



1ST QUARTER 2023

A vibrant winter illustration serves as the background for the lower half of the page. It depicts a group of people in colorful winter attire (red, blue, purple, brown, green) playing in a snowy landscape. One person is building a snowman, which is wearing a red scarf and a black hat. The scene is set against a backdrop of snow-covered trees and buildings under a blue sky with falling snow and large, glowing snowflakes.

Super Marketing CALENDAR

HAPPY NEW YEAR!

With this new calendar, we send warm wishes for a promising and fulfilling New Year.

Please consider sharing your favorite promotional ideas for future calendars. Log into The Smart Cart, select Idea Exchange Entry Forms, and submit your ideas.

Find helpful resources and ideas on...

The  Cart
www.supermarketbank.com

LOOKING AHEAD TO NEXT YEAR?

We hope you are preparing to join us May 3-5 at the Hotel Valencia Riverwalk in San Antonio, Texas for FS1's 35th National Retail Banking Conference! Registration and details can be found on our website, www.supermarketbank.com Our staff is excited to see you!



MARINE FEDERAL CREDIT UNION – BEAUFORT, SC



SILVER STATE SCHOOLS CREDIT UNION – CIMARRON, NV

JANUARY 2023

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	16 Martin Luther King, Jr. Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

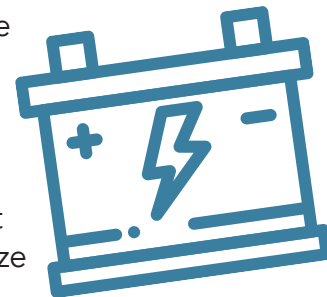
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JUMP-START 2023 WITH A JUMBO CD

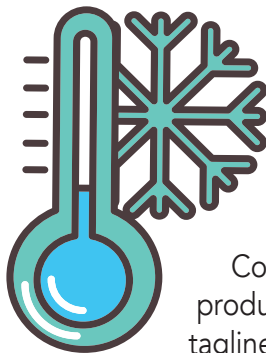
With the permission of your retail manager, decorate the branch with car batteries and jumper cables from the automotive department of your store. Ask staff members to dress as mechanics. As store patrons pass by, hand out flyers advertising a special CD rate and invite them to register for a roadside safety kit or gas card giveaway.

Generate fun at work and host a jump rope contest between staff members. The winner gets a special prize while sharing energy throughout the store.



WARM UP TO OUR SERVICES

As the temperature drops, warm up sales with an employee contest. Work with your team to develop a reward system for weekly accomplishments. Focus on building customer/member loyalty by expanding their business. Reward successful cross selling of ancillary products (i.e. credit cards, auto loans, bounce protection, auto bill pay, and paperless statements) while winning new business. In the security room, display a cutout of an oversized coffee mug for each team member. As each team member completes a task or goal, add a marshmallow to their mug. Marshmallows accumulate points that can be cashed in for rewards. Use whatever motivates your team.



Continue the coffee mugs and marshmallows theme out front. Write a product or service on each marshmallow posted along with the promotional tagline, "Warm Up to Our Services." Serve complimentary hot cocoa to store patrons throughout the mornings during the event.

NOW SHOWING!

Make time to “show” off your products and services this month. Help your customers make the most of their savings by posting your financial institution’s products and services as weekly features during the month of February. Create a movie-themed promotion with signs resembling movie reels featuring a product or service you would like to highlight. Change the feature each day or week.

Work with your store manager to provide popcorn and other popular movie treats to hand out for additional activity at the branch.



SWEETHEART OF A DEAL

Use the slogan, “You’ll fall in love with our rates!” and promote a special Sweetheart CD Rate during the first two weeks of February to celebrate Valentine’s Day. Decorate with red and white balloons and use cut out hearts with your marketing message to hang throughout the branch. Explain the CD rate and terms on a display board in front of your branch.

Draw attention by placing a large jar of Valentine candy on the counter and invite store patrons to guess how many pieces of candy are in the jar. Locate the correct guess on Valentine’s Day to give away a dozen roses and dinner for two at a local restaurant.



FEBRUARY 2023

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

*Make a Friend.
Make a Customer.®*

MARCH 2023

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



SPRING INTO GREEN

Spring into action this March and inform store patrons of the youth savings account products available with your financial institution. Highlight benefits of saving on brightly colored cutouts of flowers. Invite the florist to fill the branch with seasonal displays.

The first day of spring is March 20th. Host a financial literacy trivia contest for younger shoppers. A small gift basket containing seeds, gardening gloves and tools could also be given as a prize to show your willingness to help their financial future sprout.

TIME FOR A CHANGE

With Daylight Savings Time approaching, host a new accounts promotion to gain new business. Entice non-customer/members with convenience, extended hours, and better service.

Decorate the branch with oversized clock cutouts. Order colorful t-shirts with a large clock face screen-printed on the front using the slogan "Now is the Time to Open Your Account" OR "Ask Me What Time It Is?" to create conversations. Let your staff wear them throughout the promotion.

