

**Campus Closet**  
**Alpena High School**  
**School Based Enterprise**  
Melissa Timmreck- Advisor  
Marga Decker- Para-Profesional  
Student Staff:  
Jordan Zielaskowski (Store Manager)  
Shelby Seaver  
Morgan LaLonde  
Courtney Nunneley  
Brooke Gersewski  
Brad Crevier  
March 19, 2018



Product's Name: Diet Coke 12 oz. can in 4 new flavors  
(Feisty Cherry, Ginger Lime, Zesty Blood Orange and Twisted Mango)

Promo Description: Buy a new Diet Coke and a Nature Valley granola bar  
for \$1.50

Promo Dates: February 1, 2018 - March 15, 2018

**1) Produce a 30 second healthy item video commercial**

Watch two of our SBE students in our very own Diet Coke commercial!



<https://www.youtube.com/watch?v=O861kVuRBiw>

“POS Competition Healthy Item Commercial”

Published by Jordan Zielaskowski on March 15, 2018

## 2) Build a display on the counter, shelf, floor, or display window

Campus Closet's SBE employees built this display to promote our new Diet Coke flavors.



### 3) Advertise with sign in-or-outside the store

This sign is located at eye level on top of our smaller Coke cooler that features our Diet Coke.





#### 4) Create a sponsored “marketing event”

Campus Closet decided to have a marketing student come in on one of the days where Campus Closet can not sell pop or candy to showcase his talents of beatboxing. While the event was going on, Campus Closet advertised the Diet Coke and Nature Valley granola bar promotion by passing out flyers and making announcements. Due to the success of this event, Campus Closet decided to make this a regular occurrence once a month and titled it “Talent Tuesday”.



## 5) Build a pricing incentive

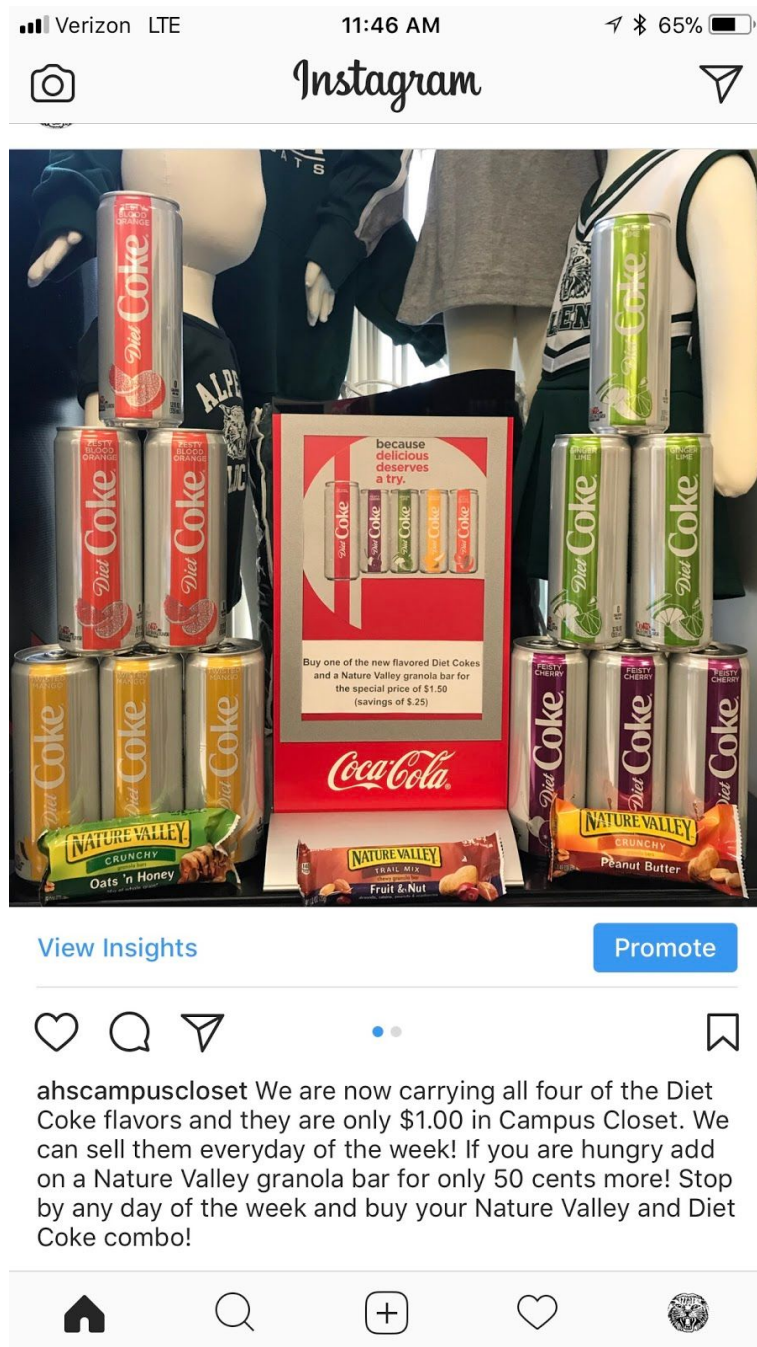
Buy a Diet Coke (\$1.00) and add a Nature Valley granola bar for only \$0.50 more. The Nature Valley granola bars are normally sold for \$0.75.





## 6) Internet Promo

Campus Closet has an Instagram and Facebook page. Posts are made regularly to both platforms.





## 6) continued

Verizon

8:05 PM

18%



### Alpena High School Campus Closet

Posted by Jordan Zielaskowski

Thursday at 11:45 AM

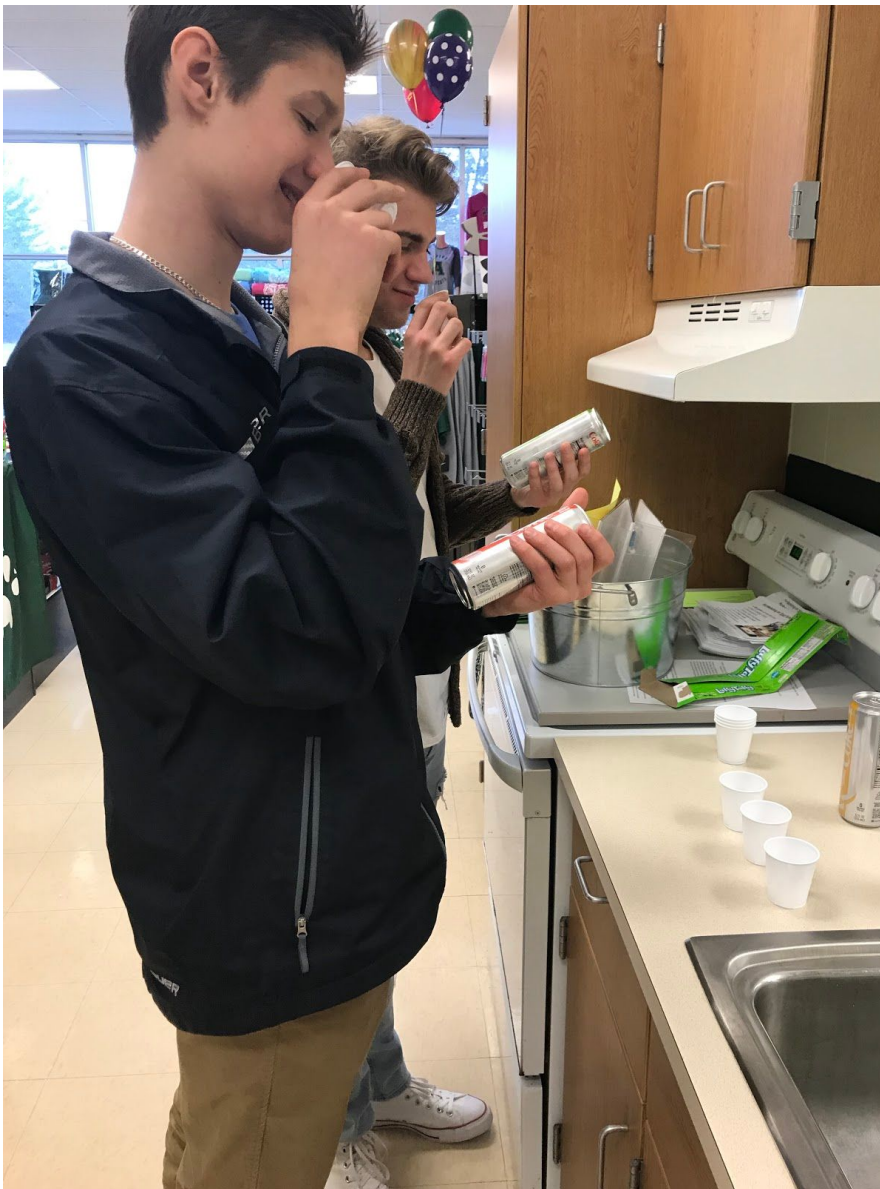


We are now carrying all 4 of the new Diet Coke flavors and they are only \$1.00! And if you're hungry, add on a Nature Valley granola bar for only \$0.50 more! Stop by Campus Closet everyday of the week to buy your Diet Coke and Nature Valley combo!!



## 7) Distribute printed info. & free samples that educates

Our Coca Cola representative brought in samples of the newest Diet Coke flavors for students to try. Campus Closet decided to organize a free sample event to see what flavors the students like best. Feisty Cherry and Zesty Blood Orange were the definite favorites.





## 7) continued

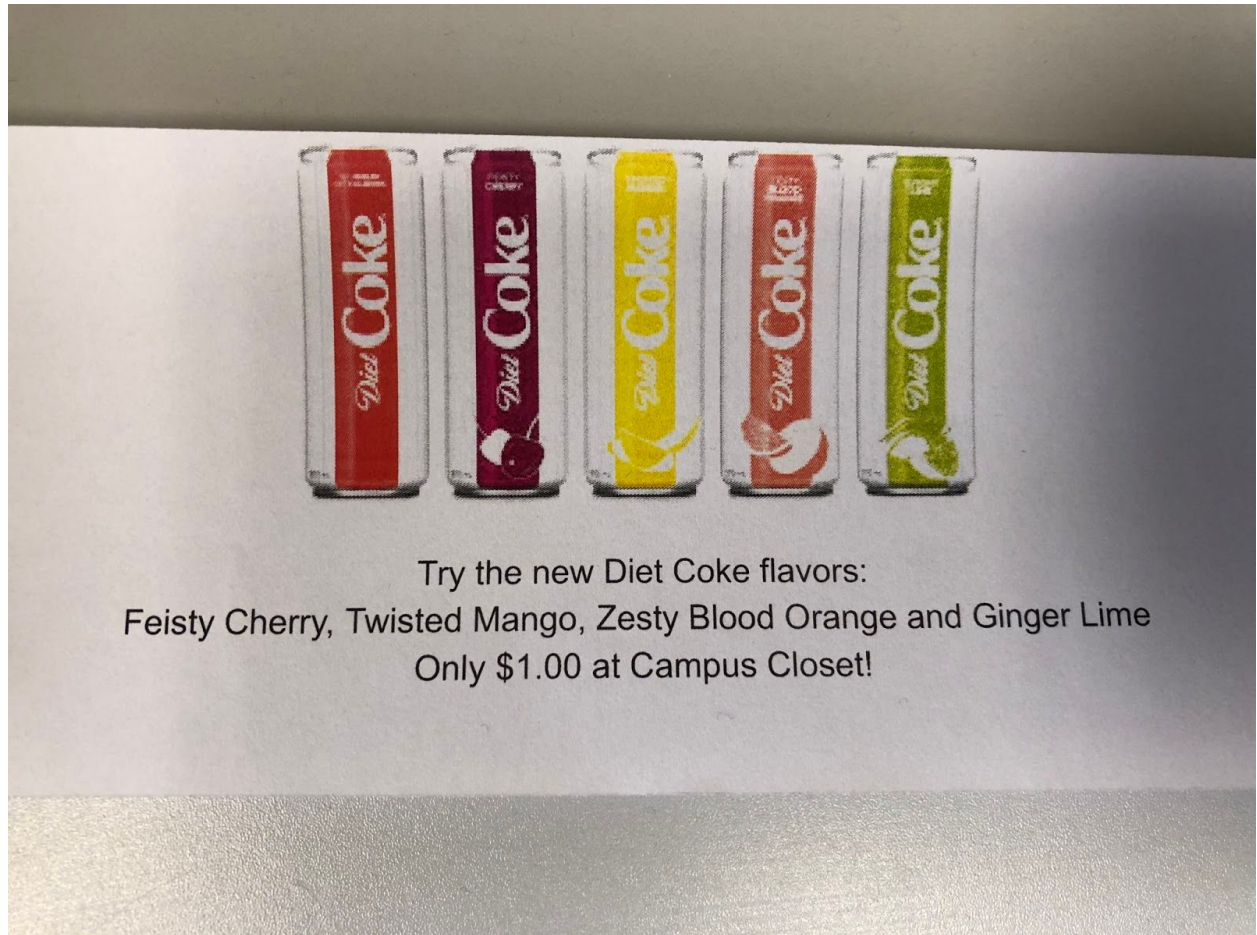
The Campus Closet Store Manager handing out an informative flyer about out new Diet Coke flavors.



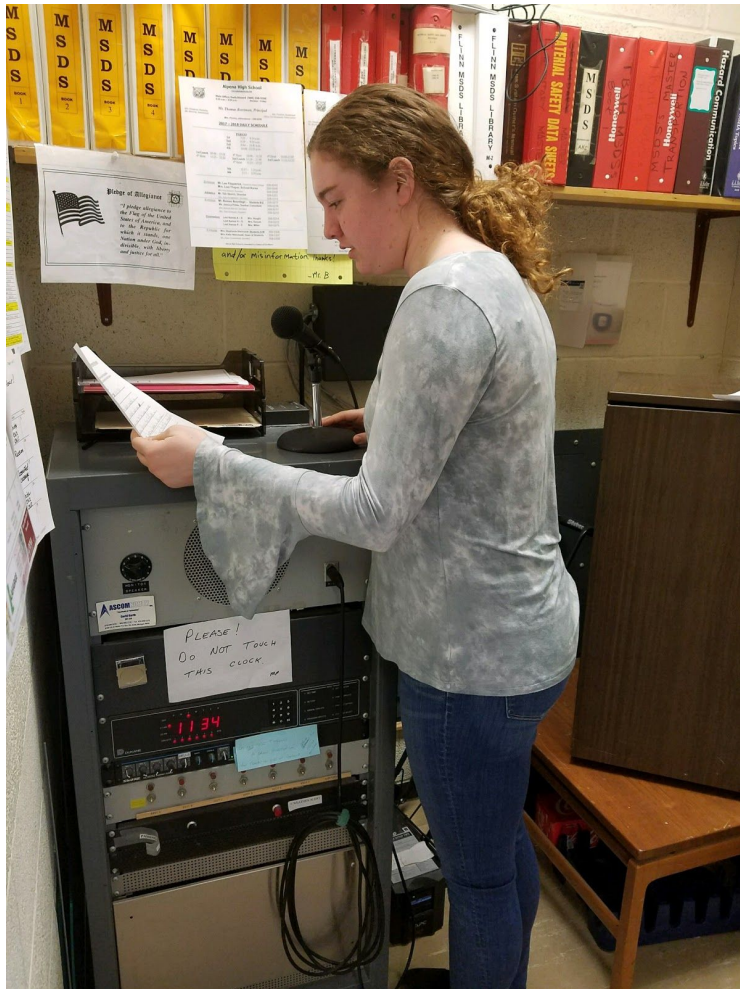


## 7) continued

This is the flyer Campus Closet handed out to students.



## 8) Produce a 15 second radio commercial



Listen to the commercial one of our SBE students wrote and read during morning announcements.

[https://drive.google.com/open?id=0BzANc-vySx\\_wNWs1LUUtNEp4SGtoSIB1LUtSNzF0N3dEcIRj](https://drive.google.com/open?id=0BzANc-vySx_wNWs1LUUtNEp4SGtoSIB1LUtSNzF0N3dEcIRj)

## Conclusion and Results:



Quantity of items sold - 115 cans

Gross Sales - \$115.00

Profit - \$20.70

Campus Closet has always struggled selling diet pop. Historically, diet pop would expire before it was sold. Although our profit was not large, Campus Closet sold and had to reorder diet pop. Also, this promotion definitely brought more customers into Campus Closet. Campus Closet see this as a success.