

# 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:



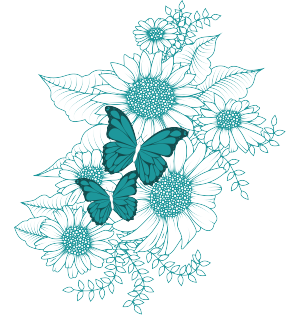
Generic Hanging Sign  
**TAKE DOWN & STORE!**



Generic Window Clings - QTY 2  
**TAKE DOWN & STORE!**



Hanging Butterflies & Hanging Flowers  
**KEEP UP!**



Flower Window Cling  
**KEEP UP!**

## Case Backdrops:

All backdrops arriving March 14th



SEK Backdrop & Headers  
**KEEP UP!**



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



Top Cases Only

UD Backdrop & Headers  
**KEEP UP!**



JT Backdrop  
**KEEP UP!**



WIN Backdrop  
**TAKE DOWN & STORE!**



SEK & UD Cling  
**KEEP UP!**



Labeled with coordinating cases.



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](mailto: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](mailto:mackenzie.greene@benbridge.com)

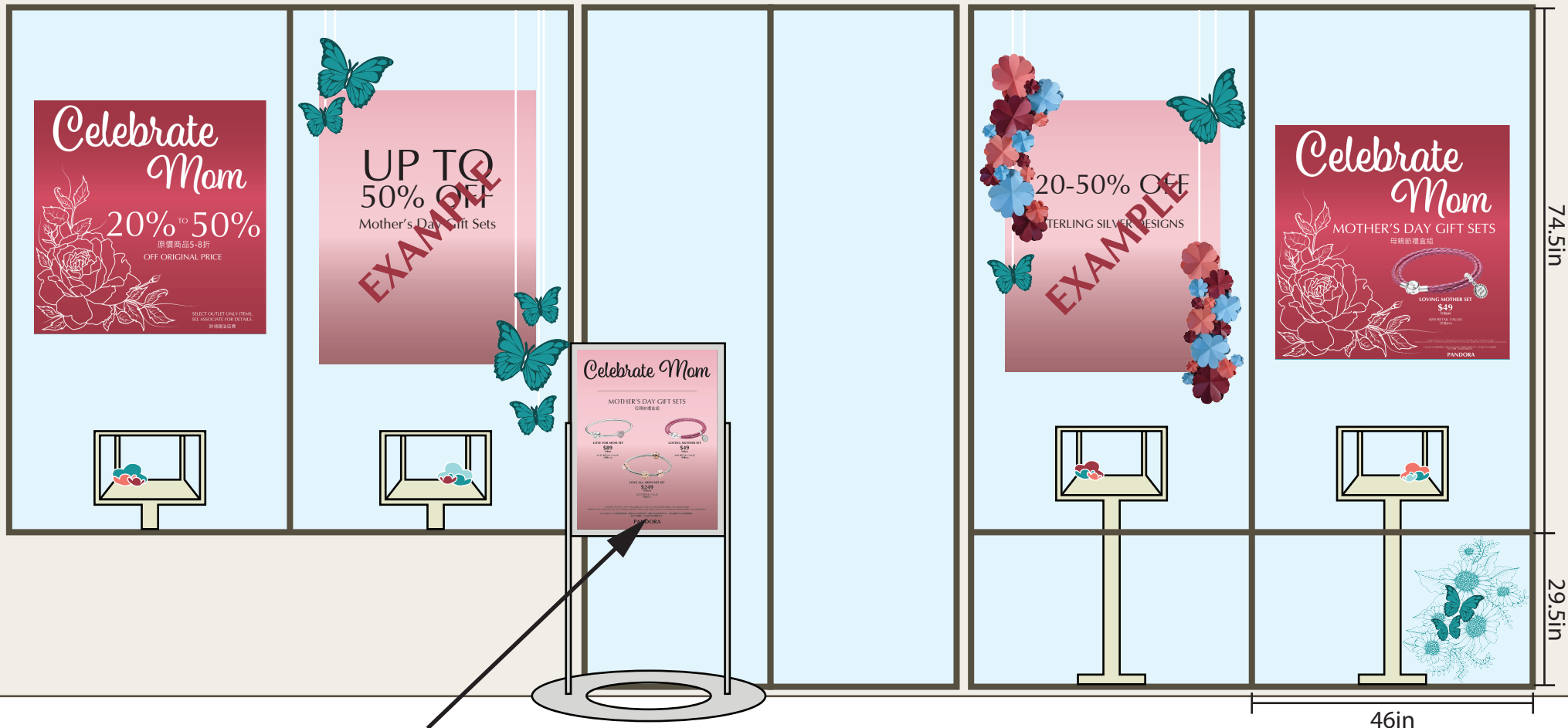
# SPRING WINDOWS

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 arriving 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.



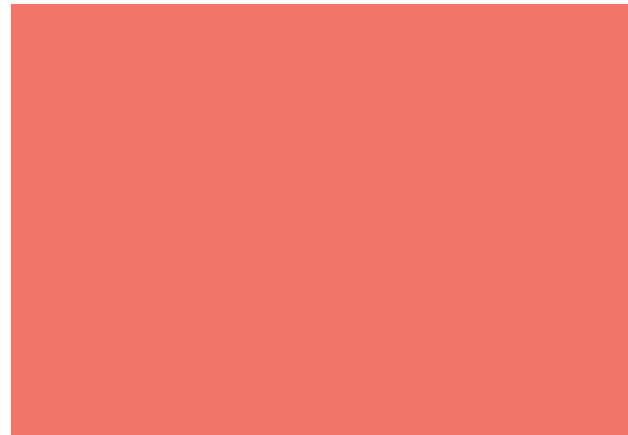
## SEK Backdrops:

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.



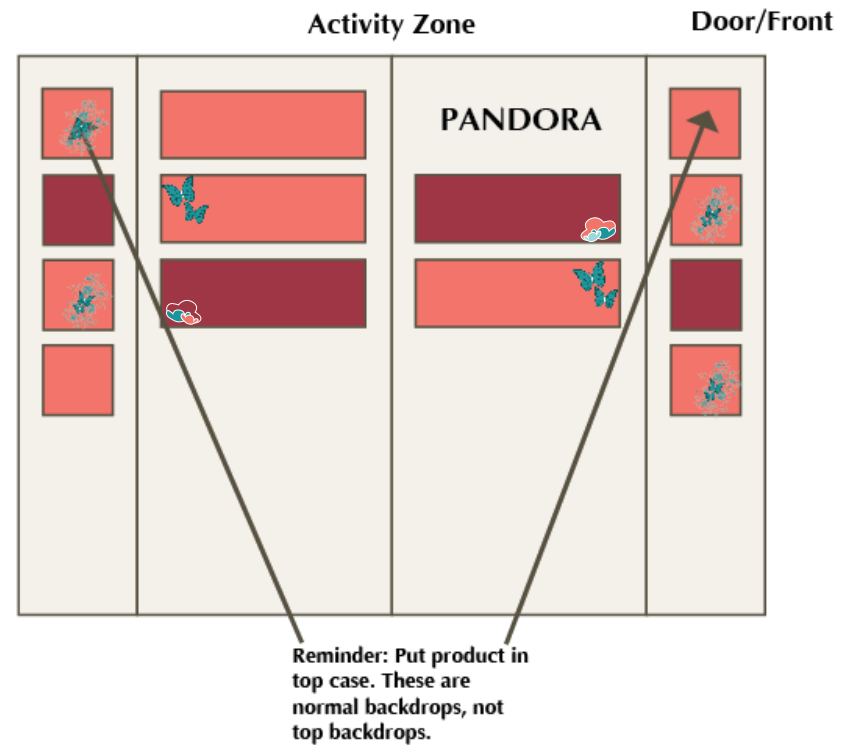
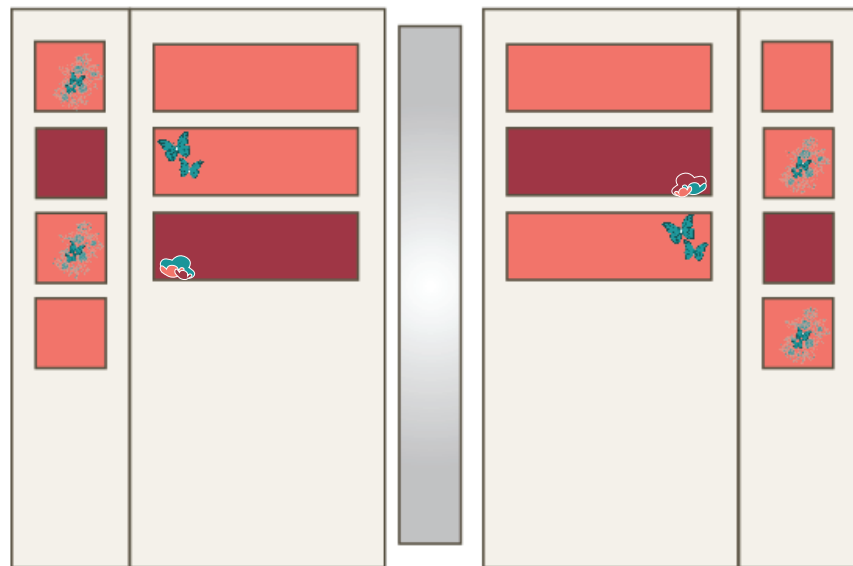
## JT Backdrops:

All JT backdrops will be coral.

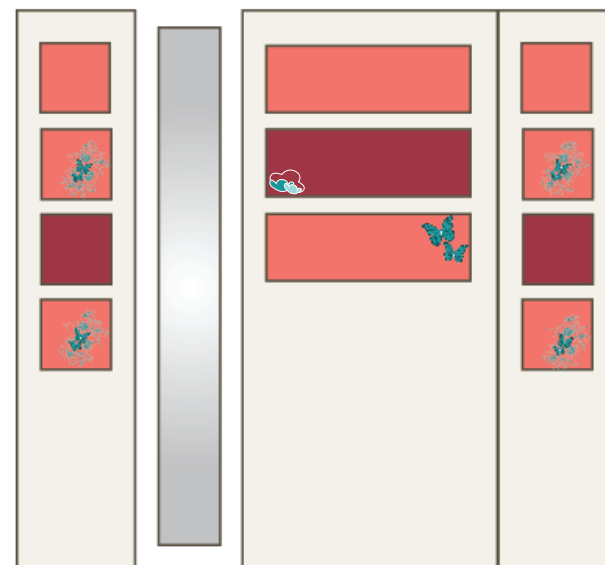
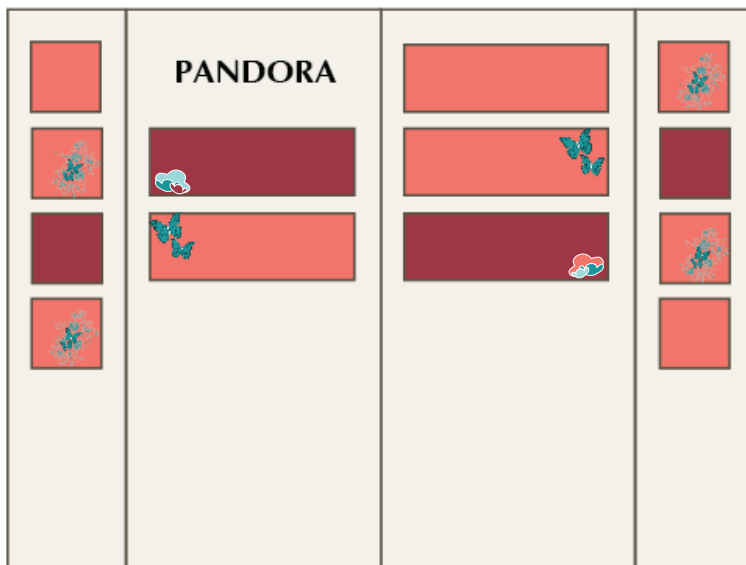


## Window Backdrops:

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



Door/Front



### INSTALL:

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

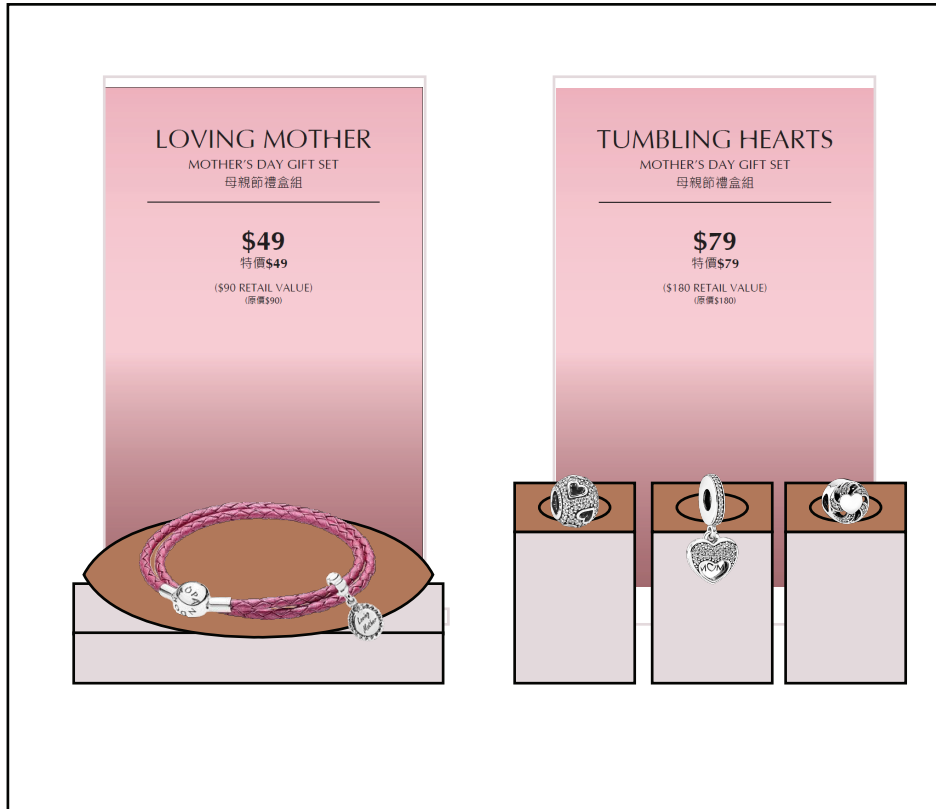
**KEEP!** Butterfly clings on the coral SEK cases and flower clusters in the red accent SEK cases. See above.

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

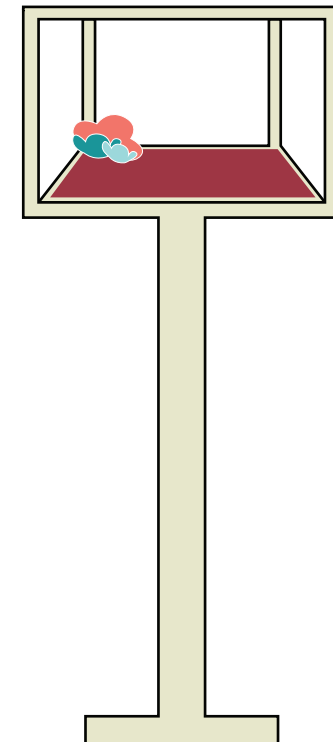
# GIFT SET WINDOW SET

## WINDOW A

### DISPLAY SET UP



### WINDOW A



### LOVING MOTHER GIFT SET



### TUMBLING HEARTS CHARM SET





# GIFT SET WINDOW SET

## WINDOW B

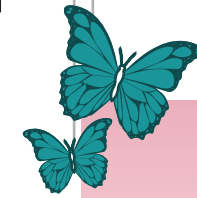
### DISPLAY SET UP



LOVE ALL AROUND GIFT SET



LOVE FOR MOM GIFT SET

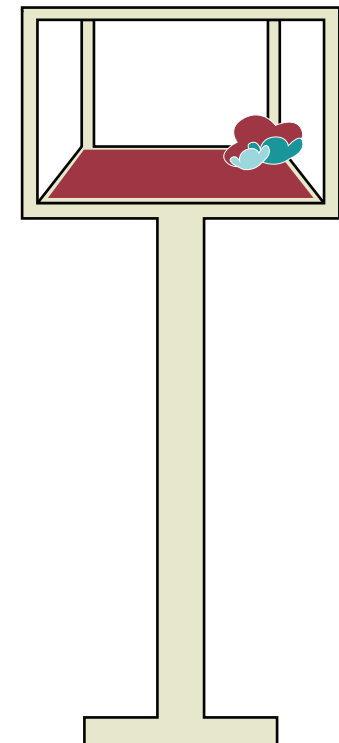


UP TO  
50% OFF  
Mother's Day Gift Sets

EXAMPLE



WINDOW B

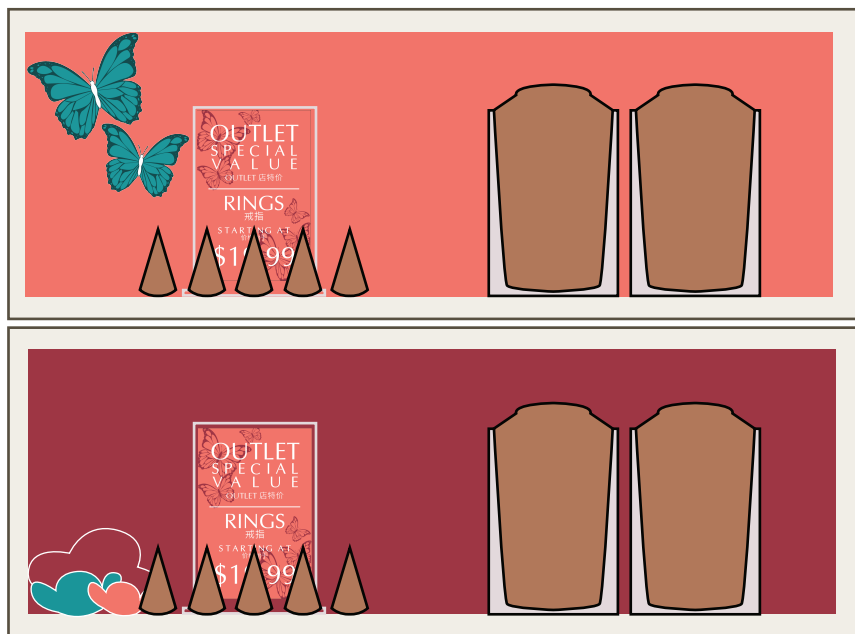




# CLINGS: WALL CASES & HJ4S

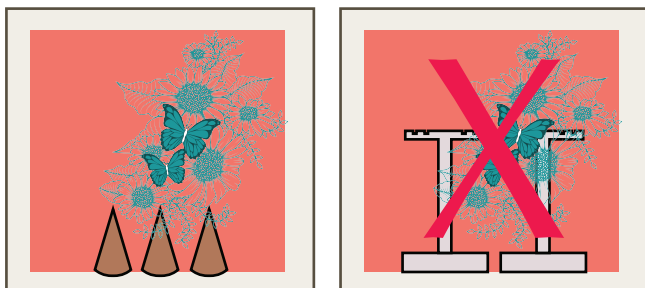
## Butterfly Cling, Flower Cling, & Paper Flowers:

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



## SEK Cases:

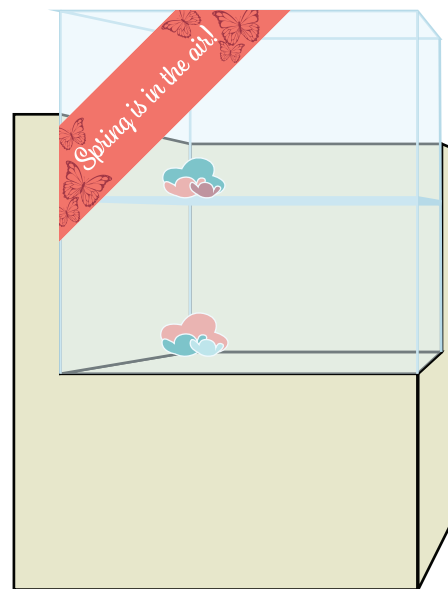
Keep butterfly clings and flower clusters in their current cases. Only change the blue backdrops to the new red backdrops.



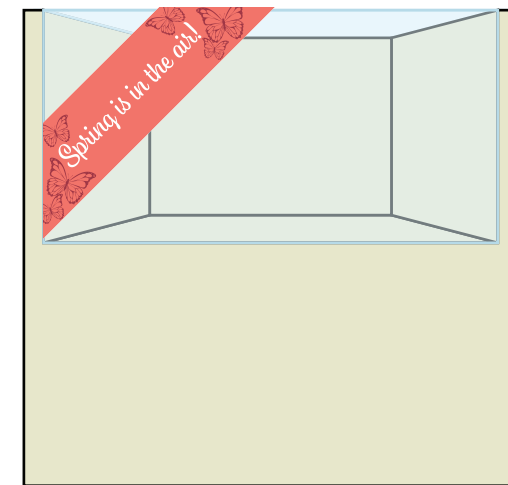
## UD Cases:

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 self of the HJ4.

# PRODUCT PRIORITY

## MAJOR PRIORITIES

**A**

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).



Mother's Day Newness



Outlet Only

**B**

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).



Outlet Only

**C**

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).



Mother's Day Newness



Outlet Only

**D**

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



Spring Newness



Outlet Only

## MINOR PRIORITIES (See page 13 for locations)

**E**

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



Spring Newness



Outlet Only

**F**

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



Spring Newness



Outlet Only

**G**

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

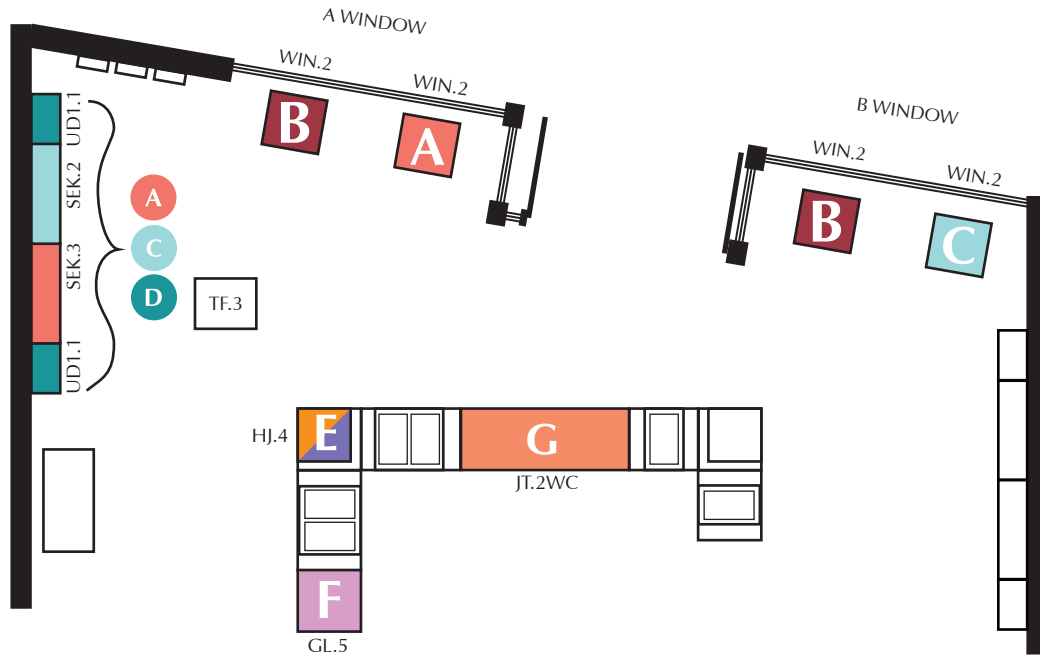


Spring Newness

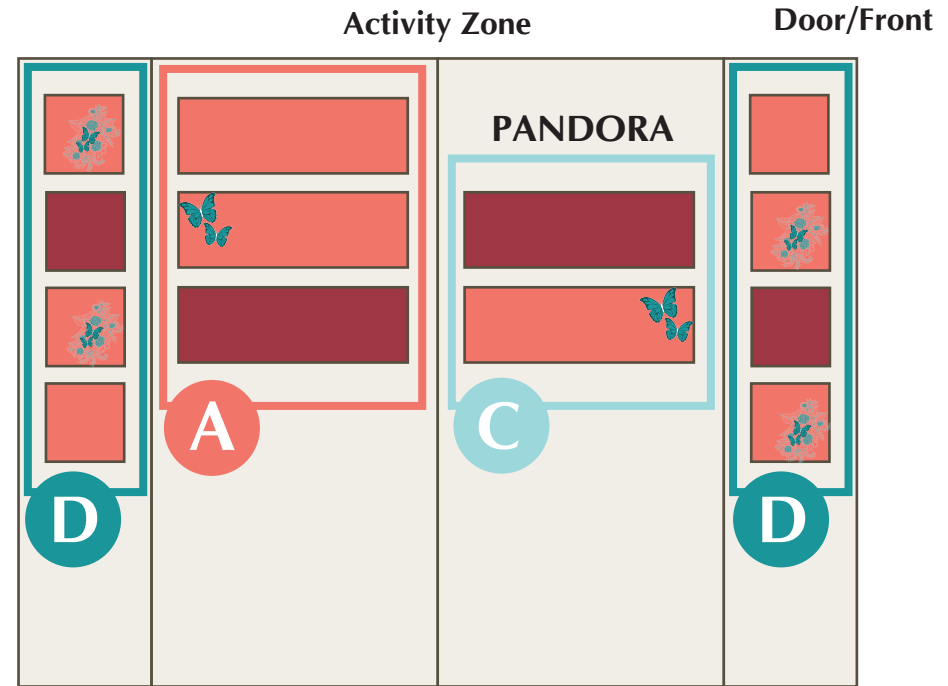


Outlet Only

# PRIORITY PLACEMENT



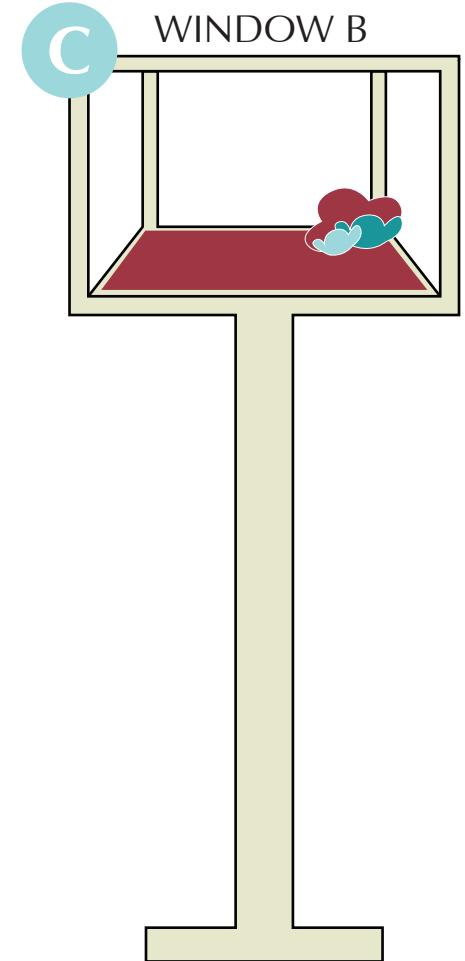
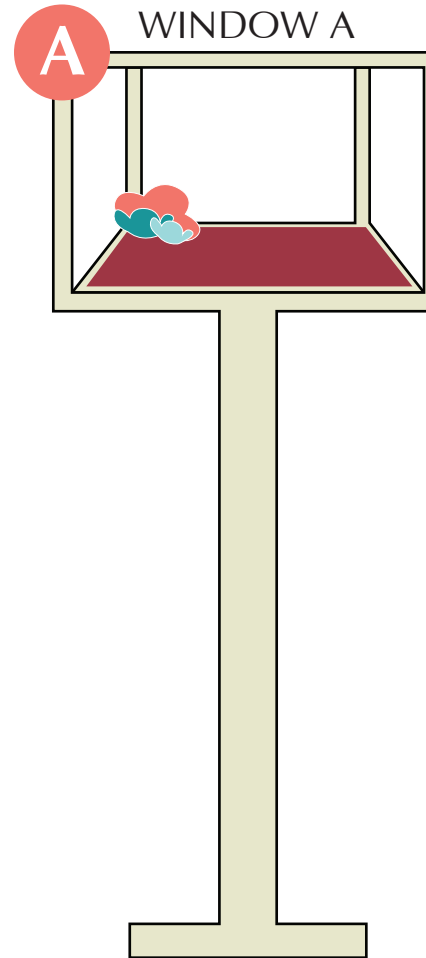
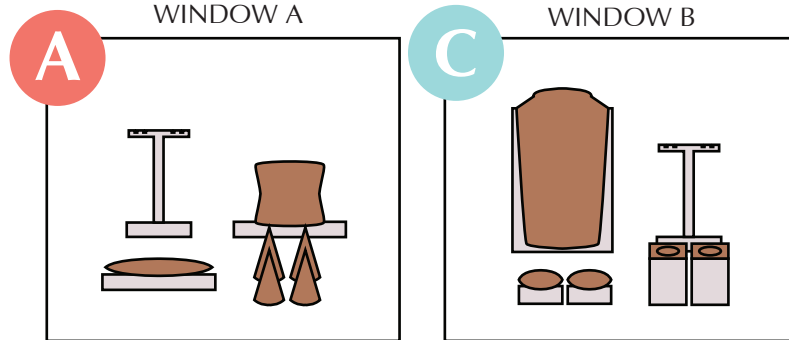
 **PROMO/FLEX CASE**  
Keep as priority E unless there is a promo.



# EXAMPLE CASE

## WINDOW A & B

### EXAMPLE DISPLAY SET UP



### PRODUCT EXAMPLES

#### WINDOW A Mom & I



#### WINDOW B Language of Love

