



1ST QUARTER 2024
HAPPY NEW YEAR!



Super Marketing CALENDAR

As the clock strikes midnight and the calendar flips to a new year, we want to take a moment to express our heartfelt wishes for you and your retail teams. Happy New Year! May this year be filled with abundant opportunities, joy, and success. We're honored to continue serving you and being a part of your retail branching journey.

We are eager to have you join us at the 36th National Retail Banking Conference on May 1-3 at the Rosen Plaza Hotel in beautiful Orlando, Florida. Find registration details and further information on our website, www.supermarketbank.com. Our team is busy making plans just for you!

Additionally, we invite you to share your successful promotional concepts for upcoming calendars. Simply log in to FSI's The Smart Cart, go to Business Development and Marketing, and submit your ideas. See you soon!

Find helpful resources and ideas on...

The  Cart
www.supermarketbank.com



**RETAIL
BANKING
CONFERENCE**

MAY 1-3, 2024

**ROSEN PLAZA HOTEL
ORLANDO, FLORIDA**

40th ANNIVERSARY
FSI
FINANCIAL SUPERMARKETS, INC.

JANUARY 2024

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

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DISCOVER FINANCIAL PROSPERITY IN THE NEW YEAR

Prepare to ring in the New Year with a financial plan! Create a branch activity entitled Midnight Magic and design the most enchanting promotion of the year complete with champagne bottles and confetti. At the stroke of midnight on New Year's Eve, encourage your customers/members to say "goodbye to financial worries" and "hello to a brighter, more prosperous future". Promote a personal loan rate that will leave your customers/members spellbound!



DEFROST YOUR CREDIT

Turn the winter chill into an opportunity for growth by launching a creative and engaging campaign for credit cards or a HELOC affectionately named, "Defrost Your Credit." Introduce a promotional offer to help your team meet their sales goals. Encourage customers to break free from their winter hibernation and thaw their spending habits with a special introductory rate.



To set the mood, use icicle lights around the branch as well as snowflakes, polar bears, and penguins. Invite the staff to wear their scarves and winter hats. Incentivize the associate who receives the most declines from offering the opportunity. The more declines means higher acceptances and turns a negative into a positive.



MONEY CAN'T BUY LOVE, BUT LOVE CAN

The season of love can be a tremendous pulling power for retail branches. This Valentine's Day, partner with a local restaurant and host a customer appreciation week complete with chocolate treats and a chance to win dinner for two. Show some love to your customers/members by spending time out front greeting and handing out chocolate candy. People always remember how you make them feel. Put your best face forward and capture a few smiles.

Create décor in your branch that will find a place in your customers' heart. Incorporate elements like hearts, Cupids, roses, and the color palette of red, pink,

and white to enhance the branch appearance. To pass the love on, invite shoppers and customers to write an appreciation letter to active military personnel and drop them off at your local armed forces recruitment office.

EXTEND WINTER OR WELCOME EARLY SPRING

Regardless of the groundhog's forecast, your team is continually working to distinguish your financial institution from others in the market. Create some amusement by inviting store customers to cast their vote on whether they prefer a prolonged winter or an early spring.

While this holiday may not be as widely commercialized as others, it presents a fun and distinctive opportunity for your branch to enhance their engagement with customers. Seize this opportunity to extend special promotions for a little while longer. For instance, consider providing a special savings rate that overshadows the groundhog. "Gopher extra savings in February!"



FEBRUARY 2024

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	16	17
18	19 Presidents Day	20	21	22	23	24
25	26	27	28	29		

*Make a Friend.
Make a Customer.®*

MARCH 2024

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



A POT OF FINANCIAL GOLD AT EVERY TURN

Top O' the morning to you! Infuse a bit of Irish luck into your branch this St. Patrick's Day. Design a campaign with a festive shamrock theme destined to sprinkle the luck of the Irish across your customers and the community. Arrange engaging activities like a quick game of high card. Purchase a giant set of playing cards and set a table out in front of the branch. Invite store patrons to play along for an easy prize.

Delight your loyal customers with heartfelt tokens of appreciation, such as shamrock-shaped cookies. Embellish your branch with St. Patrick's Day decorations, featuring whimsical shamrocks, mischievous leprechauns, and the classic green and gold color palette. Inspire your branch staff to embrace the Irish spirit by donning vibrant green and Irish-themed attire, whether it's leprechaun hats, shamrock accessories, or other festive wardrobe choices.



IT'S A MYSTERY

Consider a promotion full of trivia, brainteasers, and intrigue. Use a 007 theme to decorate complete with spy-gadgets, poker décor resembling Casino Royal, and clever dialogue bubbles with famous James Bond quotes. Display a daily or weekly trivia question or brainteaser and invite customers and shoppers to submit their answers for a daily or weekly prize. Promote youth savings accounts with the slogan, "Don't let your future be a mystery. Start saving for your future today!" Encourage a team member to dress as James Bond and pose for a photo op with kids. Note: A second option is to pass out Scooby Snacks and decorate the branch like the Mystery Machine.

