



3RD QUARTER 2024



Super Marketing CALENDAR

Dreaming of lazy vacations, indulgent ice cream cones, and sizzling backyard grills? Looking for inspiration for your summer promotions? In this 3rd quarter SuperMarketing Calendar, we urge you to infuse your events and activities with these delightful summer plans for July, August, and September.

Explore The Smart Cart at www.supermarketbank.com to discover tried-and-tested ideas from your fellow peers to elevate your program.



JULY 2024

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 National Hot Dog Day	18	19	20
21 National Ice Cream Day	22	23	24	25	26	27
28	29	30	31			

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IGNITE YOUR SAVINGS TODAY!

July is a time for celebrating freedom, baseball, hot dogs, and fireworks. Summer is in full swing and savings is top priority. Promote your youth savings accounts by hosting a "Hot Dog Happy Hour" event at the branch. Offer free hot dogs, refreshments, and patriotic giveaways to customers who stop by to learn about the savings offers. Work with your marketing department to develop a special savings rate during the promotional period to knock it out of the park.



2024 SUMMER OLYMPICS

2024 marks the eagerly awaited Summer Olympics, where top athletes vie for gold after years of intense training. Like these athletes, foster a little competition among your branch team to earn incentives.



Assign points for performance and creativity in aisle-walk challenges, cross-selling initiatives, and reaching their sales goals. Reward winners with gift cards, time off, logo wear, or special outings. Encourage team spirit through themed decorations and activities like dress-up days. Hosting the "Branch Olympics" cultivates teamwork and boosts branch performance in a fun celebration for the Summer Olympics.



GETAWAY GOALS

Fill your space with an irresistible getaway vibe by decking it out with visuals that transport customers to dream destinations. From captivating posters adorned with exotic places to whimsical travel props like globes and suitcases, create an immersive experience that sparks wanderlust. Ensure these attention-grabbing materials are strategically placed throughout the branch to pique interest and spark conversations about your travel points credit card offer. Offer a prize drawing as you engage with store patrons giving away a gift card to AirB&B.

DON'T MISS OUT ON OUR A+ DEALS

Drive engagement using a back-to-school theme titled, "Don't Miss Out on Our A+ Deals". Create compelling offers tailored to those getting ready to head back to the classroom. This could include incentives like waived fees for student accounts, discounted interest rates on education loans, or exclusive rewards for back-to-school purchases. Transform the branch into a back-to-school hub by decorating with school-related props like chalkboards, backpacks, and school supplies.



AUGUST 2024

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

*Make a Friend.
Make a Customer.®*

SEPTEMBER 2024

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



DIVE IN BEFORE THE SUN SETS ON THE SUMMER SEASON

Seize the opportunity before summer slips away with Labor Day marking its end. Although the summer heat may be fading, it's crucial to maintain your sales momentum. Transform your branch into a scene of a golden sunset, featuring your digital products (i.e., e-statements, online bill pay, mobile banking). Encourage customers to embrace the advantages by providing special rewards for sign-ups or app downloads over the Labor Day weekend. Consider waiving fees for existing customers who switch to direct deposit or enroll in online banking during this promotional period. Engage with your customers through a weekend-long prize drawing, offering enticing rewards such as cash, gift cards, or electronics.



HARVEST THE REWARDS

Launch a referral rewards program where existing customers are rewarded for referring friends and family to open accounts or join your financial institution. Offer incentives such as cash bonuses, gift cards for both the referrer and the new customer. Decorate the branch with fall décor, dress as scarecrows, and create a cozy atmosphere with fall-themed events like hot cinnamon-cider and donut days.

