

MOTHER'S DAY VM GUIDE

Implement on April 30th



IMPORTANT DATES

MOTHER'S DAY

April 29th - May 13th

Mother's Day - May 12th.

SUMMER

Below dates for the Summer launch are estimates.

Coral backdrops in wall cases will remain up through Mother's Day and Summer. ONLY the accent colors and Window materials will be changing for Mother's Day and Summer. **DO NOT DISCARD YOUR BACKDROPS!**

	MARCH	APRIL	MAY	JUNE
SPRING DROP 3		29th		
MOTHER'S DAY DROP 4		29th	13th	
SUMMER DROP 5 (TBD)			13th	

SPRING 2019 CAMPAIGN

KEEP THE BELOW MATERIALS IN STORE.
CHECK BELOW TO SEE WHAT WILL STAY UP
AND WHAT WILL BE STORED FOR LATER.

Window Materials:



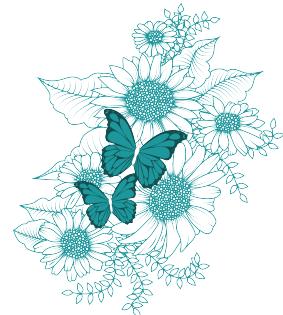
Generic Hanging Sign
TAKE DOWN & STORE!



Generic Window Clings - QTY 2
TAKE DOWN & STORE!



Hanging Butterflies & Hanging Flowers
KEEP UP!



Flower Window Cling
KEEP UP!

Case Backdrops:



SEK Backdrop & Headers
KEEP UP!



SEK & UD (Accent Blue)
TAKE DOWN & STORE!



UD Backdrop & Headers
KEEP UP!



JT Backdrop
KEEP UP!



WIN Backdrop
TAKE DOWN & STORE!

SEK Cling



UD Cling



SEK & UD Cling
KEEP UP!



JT, WIN, & HJ4 Flower Clusters & Corner Clings
KEEP UP!



Leaseline Poster & Key Item Insert
TAKE DOWN & STORE!



Inserts
KEEP UP!

All of the items above are the current campaign materials.
If you do not have everything listed above email Mackenzie Greene immediately.
mackenzie.greene@benbridge.com

MOTHER'S DAY 2019 CAMPAIGN

IMPLEMENT APRIL 30TH - MAY 13TH

Window Materials:



EXAMPLES NOT EXACT SIGNAGE

Generic Hanging Sign
Shipped ground from office



MD Gift Set Hanging Sign
Shipped ground from office



Generic Mother's Day Cling
Arriving on April 26th



MD Gift Set Cling
Arriving on April 26th

Case Backdrops:



SEK - Red Accent Color
Arriving on April 29th



UD - Red Accent Color
Arriving on April 29th



WIN - Red Accent Color
Arriving on April 29th



MD Gift Set Leaseline Poster
Arriving April 26th



Generic Leaseline Poster
Arriving April 26th



Inserts
Arriving from office on April 26th.

Everything should arrive in store by end of day April 29th.

If you do not have everything listed above email Mackenzie Greene immediately.

mackenzie.greene@benbridge.com

SPRING WINDOWS

IMPLEMENT: AFTER APRIL 30TH

PANDORA

WINDOW B



WINDOW A



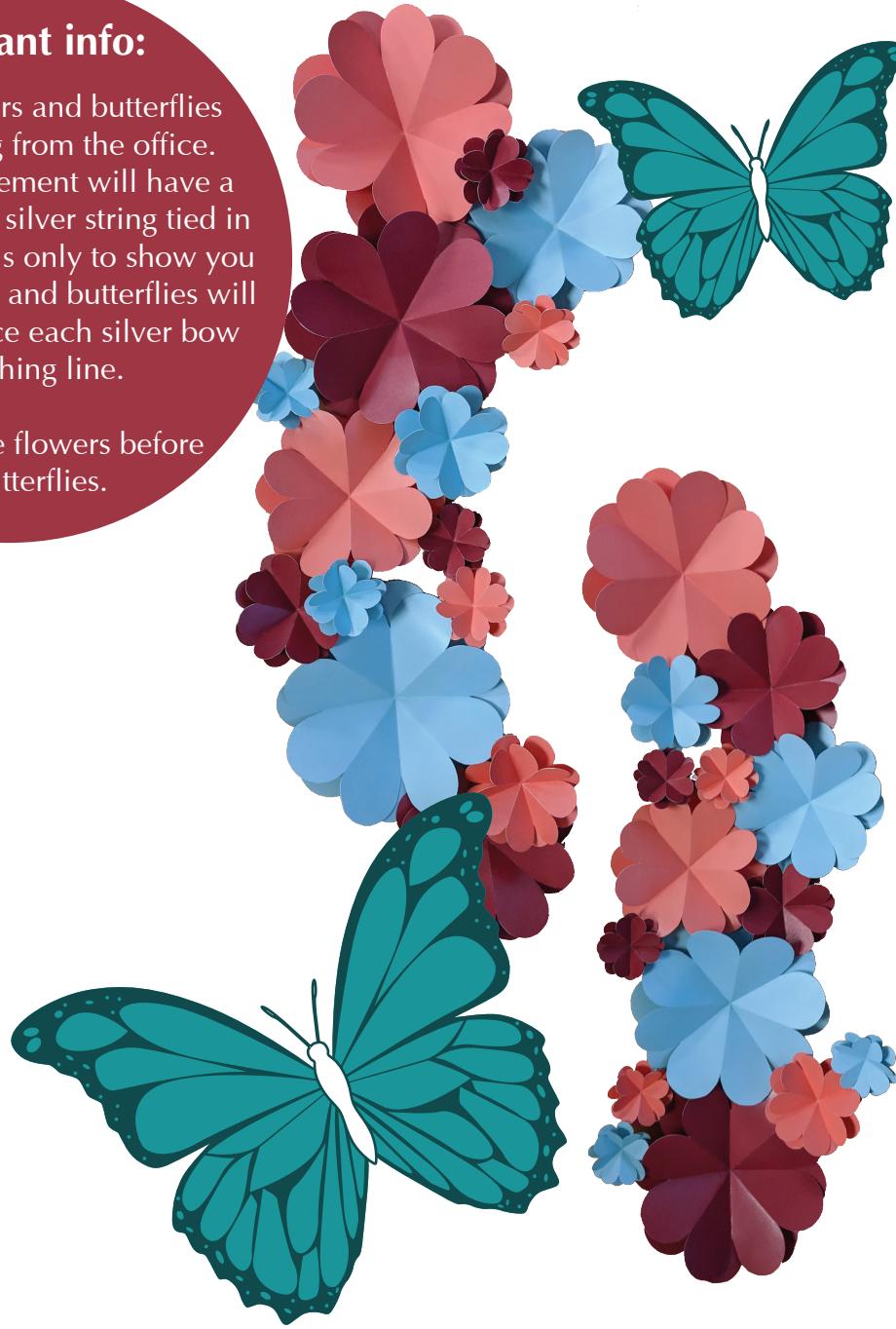
IF GIFT SETS ARE SOLD OUT:
CHANGE LEASELINE POSTER TO GENERIC POSTER.

KEEP BUTTERFLIES AND FLOWERS!!

Important info:

Hanging flowers and butterflies will be arriving from the office. Each hanging element will have a small hole with a silver string tied in a bow. This bow is only to show you where the flowers and butterflies will be hung. Replace each silver bow with fishing line.

TIP: Hang the flowers before the butterflies.



Hanging Elements Installation:

Step 1: Locate the large hanging flowers. Find the silver bow on the top of the flowers. There may be more than 1.

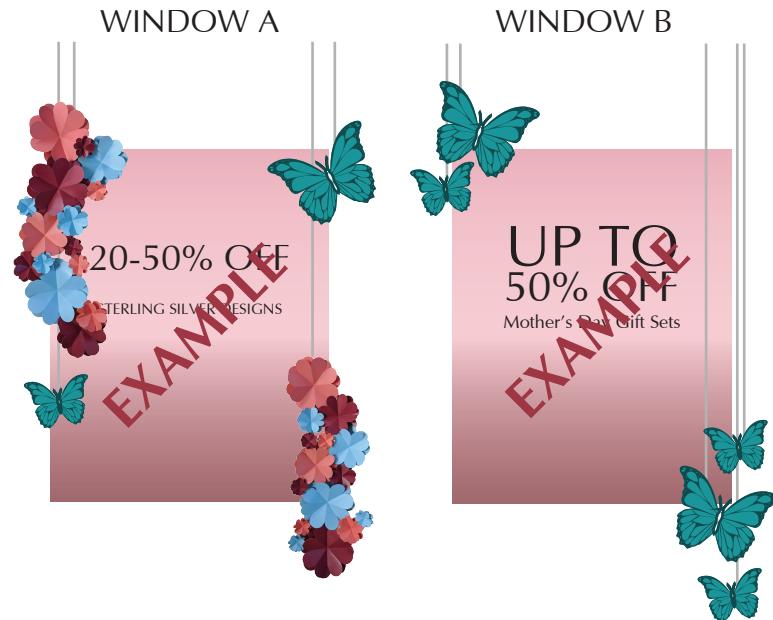
Step 2: Untie the silver bow and in the same hole use fishing line to hang the flowers.

Step 3: Hang the flowers so one flower is positioned near the top corner of the hanging sign. The other flower should be positioned near the bottom corner of the hanging sign.

Step 4: See below for positioning.

Step 5: Repeat steps 1-4 with the hanging butterflies. Desired positions pictured below and on page 7.

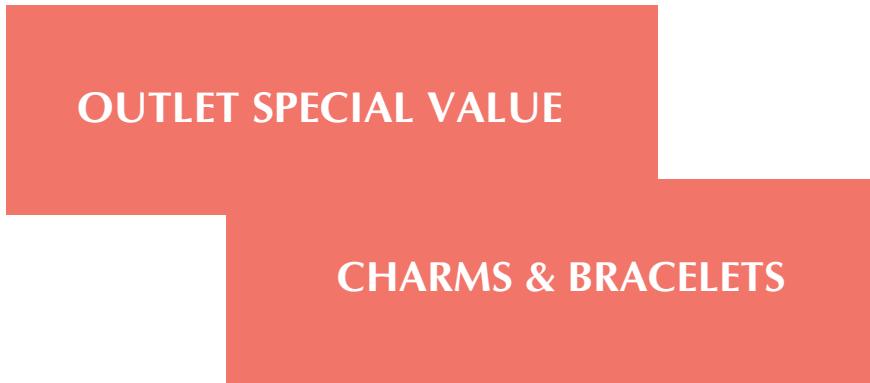
Final look:



BACKDROPS: WALL, WINDOW, & JT

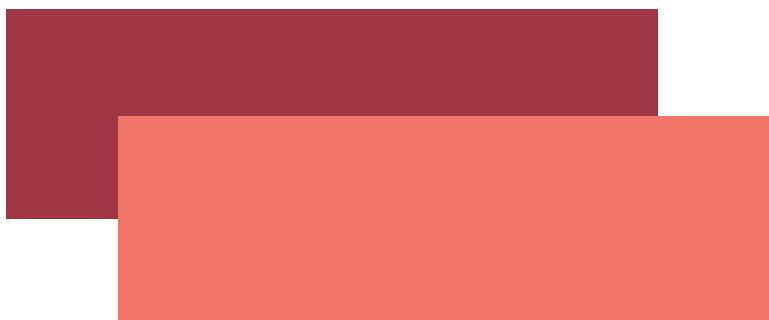
Backdrop Materials:

Keep all coral backdrops and headers in place. Take down the blue accent backdrops and store for later use. Red accent backdrops will arrive in store by Monday, April 29th.



Category Headers:

One for each section within the store.
For the activity zone please choose ONE special value category headers.



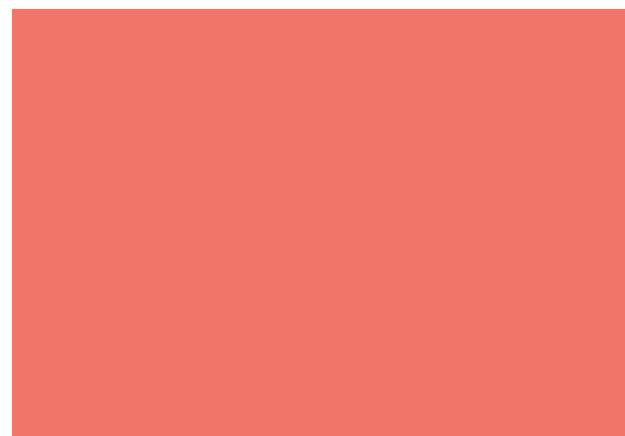
SEK Backdrops:

Coral backdrops are the main color throughout the store.
Add red accent backdrops in select cases, see the wall layout on the next page.



UD Backdrops:

The slightly larger coral square should be used in the top cases of the category sections, EXCEPT in the activity zone. Add red accent backdrops in select cases, see the wall layout on the next page.



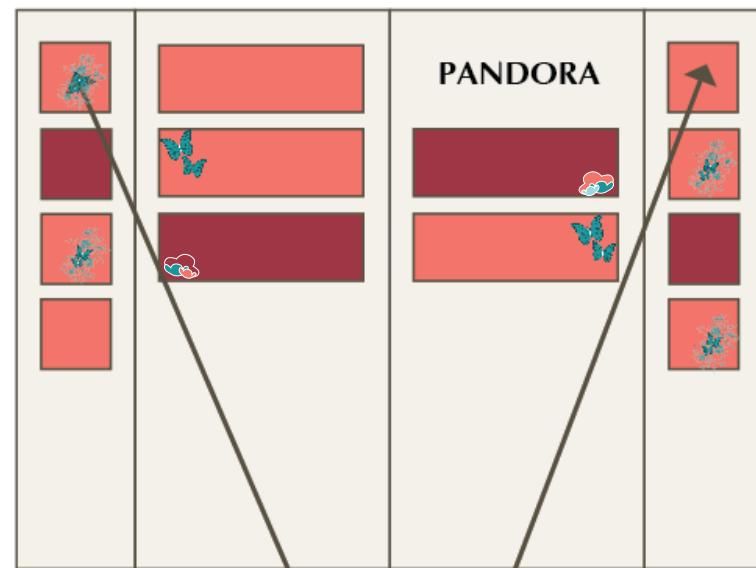
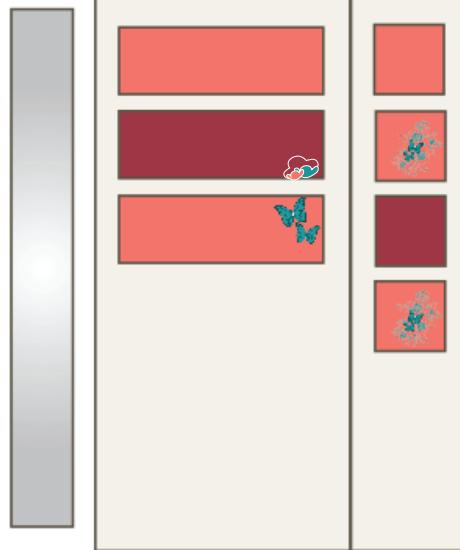
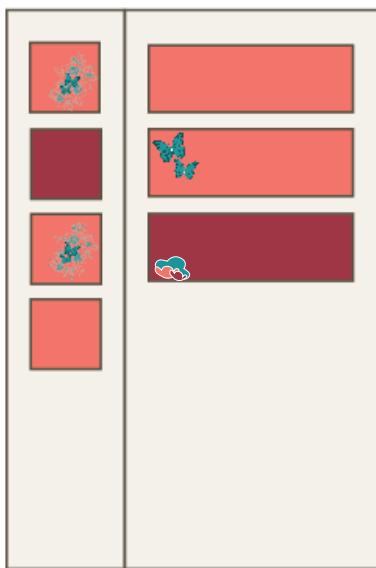
JT Backdrops:

All JT backdrops will be coral.



Window Backdrops:

All window backdrops will be the red accent color until the Summer Campaign launch.

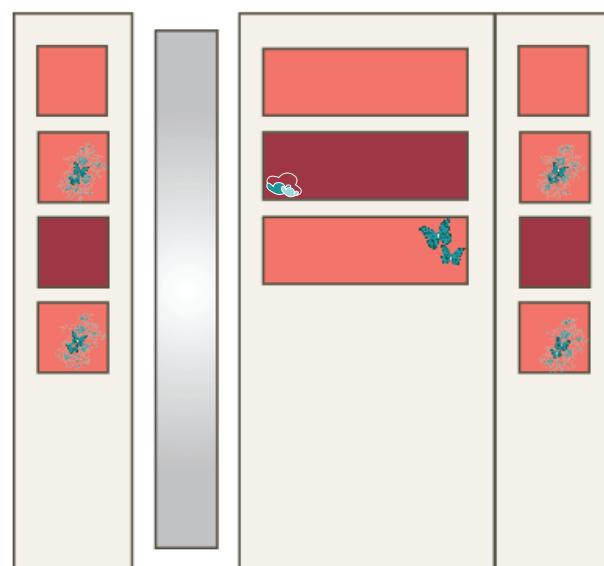
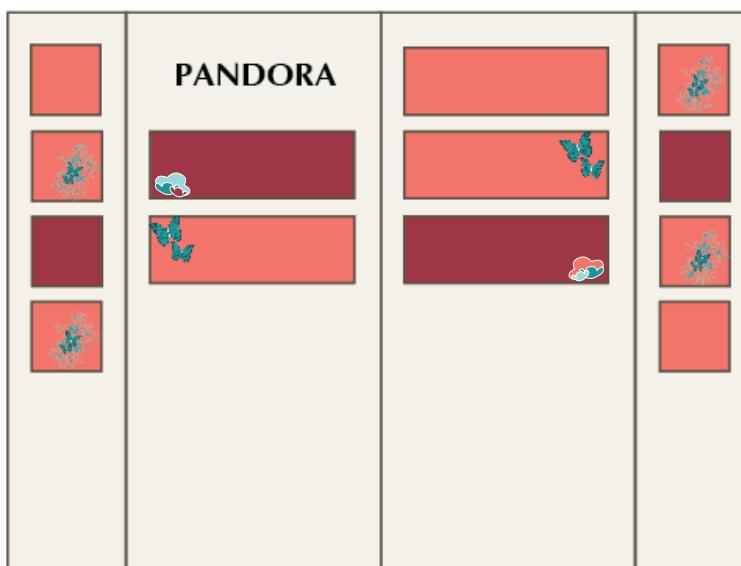


Activity Zone

Door/Front

Reminder: Put product in top case. These are normal backdrops, not top backdrops.

Door/Front



INSTALL:

REMOVE ALL BLUE ACCENT CASES AND STORE. THESE WILL BE USED AGAIN FOR SUMMER.

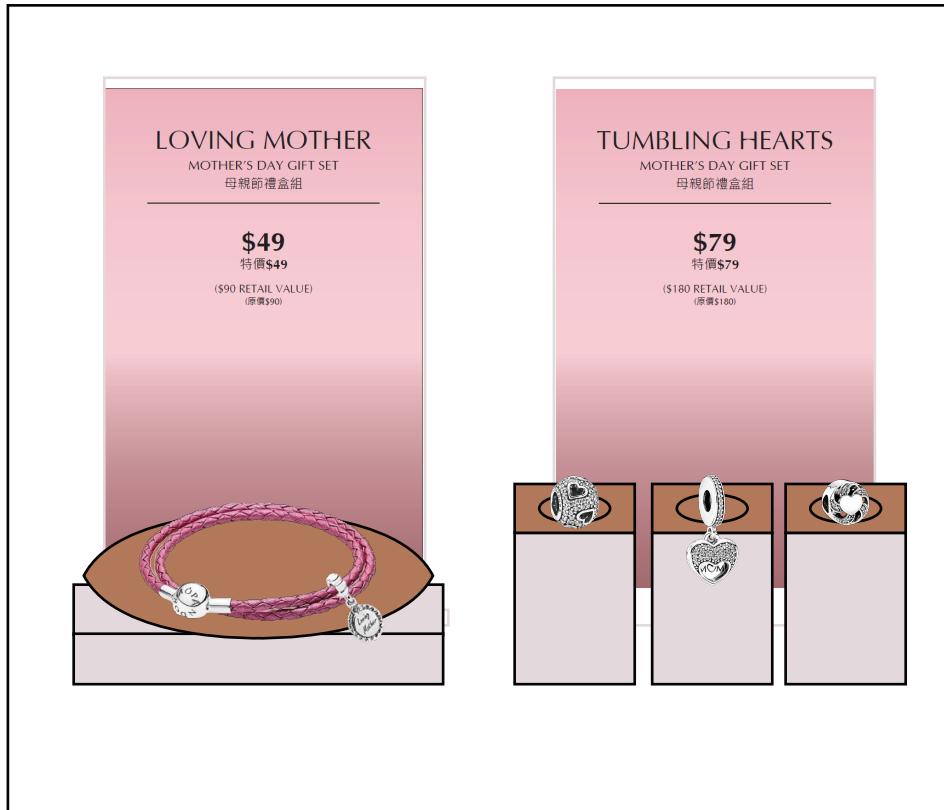
KEEP! Butterfly clings on the coral SEK cases and flower clusters in the red accent SEK cases. See above.

KEEP! Flower clings on the UD cases as shown above.

GIFT SET WINDOW SET

WINDOW A

DISPLAY SET UP



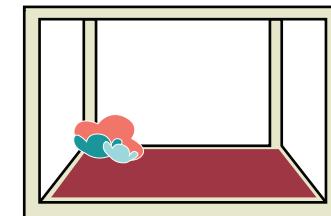
LOVING MOTHER GIFT SET



TUMBLING HEARTS CHARM SET



WINDOW A



GIFT SET WINDOW SET

WINDOW B

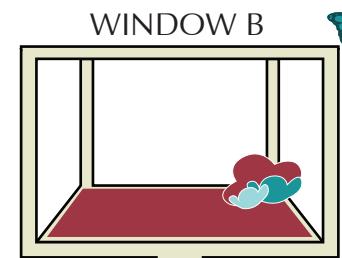
DISPLAY SET UP



LOVE ALL AROUND GIFT SET



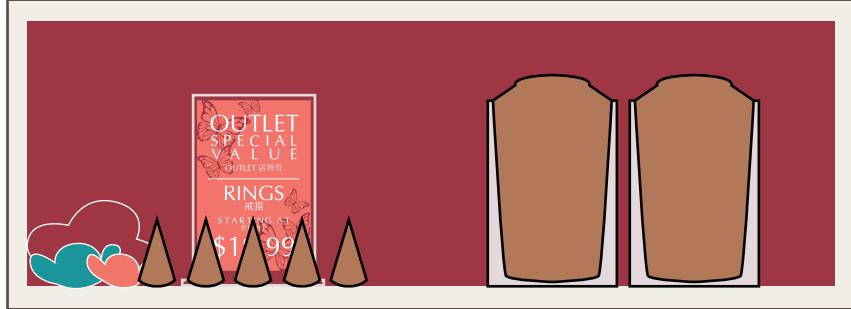
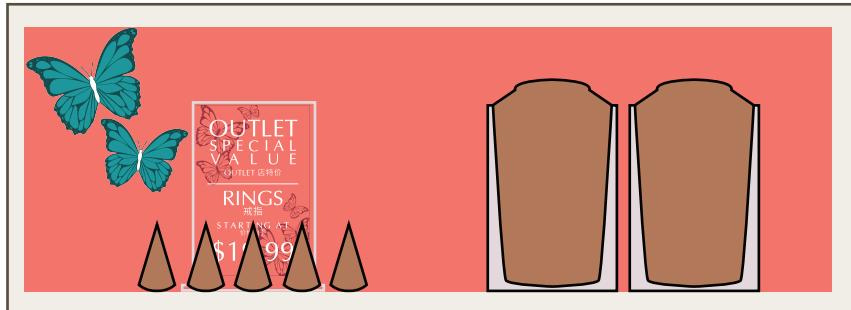
LOVE FOR MOM GIFT SET



CLINGS: WALL CASES & HJ4S

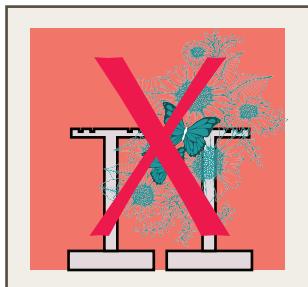
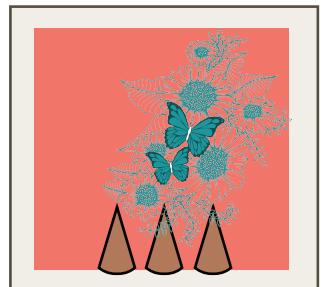
Butterfly Cling, Flower Cling, & Paper Flowers:

Shown below are the cling and flower placements within the cases.



SEK Cases:

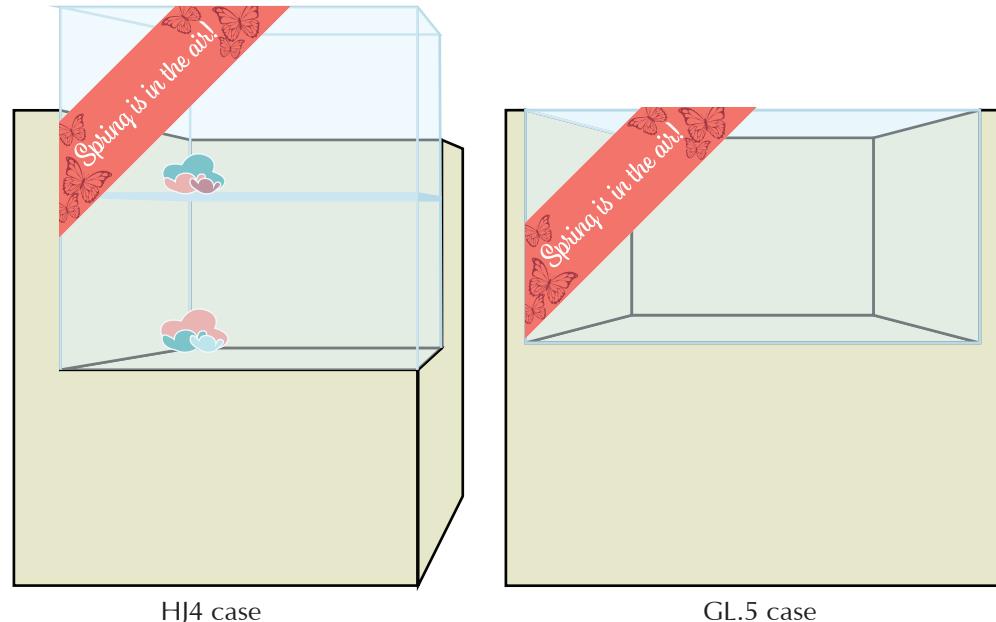
Keep butterfly clings and flower clusters in their current cases. Only change the blue backdrops to the new red backdrops.



UD Cases:

Keep the flower clings up on the UD cases. Please be aware of the display element so not to cover the product, use the shorter elements.

Necklace busts should be OK



HJ4 case

GL.5 case

HJ4 & GL.5 Cases:

SPRING IS IN THE AIR CLING: Apply this to your Flex/Promo HJ4 and the Activity Zone GL.5 case. Please see your store map for location. Align the "Spring is in the air!" corner call out cling so the top of the coral banner touches the top of the case and the left side of the coral banner touches the left edge of the case.

Clear part of corner cling can be trimmed as needed. Apply using wet method.

FLOWER CLUSTERS: Use these only in the HJ4 cases at the front of the store (Flex/Promo case and Iconic/Destination case). See map if needed. Place 1 flower cluster on the top shelf of the HJ4 and 1 flower cluster on the bottom shelf of the HJ4.

PRODUCT PRIORITY

MAJOR PRIORITIES



Priority A: Mom & I
Mix mom and family themed newness in rose and silver with Outlet only mom and family.
Where: Window A and Activity (See page 13).



Priority B: Mother's Day Gift Sets
Display the Mother's Day Gift Sets as shown on pages 9 and 10.
Where: Window A and B (See page 13).



Priority C: Language of Love
Mix the newness bows and hearts with Outlet only bows and hearts. Mix rose and silver!
Where: Window B and Activity (See page 13).



Priority D: Promise of Spring
Mix new Spring floral with exclusive Outlet only floral.
Where: Activity (See page 13).



Mother's Day Newness

Outlet Only



Outlet Only



Mother's Day Newness

Outlet Only



Spring Newness

Outlet Only

MINOR PRIORITIES (See page 13 for locations)



Priority E: Friends are Family (Pandora Rose and Silver)
Highlight Bella Bot with old and new family pieces.



Priority F: Sliding Bracelets and Signature (Pandora Rose and Silver)
Highlight the new sliding bracelets, mix in some signature.



Priority G: Spring Petites
Highlight the Alphabet petites with Outlet only petites.



Spring Newness



Outlet Only



Spring Newness



Outlet Only

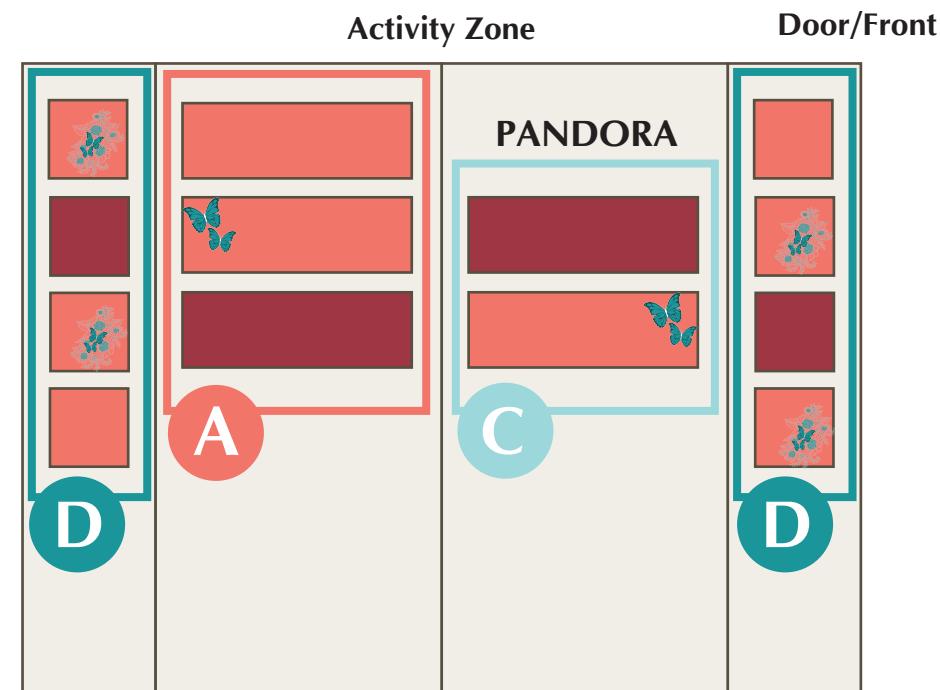
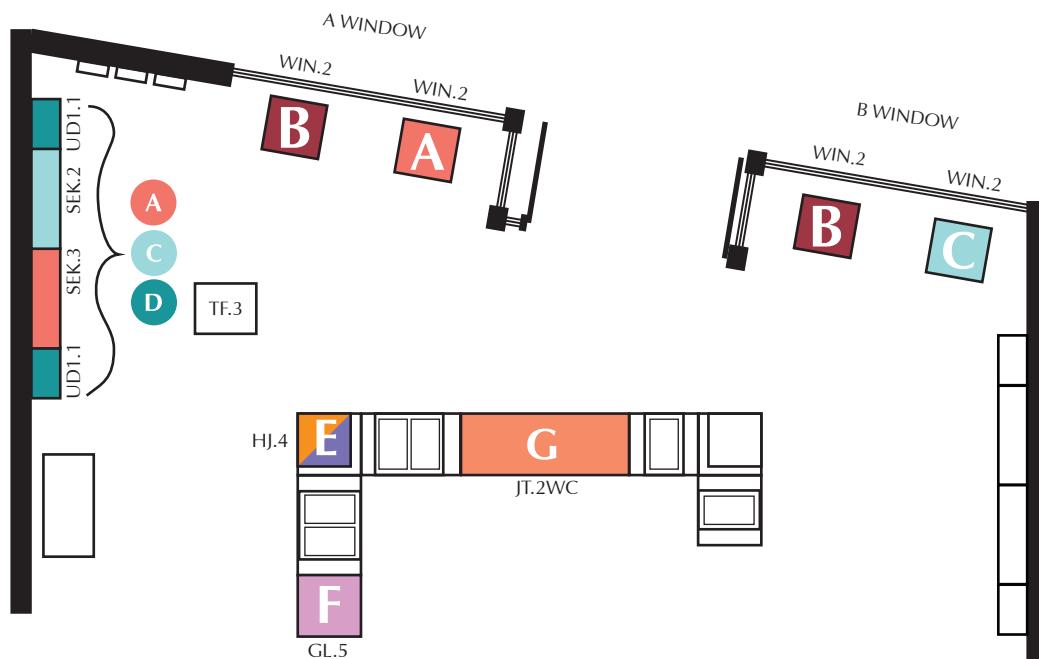


Spring Newness



Outlet Only

PRIORITY PLACEMENT

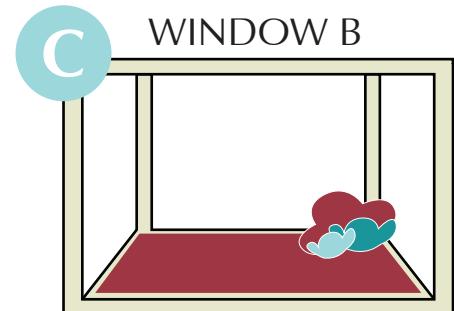
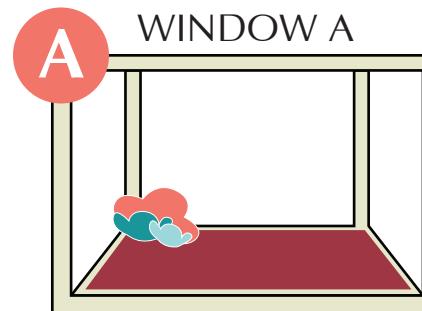
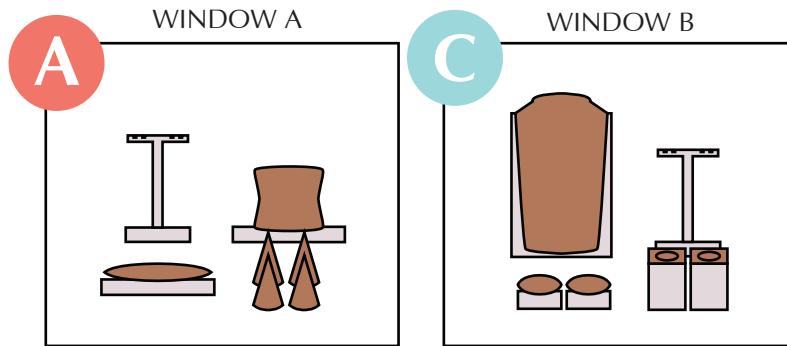


 **PROMO/FLEX CASE**
Keep as priority E unless there is a promo.

EXAMPLE CASE

WINDOW A & B

EXAMPLE DISPLAY SET UP



PRODUCT EXAMPLES

WINDOW A
Mom & I



WINDOW B
Language of Love

