



1st Quarter 2021

SuperMarketing Calendar

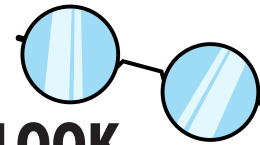
January 2021

Su	M	Tu	W	Th	F	Sa
					1 New Year's Day	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20 Martin Luther King, Jr. Day	21	22	23
24	25	26	27	28	29	30
31						

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NEW YEAR. NEW FINANCIAL OUTLOOK.



With each New Year, we make promises to make our life better, healthier, and more prosperous. Much of this includes diet and exercise, but for many of us, we vow to get back on top of our finances. Work with your local or in-store optical center for a co-promotion to help customers/ members "see clearly" in 2021 - both physically and financially. Offer a voucher for a free or discounted eye exam with every financial consult. Invite staff to wear lab coats and decorate with eye charts and oversized glasses.

AND THE WINNER IS...

Roll out the red carpet! The 2021 Award Show season is on the way! This month, the entertainment accolades kick off in full, celebrity style. Host your own awards program with your staff in mind. Create awards to showcase their expertise, accomplishments, and hard work over the last 12 months. Ask your management to make personal visits to each award recipient and take pictures of everyone. Recognize them publicly via social media or in your institution's publications. There is no better way to show your appreciation and promote these great people.



SPRING OR SNOW

Groundhog Day is a fun day to take everything a little less seriously, and break up the winter monotony...at least for a little while! Offer Groundhog Day trivia throughout the day, if you are allowed to use your PA system. Otherwise, post questions on your whiteboard in front of the branch. Invite store patrons to guess what the Punxsutawney Phil groundhog will predict, Spring or Snow.



"MINT" TO BE TOGETHER

Some things in life are just "MINT" to be together...like store shoppers and your financial institution. Create mini-flyers to hand out during aisle time with your marketing message and mint candy. Include your contact information, and invite customers/members to register for a giveaway. Decorate with oversized peppermint candy cut-outs and red butcher paper.

February 2021

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

*Make a Friend.
Make a Customer.®*

March 2021

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



CELEBRATE NATIONAL PI DAY

Pi (π), is 3.14, therefore March 14th is National Pi Day. Offer a sweet deal in celebration of this wacky holiday. Work with the store manager to create vouchers for a free pizza pie or dessert from the bakery. Suggest the bakery staff design the pie with the Greek symbol for pi. You may even want to create a sticker to place on top of the pie container with logos of the store and your financial institution.



Advertise and offer a special **3.14% rate** on a special product for **March 14 only**.



A CUSTOMER/MEMBER IS A TREASURE

St. Patrick's Day presents a tremendous opportunity to win customers/members and sales. Hide miniature, chocolate Treasures[®], made by Nestle, in the store and challenge store patrons to find them.

Wrap them in bright green paper with a sweet message from your staff.

Decorate the branch with shamrocks and rainbows while using the slogan, **"Our Customers/Members Are a Treasure."**





Happy New Year!

We know you're looking for great things in 2021, and we're here to help. Plan out your 1st quarter now with these terrific, themed events for the months of January, February, and March. To find more ideas, or to submit your own promotional ideas to share, sign on to The Smart Cart via our website at www.supermarketbank.com.

Find helpful resources and ideas on...

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