



2ND QUARTER 2024

A vibrant illustration of a spring garden. In the foreground, there are sunflowers, a yellow watering can, a blue wheelbarrow filled with flowers and coins, a pair of red polka-dot boots, a brown sack with a sunflower, and various gardening tools like a shovel and a rake. The background shows a white picket fence, green bushes, and trees under a bright sky with rays of light.

Super Marketing CALENDAR

Fresh air, warmer weather and a landscape of color. What's not to love about spring? As a Universal Banker inside your retail branch, spring presents a great opportunity to re-focus on your customer/member's financial needs and drive sales for your bottom line. Just check out these 2nd Quarter Supermarketing Calendar ideas for the months of April, May and June. For more fresh ideas visit to The Smart Cart to help you accomplish your goals. Need access? Contact us at info@supermarketbank.com.

Speaking of goals, we invite you to attend FSI's National Retail Banking Conference in Orlando, FL on May 1-3! This is your chance to reconnect, learn and be inspired. Collaborate with retail banking industry leaders from across the country to expand your network, get the latest insights, and experience the magic of being together in Orlando.

Join your peers - the Universal Bankers and nationally-ranked keynote speakers driving innovation in the places where we shop, dine, work, play and gather. Register today at www.supermarketbank.com. Call 800-992-4978 to see if your branch manager(s) can come for FREE!



APRIL 2024

| Su | M | Tu | W | Th | F | Sa |
|----|---------------------------------|----|----|---|----|----|
| | 1 April Fools Day | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 Total Solar Eclipse | 9 | 10 | 11 Day 1 of Masters Tournament | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 Earth Day | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

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WRITTEN IN THE STARS

If you're one of the many cities in the path of 2024's total solar eclipse, consider creating an unforgettable cosmic experience for your community. Host an enchanting cosmic week-long activity at your branch the first week in April. Delight customers with celestial trivia, and indulge their taste buds with Moon Pies and freeze-dried ice cream, creating an atmosphere that's out of this world.

As everyone eagerly anticipates the awe-inspiring event, be the beacon of preparedness by ordering a limited edition of branded solar eclipse viewing glasses – a few hundred to ensure everyone can witness the spectacle safely and in style.



FINANCIAL MASTERY AT YOUR FINGERTIPS

FORE! Elevate the shopping experience by combining the excitement of golf traditions with mastering the art of financial well-being. With the excitement of golf's major tournament in early April, bring the thrill and traditions to your store with a financial twist.

Transform the branch ambiance by covering cabinets with vibrant green butcher paper featuring the signature Master's Tournament logo. Embrace the slogan, "Master Your Finances. We'll Help!" to convey your commitment to financial education.



Invite customers to engage in a guessing game by placing a large jar of multi-colored golf tees on the counter. Create an interactive putting game to encourage shopper involvement while team members, dressed in golf apparel or white jumpsuits reminiscent of tournament caddies, offer expert advice, showcase relevant products, and provide top-notch financial services. Elevate the shopping experience by combining the excitement of golf traditions with mastering the art of financial well-being.



SOWING SEEDS FOR SUCCESS

Unite the freshness of spring with the promise of growth for both personal and business endeavors. Seek permission from your retailer to utilize a store wheelbarrow brimming with flowers, gardening tools, and packs of seeds, creating an eye-catching display enriched with the vibrant hues of spring flowers arranged by your in-store florist.

Encourage staff members to embrace the theme by sporting straw hats, colorful gardening gloves, and aprons as they work the aisle or engage in 'see-you-out-front' time. Distribute packs of seeds along with a promotional flyer, symbolizing the beginning of prosperous opportunities.

BANK LIKE A HERO

Celebrate Armed Forces Day by creating a truly heroic banking experience. Adorn your branches with a patriotic display featuring paraphernalia from all branches of the military, as well as local police, fire, and emergency personnel, showcasing a deep appreciation for their service.

If you don't already offer a special checking account for military or community service heroes, collaborate with your marketing team to create one, packed with exclusive perks, discounts, and recognition for these exceptional individuals who contribute so much to the community.

Host a "Meet Our Heroes" event and invite your local veterans and active military to attend. Extend the tribute to include professions such as nurses, teachers, firefighters, police officers, and paramedics, ensuring that all local heroes feel acknowledged and valued.



MAY 2024

| Su | M | Tu | W | Th | F | Sa | | |
|--------------|-----------|----|---|----|----------|----------|----------|---|
| | | | | | 1 | 2 | 3 | 4 |
| | | | FSI's 36th National Retail Banking Conference Orlando, FL | | | | | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 | | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 | | |
| Mother's Day | | | | | | | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | | |
| 26 | 27 | 28 | 29 | 30 | 31 | | | |
| Memorial Day | | | | | | | | |

*Make a Friend.
Make a Customer.®*

JUNE 2024

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

Flag Day



SIZZLING SUMMER SOLSTICE

Launch a scorching hot promotional campaign designed to captivate potential customers/members. Transform your surroundings by covering cabinets with blue paper adorned with a large sun image and rainbow-colored flip-flops, each bearing the name of a product or service.

Encourage a laid-back vibe by dressing in bright, summer clothing, hats, and sunglasses throughout the weekend to raise awareness.

As part of the festivities, assemble a beach bag complete with summer essentials such as sunscreen, beach towels, a Frisbee, and other outdoor toys. Invite patrons to participate in a random drawing on the day of the Summer Solstice, June 20th. Infuse warmth, excitement, and a sense of community into your team goals, making it an unforgettable season for all.



ILLUMINATING THE PATH TO SUCCESS

Celebrate local graduates by offering a gift that mirrors their exceptional achievements. Shine a spotlight on Savings Bonds as the ideal present for graduates embarking on the next chapter of their lives. For those heading off to college, suggest student credit card accounts to assist them in managing their finances independently.

Transform your branch into a beacon of achievement by adorning it with graduation caps, gowns, and diplomas, creating an inspiring atmosphere for customers/members. Entice graduates with a \$25 Savings Bond as a special reward for approved credit card applications.

To add a touch of style to their bright future, pre-order promotional sunglasses that proudly showcase the exclusive benefits of the graduate credit card, making each new step they take a sunny and rewarding experience.

