



Supermarketing Calendar

3RD QUARTER 2021



AAAAHHH... SWEET SUMMERTIME!

The sun's shining, the birds are chirping, and most of your customers are in better moods.

In this SuperMarketing Calendar, we've rounded up a few themed ideas to sweeten your promotional events and activities — all summer long. Check out our inspirations for the months of July, August, and September.

You can also visit The Smart Cart at www.supermarketbank.com to find additional fresh, new ideas to enhance your program submitted by your peers.

2021 Virtual Retail Banking Conferences

NAVIGATING THE FUTURE

SEPTEMBER 21-22, 2021

SEE YOU SOON!



Find helpful resources and ideas on...
Your Exclusive, Virtual Consultant

The  Cart
www.supermarketbank.com

JULY 2021

Su	M	Tu	W	Th	F	Sa
				1	2	3
4 Independence Day	5	6	7	8	9	10
11	12	13	14	15	16	17
18 National Ice Cream Day	19	20	21 National Hot Dog Day	22	23	24
25	26	27	28	29	30	31

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LET FREEDOM RING!

Fourth of July continues to be one of the biggest summer holidays in the United States, and one that many of your customers/members celebrate.

While this day typically involves backyard barbecues, fireworks, and outdoor gatherings, inspire your team to host activities that can build community and celebrate freedom. Plan a multicultural event to celebrate the diversity of our nation. Feature songs and activities in different languages that highlight various cultural groups and how they enrich our country.

Ask individuals from different ethnic backgrounds to participate in readings, songs, games and other elements. Create a wall display recognizing the cultural groups.



FILL THE GRILL

A well-planned giveaway helps boost engagement and increase loyalty of your customers/members. Strike up conversations and excitement with new prospects or reinforce the relationship with existing customers/members. Work with your store manager to offer a bundle of meat products for the grilling season. Be prepared to highlight your “hot” product or service this month with a poster or handout. Schedule your team to “be out front”, greeting, and registering store patrons for the giveaway drawing to “Fill the Grill”.



BACK TO SCHOOL IS COOL

It may seem like summer just began, but the first day of the new school year is just days away for many. With parents, teachers and students gearing up, your team should be gearing up for a back-to-school-themed promotion. Prepare your branch with decorations including chalkboard cabinets and the slogan, "Back to School Is Cool". Cut out jumbo pencils and oversized apples. Promote minor and college savings accounts by giving away a \$50 certificate for each new minor/college savings opened.



AUGUST 2021

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



ROAD TRIP SEASON

As consumers return to the road, they're more interested in safety and services than ever. Help customers/members navigate their financial journey as they prepare for summer vacations on the open highway. If your institution offers a travel reward credit card, display information to sign up. Design an adventurous landscape on your branch complete with road maps, highways, hiking gear, and even gas cans. Invites shoppers to enter a drawing for a \$50

gas card or auto safety kit.

*Make a Friend.
Make a Customer.®*

SEPTEMBER 2021

Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5 Labor Day	6	7	8	9	10	11 Patriot Day
12	13	14	15	16	17	18
19	20	21 Virtual Retail Conference	22 Virtual Post- Conference Workshop	23	24	25
26	27	28	29 National Coffee Day	30		



POWER PLAY

Kickoff a successful fall and keep things going strong until bowl-season arrives. Know any former football players, coaches, or cheerleaders who can add star power to your branch on game day? Let their celebrity status shine and attract customers/members to the branch.

They can sign merchandise and pose for selfies, and their presence will get folks excited. Begin promoting your event one week ahead. Count down the days, and host a drawing for game day tickets or a tailgate party. Huddle up today with your team, draw up a game plan, and watch fans rush into your branch!



ON TARGET

Don't get discouraged by the summer slump! Keep up marketing efforts, and you may catch the windfall by the end of year. Develop a game for the branch team to boost some friendly competition and finish the year strong. Create a large target in the security room where team members can see their efforts and gain momentum. A team member who achieves their goal gets to add their color-coded mark to the target. With axe throwing sweeping the country as the new and exciting form of entertainment, offer a gift certificate for a free game at your local venue to those who meet their goals.

