

Northside High School

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Examples of how we Brand Grizzly Gear



Display window sign-Although the Grizzly head is our main logo, Grizzly Gear went with the more simplified claw. Our reasoning was that the complexity of the bear head might not translate well in the smaller or larger formats. Our sign with the claws works on our display board, outdoor signage, in-store signs and our coupons or reward cards.



Signage on our door-Notice the consistency with the design on the signage outside our display window, outside our door, and on our banner. This consistency helps our customers recognize us. This helps with sales especially at events that other vendors such as the booster club or another student organization might be selling items.

Banner-

The portability of this sign helps us take it with us to events that we will only be there for a couple of hours. When we are going to be at an event longer or we want to offer a bigger selection we use the trade event set up.

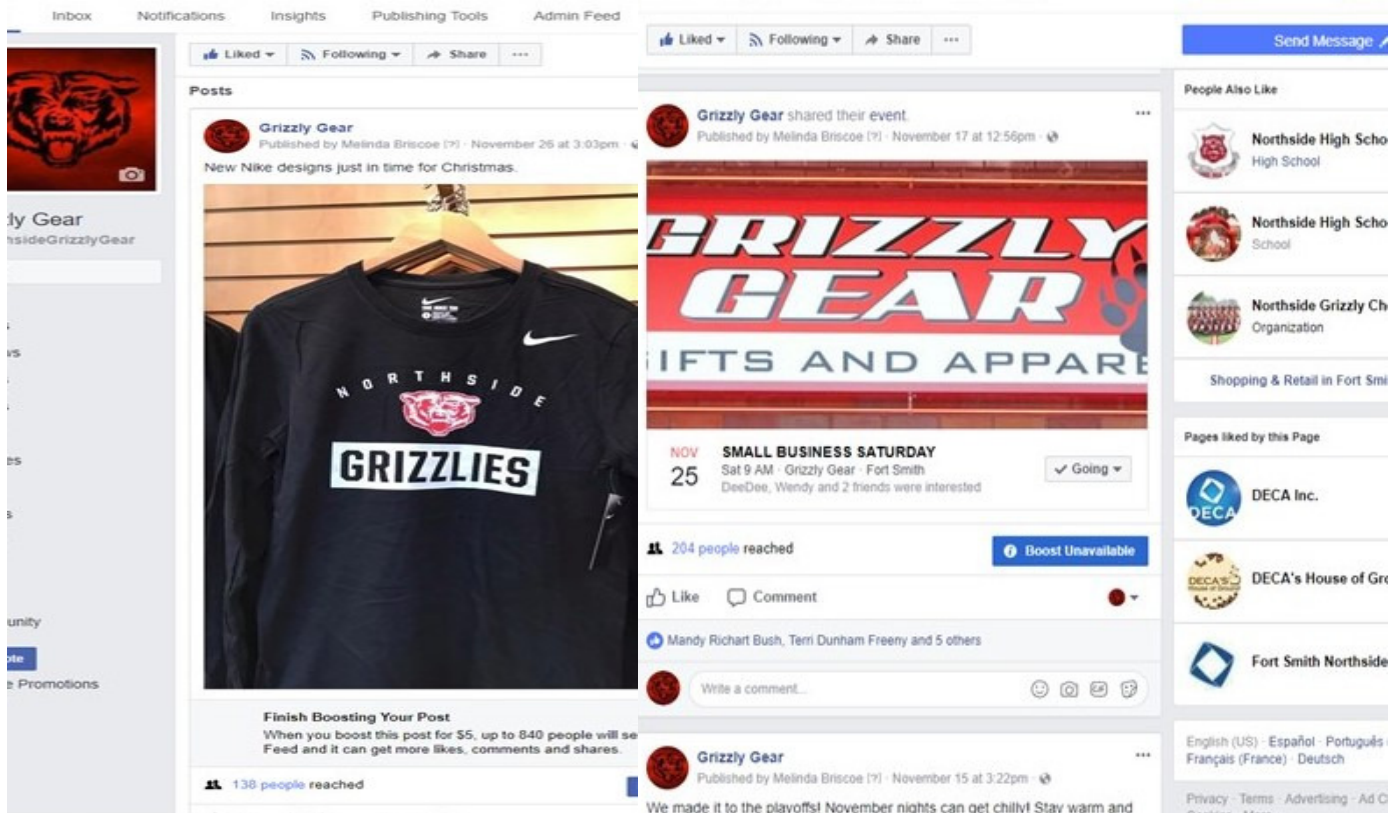


Nike & Grizzly (in-store) Signs

We strive to make sure our signage matches for Grizzly Gear brand recognition in the store and outside the store

Examples of how we Promote Grizzly Gear, Social media

We have very active social media and we notice a rise in items that we feature. We have Twitter, Instagram, and FaceBook. Our largest by far is FaceBook. Example: When we shared our new Nike wear on Facebook we began selling that shirt. People came in looking for it and saying that they had seen it on FB. We did a search on our POS past invoices and determined that we had averaged selling one of the new designs a day





GNN commercials--Our television broadcasting class produces tv announcements each Friday. We partner with this class and they film, edit and produce commercials for us that reach our students more than any other thing! Many times students come in and say, I didn't even know what this was until I saw the commercial on the news. (**Watch our commercial on our Grizzly News Network GNN on YouTube www.youtube.com/watch?v=tUtlmibNEt4 begin watching at 3:57**)



Friday Sales--Every Friday we take a sample of our products out to our students. We do a "cash and carry" sale near our cafeteria. Our best Friday Sales' happen when we can coordinate with other organizations on campus. For example: our best Friday Sale from this year was when we featured our pastel colored tees on the Friday that our student section theme was Hawaiian. Our sales for lunch was \$115 our best lunch sales to date.

Contests and special events-Some of the special events that we participate in are home ball games, parent teacher conferences and small business Saturday. We have been open for Small Business Saturday for three years in a row. That Saturday has been one of our highest daily sales each year. We ran a sales report to compare Small Business Saturday 2016 and Small Business Saturday 2017 and discovered that Small Business Saturday 2016 we made \$596.50 and this year we made \$675.30 which is a \$79.80 difference or approximately 113% more than last year. Since our average daily sales are about \$123, our Small Business Saturdays are approximately 4 times that average even on a slower year.

(see below-Sales Reports for Small Business Saturday 2016 and 2017)

Invoice Sales Report						
<u>Confidential</u>						
Grizzly Gear		From 11/26/2016 12:00 AM				
		To 11/26/2016 11:59 PM				
	Total	Cost	Profit	Margin	Freight	Total + Freight
Totals:	596.50	368.07	228.43	38.30	0.00	596.50

Invoice Sales Report						
<u>Confidential</u>						
Grizzly Gear		From 11/25/2017 12:00 AM				
		To 11/25/2017 11:59 PM				
	Total	Cost	Profit	Margin	Freight	Total + Freight
Totals:	676.30	433.66	242.64	35.88	0.00	676.30

Logo Branding on Bags-

We have 2 Color Logo Customer Bags, so they help us market Grizzly Gear Store, when they walk around the school with them in their hands. Just like stores in a Shopping Mall do..!

