

MPSM

May 8, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-78

SUBJECT: Promotional Matrix Input for 2013

The purpose of this Notice to the Trade is to request input for the new proposed promotional matrix for 2013. As you probably know, the promotions sub-committee has performed a major redesign of the matrix to make it more “user friendly”. Similar categories have been grouped together that would normally be displayed together at the same time. All new data was pulled by Empower IT and Nielsen to study when and how categories performed each month of the year, both within the military and in civilian retail. Please see the attached excel spreadsheet for the new proposed 2013 matrix. We will use the same procedure as last year with Industry providing data based input utilizing the new attached form (one category per page). A completed sample of the new format is also provided to aid individuals in completing the form.

The goals for the 2013 promotional matrix are as follows:

- Focus promotional efforts of DeCA and industry to better reflect patron buying habits.
- Build flexibility into the promotional plan to allow DeCA and industry to identify growth opportunities, capitalize on the newest industry trends, and react quickly to changes in consumer purchase patterns.
- Enable industry to maximize the impact of annual promotional and advertising dollars.

Please note the promotional matrix is designed to support the normal recurring displays. Holiday promotional offers for Valentine’s Day, Easter, Mother’s/Father’s Day, Halloween, and Thanksgiving/Christmas will continue to be supported via the seasonal packages and will not be included as part of the promotional matrix.

Please provide all input utilizing the attached form and e-mail to Mr. Russ Moffett at rmoffett@ala-national.org no later than May 31, 2012. ALA will coordinate this data and deliver to the Promotions Sub-Committee for discussion in early June. If you have any further questions, my point of contact for the promotional matrix is Mr. Charlie Dowlen, Promotions Manager, 804-734-8000, extension 4-8385.

//signed//
Christopher T. Burns
Director of Sales

Attachments:
As stated