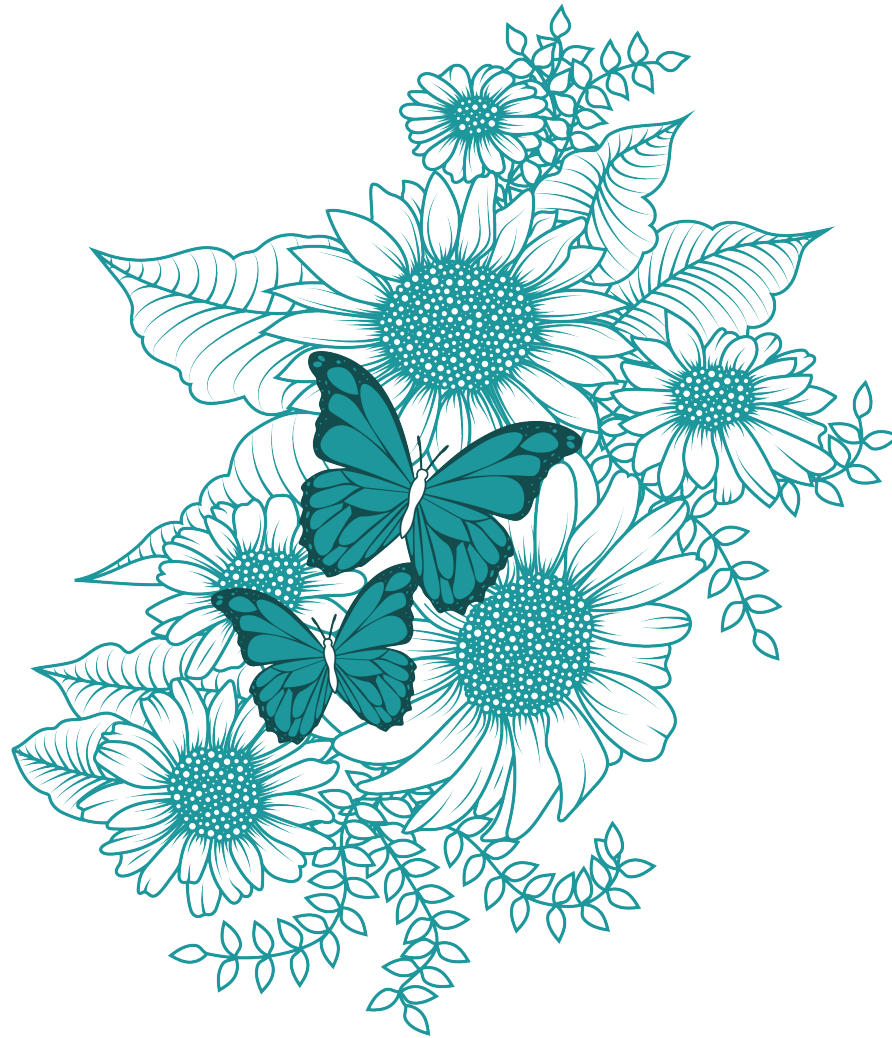


SPRING DROP 3 & MARCH PROMO VM GUIDE

Implement on March 15th



IMPORTANT DATES

MARCH PROMO

March 16th - March 17th

PPC Pre-sale, only PPC card holders can take part in the promotion early.

March 21st - March 25th

March promo begins.

SAVE MORE EVENT:

Spend \$150, Save \$40

Spend \$250, Save \$80

Spend \$400, Save \$160

SPRING

March 26th

Official Spring product launch

MOTHER'S DAY & SUMMER

Below dates for the Mother's Day 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
MARCH PROMO & PRE-SALE	16th 17th 21st 25th			
SPRING DROP 3	26th		1st	
MOTHER'S DAY & SUMMER (TBD)			2nd	

MARCH PROMO 2019 CAMPAIGN

INSTALLATION: MARCH 21st (PRE-SALE MARCH 16th)
NOT ALL ITEMS WILL ARRIVE ON THE SAME DAY.
SEE BELOW FOR ESTIMATED ARRIVAL DATES.

Window Materials:



Window Clings - QTY 2
Arriving March 13th



Window Hanging Sign - QTY 2
Arriving from the office.



March Promo & Pre-sale Leaseline Posters
Arriving March 13th

In Store Signage:

Promo



Pre-sale



Key Item Inserts
Arriving from the office.



Plexi Inserts
Arriving from the office

If you do not have everything listed above email Mackenzie Greene immediately.
mackenzie.greene@benbridge.com

SPRING 2019 CAMPAIGN

INSTALLATION: MARCH 26th
NOT ALL ITEMS WILL ARRIVE ON THE SAME DAY.
SEE BELOW FOR ESTIMATED ARRIVAL DATES.

Window Materials:



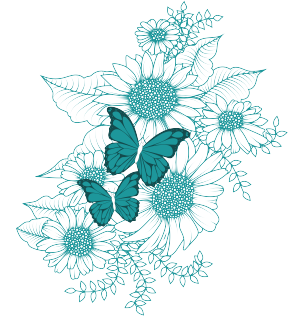
Generic Hanging Sign
Arriving March 18th



Generic Window Clings - QTY 2
Arriving March 13th



Hanging Butterflies & Hanging Flowers
Arriving from the office.



Flower Window Cling
Arriving before March 25th

Case Backdrops:

All backdrops arriving March 14th



SEK Backdrop - QTY 7
SEK Accent - QTY 7

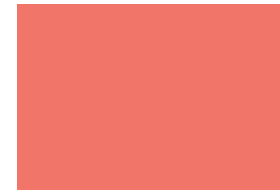


SEK Header - QTY 6



Top Cases Only

UD Backdrop - QTY 18
UD Accent - QTY 8
UD Top Backdrop - QTY 6



JT Backdrop - QTY 4



WIN Backdrop - QTY 4

SEK Cling



UD Cling



SEK & UD Cling - QTY 7 & 16
Arriving before March 25th

Labeled with coordinating cases.



JT, WIN, & HJ4 Flower Clusters & Corner Clings
Arriving before March 25th and from the office.



Leaseline Poster
Arriving before March 25th



Inserts
Arriving from the office.

Some of the above items will be arriving in a second shipment from the office and the printer.

Everything should arrive in store before March 22nd

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

mackenzie.greene@benbridge.com

PRE-SALE WINDOWS

Windows should look like the below display until the evening of March 20th.

ONLY THE LEASELINE POSTER WILL BE DISPLAYED FOR PRE-SALE (MARCH 16-17), WINDOWS WILL NOT CHANGE.

PANDORA

WINDOW B

WINDOW A



IMPLEMENT POSTER: Before opening on March 16th. Remember to take the poster down after close on March 17th.

GENERIC HANGING SIGNS: Use the hanging signs with prices as stock allows. The "Last Call" signs should only be used when stock is limited and cannot meet starting price. **INSTALL WHEN THEY ARRIVE MONDAY, MARCH 18TH.**

MARCH PROMO WINDOWS

IMPLEMENT: AFTER CLOSE MARCH 20TH

TAKE DOWN: AFTER CLOSE MARCH 25TH,

PANDORA

WINDOW B

WINDOW A



DO NOT DISCARD THE SPRING WINDOW SIGNS AND CLINGS, THESE WILL GO BACK UP AFTER PROMO.
ONLY CHANGE THE HANGING WINDOW SIGNS AND CLINGS.

SPRING WINDOWS

IMPLEMENT: AFTER CLOSE MARCH 25TH

PANDORA

WINDOW B

WINDOW A

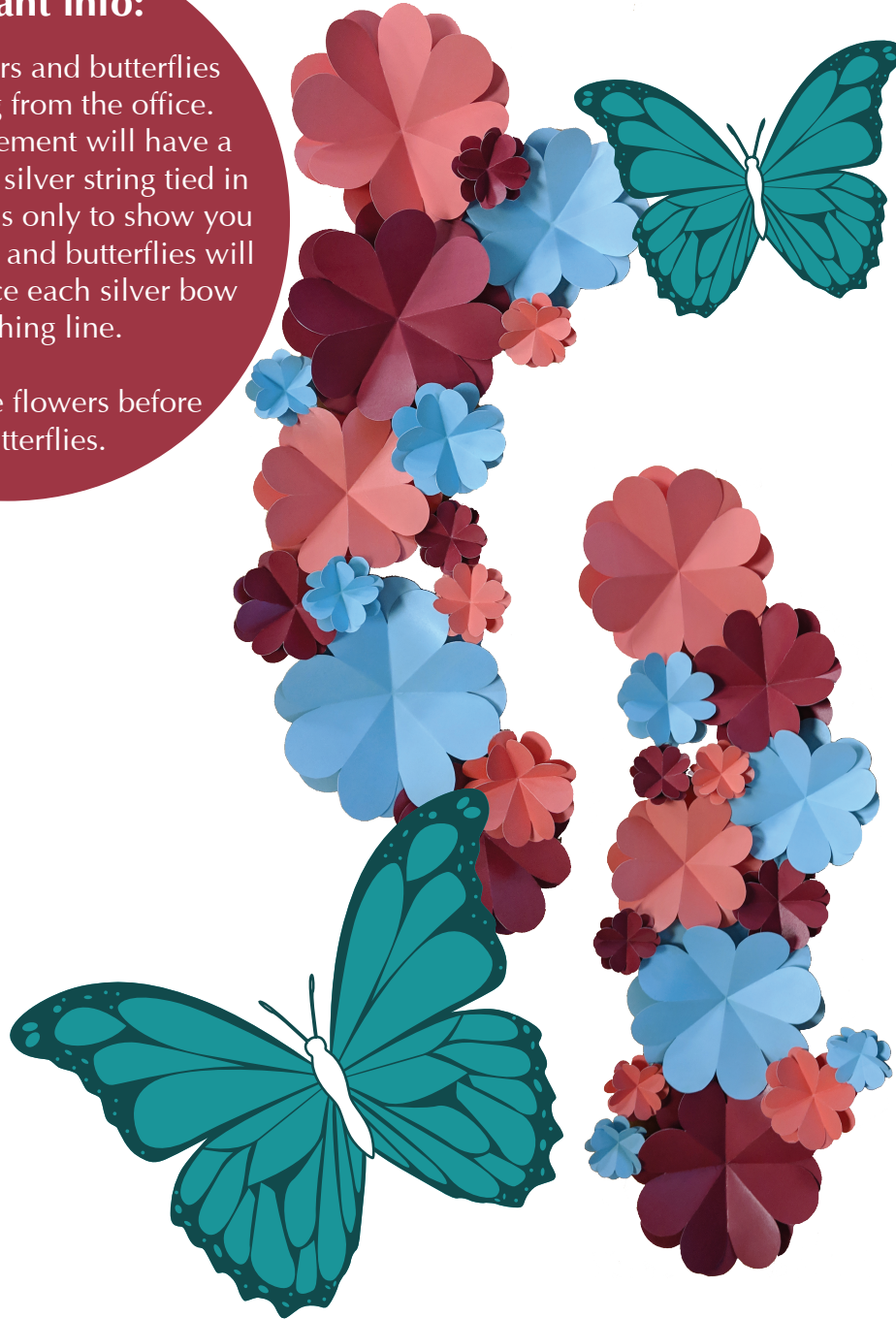


WINDOW INSTALLATION

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:

Wall cases within the store should be changed as soon as they begin to arrive in store.
All Wall, JT, and Window backdrops will arriving in store by Thursday, March 14th.



Category Headers:

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



SEK Bacdrops:

Coral backdrops are the main color throughout the store.
Blue accent backdrops will be used 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.
Blue accent backdrops will be used in select cases, see the wall layout on the next page.



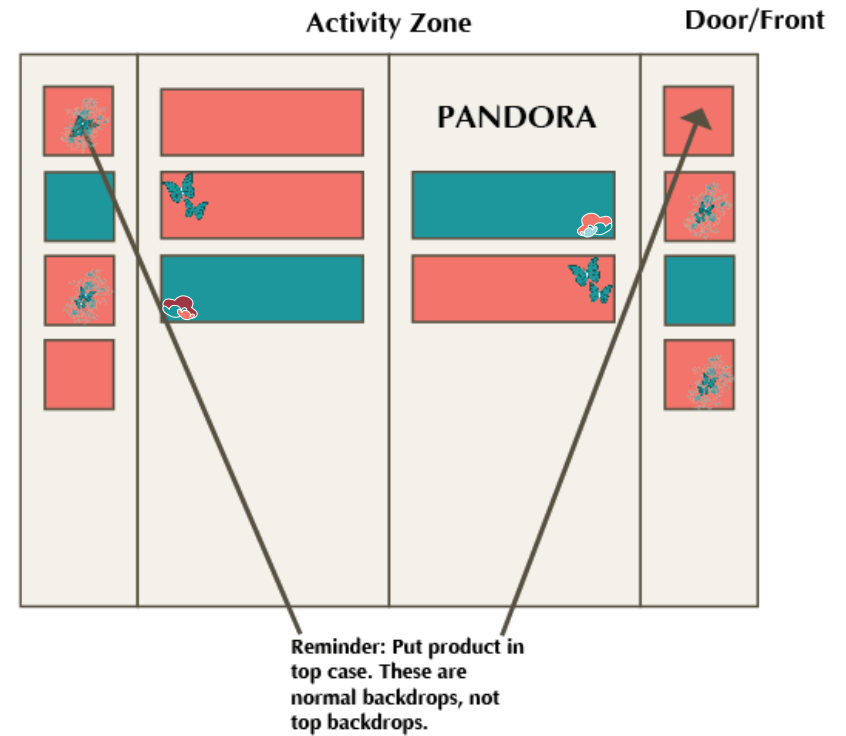
JT Backdrops:

All JT backdrops will be coral.

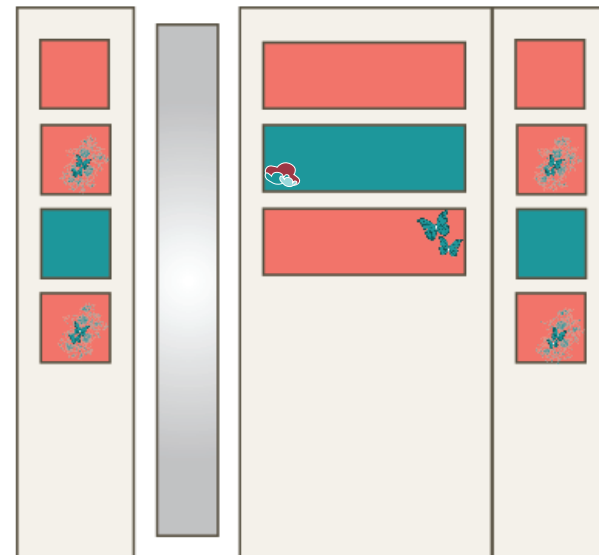
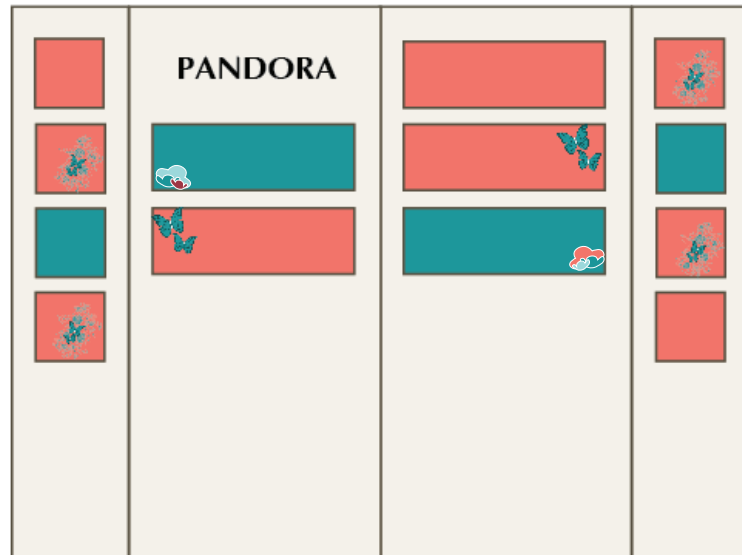


Window Backdrops:

All window backdrops will be the blue accent color until the Mother's Day Campaign launch.



Door/Front



INSTALL:

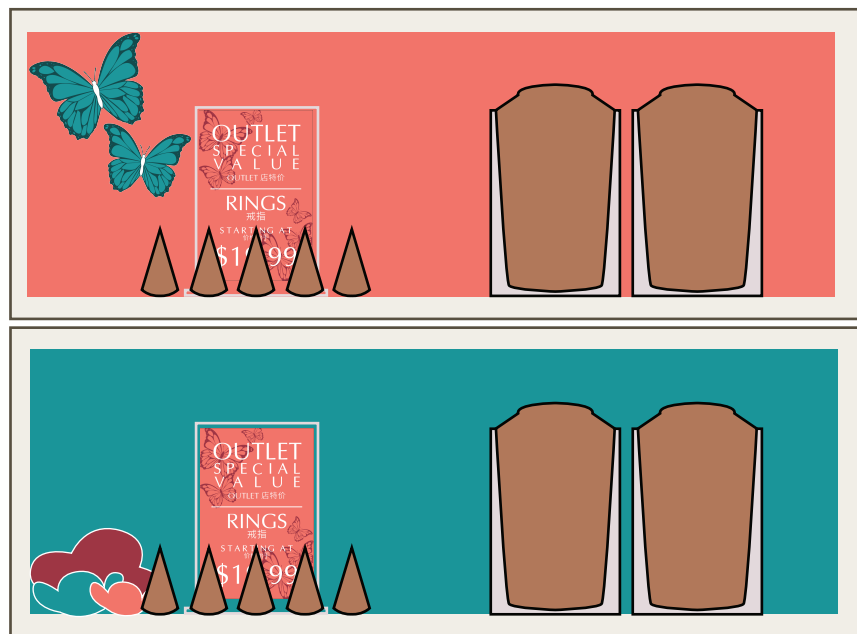
Apply butterfly clings on the coral SEK cases and add flower clusters to just the blue accent SEK cases. See above.
Apply flower clings on the UD cases as shown above.

These clings and flowers will be arriving with the remainder of the Spring campaign, install these AFTER MARCH PROMO.

CLINGS: WALL CASES & HJ4S

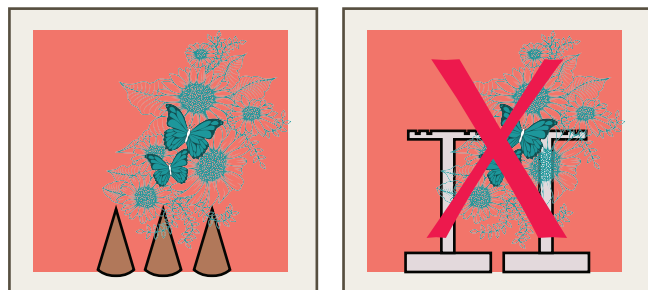
Butterfly Cling, Flower Cling, & Paper Flowers:

Shown below are the cling and flower placements within the cases. For a full overview of the wall case layout, see page 10.



SEK Cases:

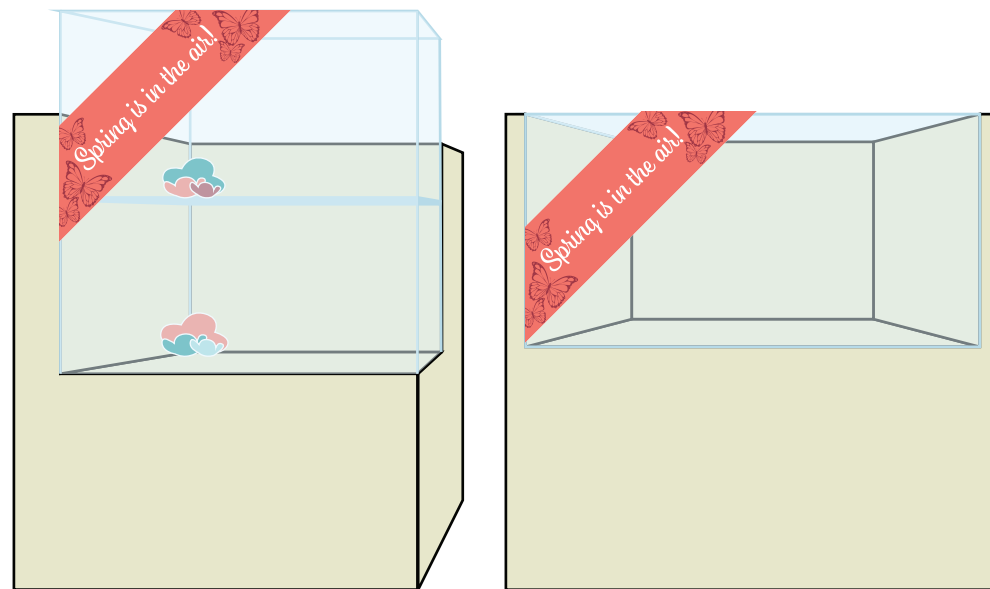
Place the butterfly cling on the coral SEK cases.
Add paper flower clusters to the blue SEK cases.
See page 10 for ideal placement.



UD Cases:

Trim the clear part of the cling as needed. 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: Promise of Spring
Mix new Spring floral with exclusive Outlet only floral.
Where: Window A and Activity (See page 13)



B

Priority B: Nature of Pandora
Mix new and Outlet only butterflies and add the rainbow newness to this case.
Where: Window B and Activity (See page 13)



C

Priority C: Enchanted Nature
A mix of regal with nature. Highlight just the silver with clear CZ peices from newness with Outlet only coordinating pieces.
Where: Activity (See page 13)



D

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



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.



F

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

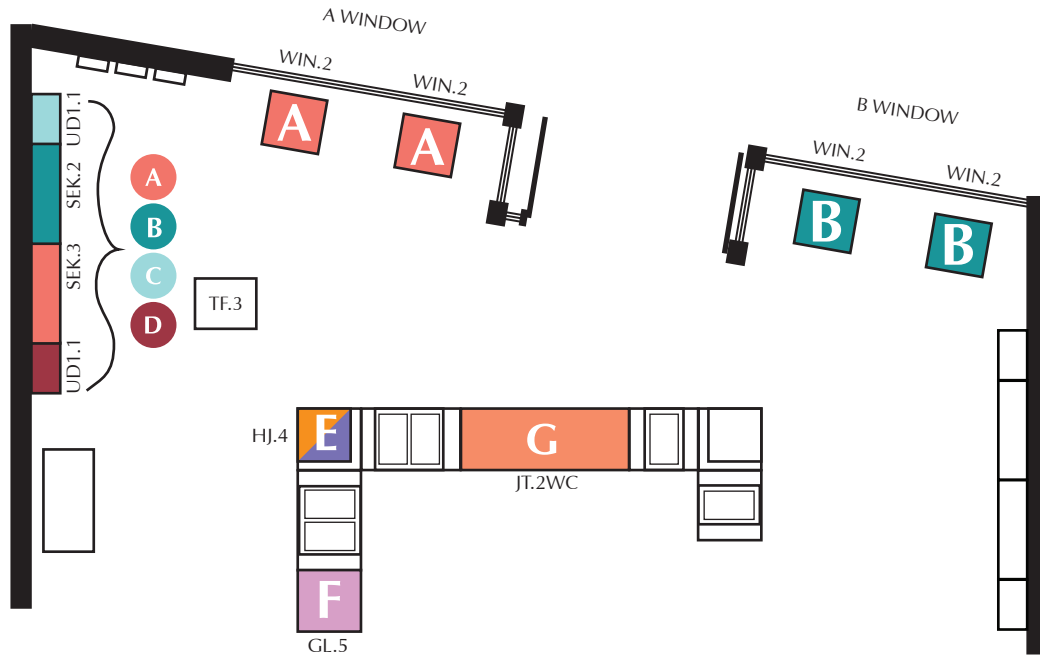


G

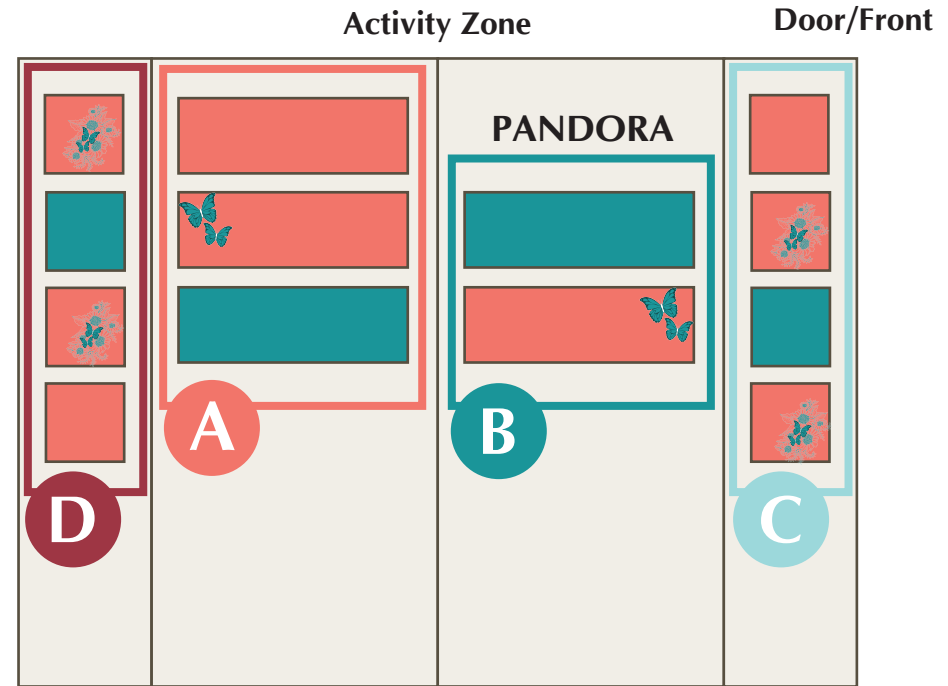
Priority G: Spring Petites
Highlight the ladybug and other Spring petites.



PRIORITY PLACEMENT



 **PROMO/FLEX CASE**
Add Spring newness after March Promo

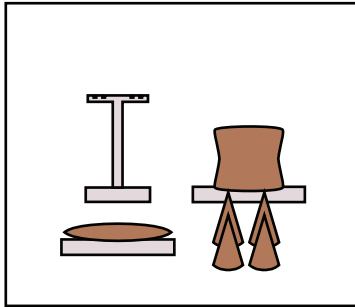


EXAMPLE CASE

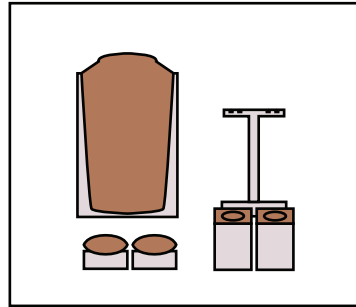
WINDOW A & B

EXAMPLE DISPLAY SET UP

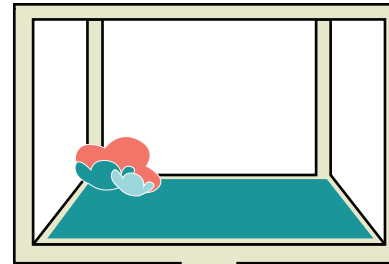
WINDOW A



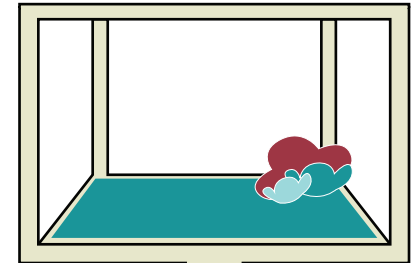
WINDOW B



WINDOW A



WINDOW B



PRODUCT EXAMPLES

WINDOW A
Promise of Spring



WINDOW B
Nature of Pandora

