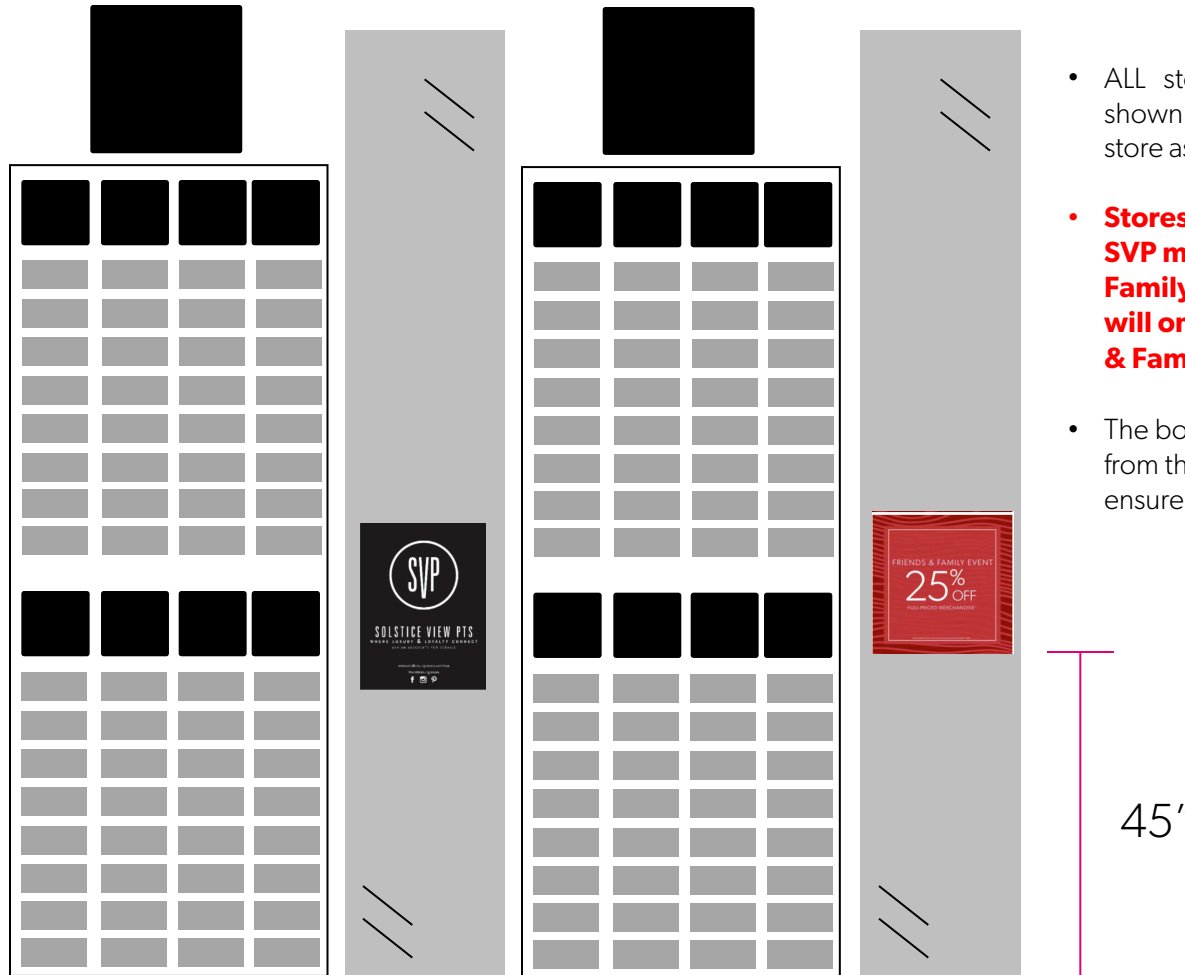
OPTION 3

If Options 1 and 2 are not available and you have a front Window without marketing, place the Easel Fixture in the Window.

Maintain SVP easel towards the back for duration of Friends & Family.



Mirror Cling Installation:



- ALL stores have 10 of the Mirror Clings shown. Place on every mirror throughout the store as shown in the rendering to the left.
- **Stores that can accommodate at least 2 SVP mirror clings during Friends & Family will maintain. Otherwise, stores will omit from presentation until Friends & Family ends.**
- The bottom of the Cling should be 45 inches from the ground. Use a tape measure to ensure consistent placement.