

WONDERKIDS INK

By: Yvette Candelas

Instructor: Keogh



Product Profile

Product Name:

Wonderkids Ink

Product Description:

A fashionable children's clothing boutique that was created for and inspired by the idea that children can be stylish and trendy, while still embarking on their every adventure. We are a company that creates unique outfits for children that are designed by you with your child in mind. We appreciate those who choose to pass down their love for fashion to the special little ones in their lives, which is why we also offer customers design and customization options.

Consumer Benefit:

We offer Fashionable quality children's clothing that offers customers the opportunity to customize their own products.

Target Audience:

Parents between the ages of 24-30 with young children (kids), young professionals, trendy, fashionable, hipsters

NEW

WONDERKIDS

INK

CREATE
MAGIC
OF YOUR
OWN*

*Whimsical
clothing for their
every adventure*



WonderPerks

-----Take-----
\$10
OFF

*Your first in-store
purchase of \$30 or
more!*



Promotion Ad #1

Sales Promotion Technique

I am offering a \$10 off coupon on a WonderKids purchase of \$30 or more.

Opportunity/Need/Problem

This promotion technique provides customers the opportunity to get a great immediate discount on new product, thus generating consumer interest.

Target Audience

Parents between the ages of 24-30 with young children (kids), young professionals, trendy, fashionable, hipsters

Sales Promotion Objective

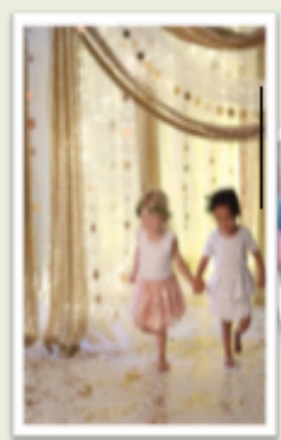
My promotional ad's sales objective is to introduce my product to generate product trial, customer interest, and raise brand awareness.

WONDERKIDS^{ink}

Whimsical clothing for their every adventure

Create magic of your own

*See store or online for more details about customizable options



WonderPerks!

Take
\$10

off your next purchase of
\$40 or more!

Valid through 4/28/16



Magical Sweepstakes

Submit a photo to our website & let your WonderKid tell us one thing that makes their world more magical and be entered for a chance to win a \$200 store gift card!

....

PLUS a customized outfit designed for your WonderKid to be featured in an upcoming photoshoot!

....

5 lucky winners will randomly be selected on June 1, 2016.

www.wonderkidsink.com

Promotion Ad #2

Sales Promotion Technique

I am introducing the Wonderkids Magical Sweepstakes, while also offering a \$10 off coupon on a purchase of \$40 or more.

Opportunity/Need/Problem

This promotion technique gives customers the opportunity to enter a sweepstakes for the chance to win fabulous prizes. There is no purchase necessary.

Target Audience

Parents between the ages of 24-30 with young children (kids), young professionals, trendy, fashionable, hipsters

Sales Promotion Objective

My sales promotion objectives are to generate interest in my brand by offering enticing incentives to encourage customer engagement, in which customers can enter a sweepstakes by customer engagement, in addition to increasing product sales, and raising awareness.

WONDERKIDS

Whimsical clothing for their every adventure

Create magic of your own



WonderPerks

Get the new WonderPerks card

Earn Points:

Earn \$10 for every 75 points earned

Gain Exclusive Access

To private sales and WonderKid Events

Receive Free Shipping

On online purchases of \$20 or more

Surprise rewards

For every 250 points earned

and more!

\$1 = 1 | 75 = \$10

Spent Point | Points Rewards

Use your Perks on something Wonderful

Promotion Ad #3

Sales Promotion Technique

This promotion introduces a loyalty program and is informative of the features and benefits the customer would receive upon joining.

Opportunity/Need/Problem

A loyalty program give customers the opportunity to receive great benefits the more they shop at Wonderkids.

Target Audience

Parents between the ages of 24-30 with young children (kids), young professionals, trendy, fashionable, hipsters

Sales Promotion Objective

My sales promotion objective is to create awareness and entice customers to sign up for the loyalty program. This promotion is aimed toward generating future repeat and multiple purchases, in addition to creating brand loyalty.

WONDERKIDS_{ink}

SPRING

COLLECTION



Shop our cute

*& colorful new styles
or create magic of
your own!**



Shop online & take



Your purchase of \$40 or more!

+ *FREE SHIPPING*

Use code: WKSPRING

Valid through 5/8/16

*See store or visit the website for details about customizable options

Promotion Ad #4

Sales Promotion Technique

I am introducing a specialized Spring collection sale, in which the ad incorporates a coupon that can only be used online.

Opportunity/Need/Problem

This promotion technique offers customers free shipping plus 20% off of their online purchase of \$40 or more.

Target Audience

Parents between the ages of 24-30 with young children (kids), young professionals, trendy, fashionable, hipsters

Sales Promotion Objective

My promotional ad's sales objective are to raise awareness of online product, create customer engagement in online sales, and generate interest in new product.

Trade Promotion

Bill Back Allowance

Trade Promotion Objective

Obtain an in-store consumer promotion for the WonderKids brand

Trade Promotion Technique

This technique encourages retail brand activity in-store. The retailer must perform the request and submit proof of engagement prior to receiving payment.

Trade Promotion Specifics

Retailer must set a focal WonderKids display within the children's clothing section in their stores. For every month the display is up, the retailer will receive \$250.