



4TH QUARTER 2023



Super Marketing CALENDAR



Summer 2023 is officially in the home-stretch. It's time to make the most of your planning days as the holiday season approaches. We hope you find the following ideas helpful for the coming months. These catchy fall-themed activities and taglines will help inspire you to get out in the aisles and make a difference for your community and institution.

You can also visit The Smart Cart at www.supermarketbank.com to find proven and successful ideas submitted by your peers to enhance your program.



NEXT YEAR FSI WILL BE CELEBRATING 40 YEARS OF INNOVATIVE RETAIL BRANCHING SERVICES!

We hope you will make plans to join us in Orlando, May 1-3, 2024, as we celebrate in a big way during conference. Stay tuned to our website and social media for updates on our special 40th anniversary celebration. You will not want to miss the fun!



OCTOBER 2023

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9 Columbus Day	10	11	12	13	14
15	16 Boss's Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Halloween				

800-992-4978

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SOW, SAVE, GROW

As the fall festival season approaches, it's time to embrace the excitement. With a plethora of local events like farmers' markets and festivals, you have the perfect opportunity to promote your branch. Set up a stall at a well-attended harvest festival or consider sponsoring a float for an upcoming parade. Dress your branch with charming scarecrows and festive pumpkins. Encourage your team to don overalls and large brim hats as they venture out to the store, especially the produce section, engaging with customers and spreading the word about your offerings. Offer hot apple cider for shoppers on Saturday mornings and invite them to take advantage of your branch's convenient location and hours. To make a lasting impression, equip your team with business cards or flyers that showcase your services and products, ensuring potential customers can stay connected and informed.



IF YOU'VE GOT IT, HAUNT IT!

Embrace the Halloween spirit with a "If You've Got It, Haunt It!" event. Extend an invitation to local elementary school children to visit your branch dressed in their Halloween costumes and be treated to a special gift. Treats could include custom printed trick-or-treat bags filled with goodies or a jumbo candy bar. As parents accompany their little ghouls and ghosts, take the opportunity to introduce them to your minor savings account and start them on a journey of financial literacy. Each parent will receive a brochure or flyer, giving them valuable information about this account designed to secure their child's financial future. Don't forget to dress up on October 31st!





GRATITUDE COUNTS, SAVINGS MOUNTS

Foster strong rapport with your store manager and their employees through a Store Employee Appreciation Week. Reinforce the importance of building a productive partnership between store and financial employees, benefiting both parties. Each day of the week, showcase a department manager, culminating in a celebration for all managers. As an incentive, offer special discounts or gifts to store employees who open accounts. Together, let's count our blessings and boost our savings!

AS EASY AS PIE

Making a move to a new financial institution can seem challenging for most people. Make sure they know you have them covered. Share your exceptional services and invite them to take advantage of your sweet switch-kit to make the transition a breeze. To sweeten the deal even more, partner with the store bakery to treat all new direct deposit account holders to a delightful surprise. Each person who opens a new account during this promotion will receive a coupon for a free, scrumptious pie or dozen cupcakes!



NOVEMBER 2023

Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5 Daylight Savings Time Ends	6	7	8	9	10	11 Veterans Day
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving Day	24 Black Friday	25
26	27 Cyber Monday	28	29	30		

*Make a Friend.
Make a Customer.®*

DECEMBER 2023

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7 Hanukkah Begins	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Christmas	26 Kwanzaa Begins	27	28	29	30
31 New Years Eve						



CHILLING REWARDS

Get in the holiday spirit with a seasonal staff activity - the Polar Payout game! Reward your hardworking employees with enticing incentives. Each successful loan acquired during this season will be rewarded with cash bonuses for the branch team. To add some excitement and visual appeal, create a unique tracking system for the team's sales. Display a set of ice blocks that will gradually form an igloo as the team achieves their targets. With every new account or loan application, add a block and celebrate each step towards completion! Make it personal and fun by cutting out and posting a penguin character to represent each staff member, giving them a sense of pride and identity within the game. Embrace the cool vibes and enjoy the Polar Payout experience!



DECEMBER DEALS

'Tis the season of joy and giving! Celebrate the most wonderful time of the year with a special December Deals promotion. Showcase seasonal holiday products such as personal loans and credit cards, to help customers make the most of this festive season. Add a little extra sparkle with a special prize drawing! At the end of the month, select one lucky winner and generously cover up to \$1000 of their holiday spending. It's a great way of spreading holiday cheer and make this time of year even more magical for your valued customers/members.

