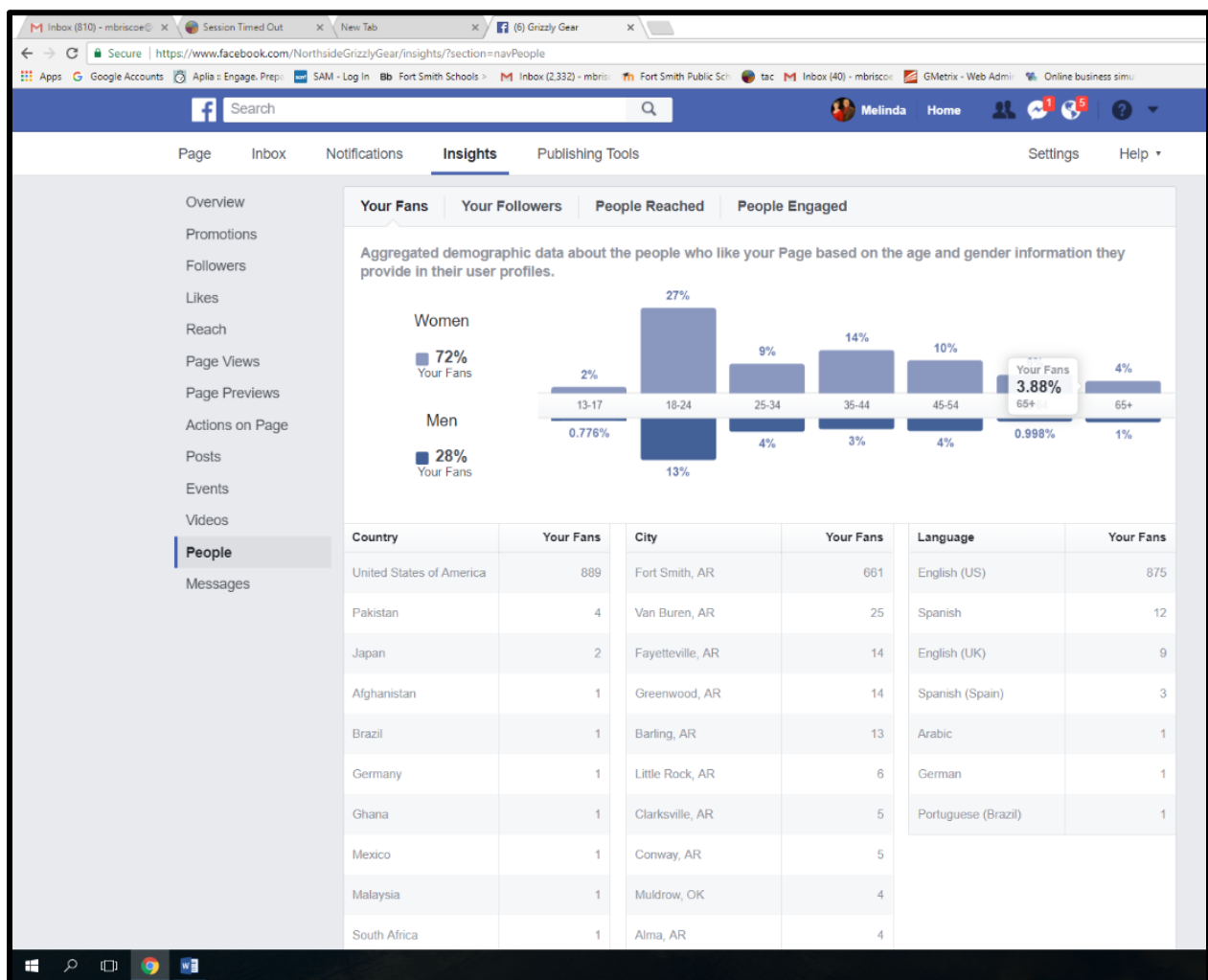


**School Store Point of Sale  
Marketing Contest  
Grizzly Gear  
Northside High School  
Melinda Briscoe, teacher  
Cee Cee Hollimon, teacher  
March 27, 2018**

**New Item #1)** We designed, printed, and marketed a unique t-shirt for Black History Month. The highlight of February at NHS is the Black History Month assembly near the end of the month. It creates a lot of excitement in the school and community. We collaborated with the Young Brothers Leading and Ladies of Excellence clubs to create, produce, and sell the t-shirts for this event. Participating students include, but are not necessarily limited to Carissa Crawford, Ashley Hart, Cydney Holmes, Christy Diaz, Abbey Starkweather and Laura Kocher.

We recently did a Facebook promotion on our Black History Month shirts. We spent \$10 and learned a lot about our demographics. We ran this promotion from February 13-17.

<https://www.facebook.com/NorthsideGrizzlyGear/insights/?section=navPeople>



View Results

You targeted **men and women, ages 18 - 65+** who live in **1 location**.

**Location:**  
United States: Latitude 35.38 Longitude -94.41 Fort Smith (+2 mi) Arkansas

**Age:**  
18 - 65+

[Hide full summary](#)

This promotion ran for **4 days**.

Your total budget for this promotion was **\$10.00 USD**

1,668  
People Reached (?)

340  
Engagements

\$10.00  
Total Spend (?)

Actions

People

Countries

Photo Clicks

298

Page Likes

4

Comment

1

Shares

4

Increase budget and duration

By clicking Add Budget, you agree to Facebook's Terms & Conditions | [Help Center](#)

DESKTOP NEWS FEED

MOBILE NEWS FEED

**Grizzly Gear** added 3 new photos.

Sponsored ·

T-shirts in honor of Black History Month are in stock! Order yours today by stopping by our store or order one from Christy Diaz, Chavon Kimbrough, or Ashley Hart!

Boost Another Post

Close

We think we do a particularly good job at building displays and using our display window and signage to our advantage. This display was in our store during Black History Month.

We also collaborated with our television broadcasting class and did a commercial featuring our shirts on this link. The commercial starts at 7:20.

<https://www.youtube.com/watch?v=wlrMv2R9Kuo>

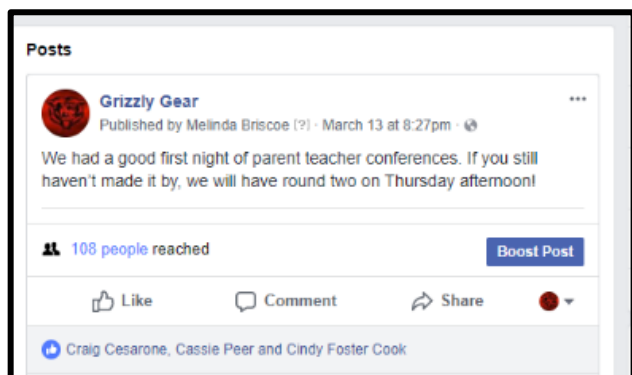
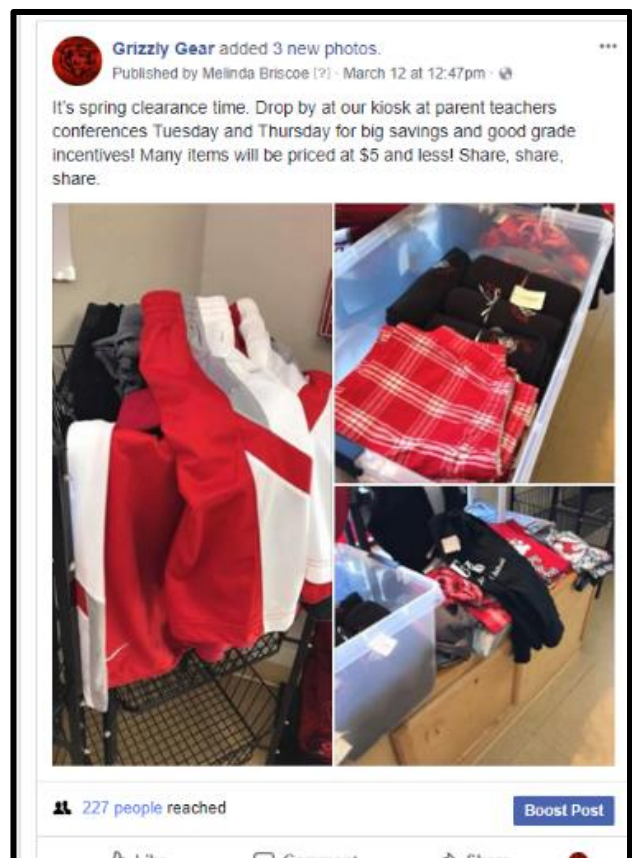
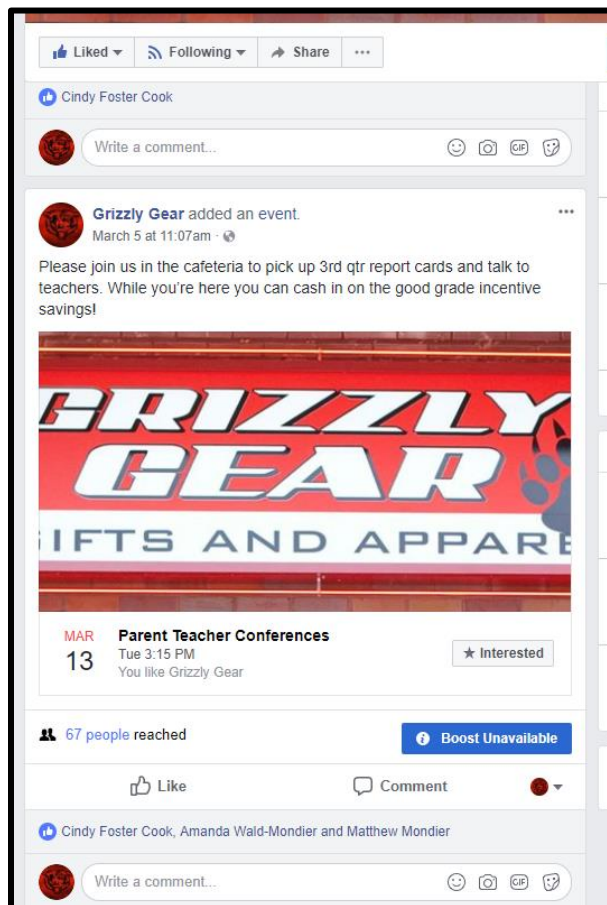
We printed a **sales by dept/category** report for this semester and discovered that as a result of our \$10 marketing campaign was that 58 of the 94 t-shirts we have sold from January 1 through March 27 were Black History Month t-shirts. That makes 61% of our sales for this time and \$295.96 of our \$531 profit or 55% of the profit for this time.



**New Item #2)** We created an event around Parent Teacher's Conferences in order to connect with our customers and their parents, build more school spirit, and reduce our inventory. At this event and through the end of the month of March, students can bring in their report card and get a discount based on their GPA. These Good Grade Incentive coupons have the discount based on the GPA. The higher the GPA the higher the discount. This is truly a full class event that requires all of us to "pull it off" it is impossible to name all the students needed to make this event a success. They are all involved in choosing the merchandise to take, packing it up, suspending a sale, displaying it, promoting the event, working the event, and then packing it all up and returning it to its proper place and completing the sales process.

We created an event on Facebook, placed signage in the hallways, and created coupons to hand out at the event.

From our **sales by invoices reports** that compared sales from March, 2017 and March, 2018 we learned that sales from 2018 increased by \$372.02 which was an increase of 128%.





### Good Grade Incentive:

Sale at the Grizzly Gear store!!

Grade- 4.0 and above get \$20 off a \$50 purchase

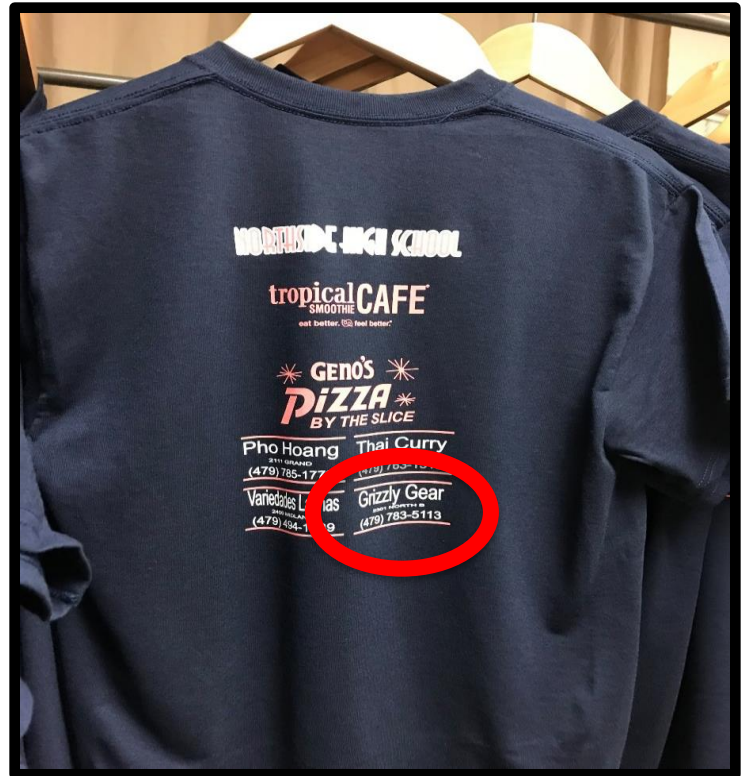
Grade- 3.0 and above get \$15 off a \$50 purchase

Grade- 2.0 and above get \$10 off a \$50 purchase



This sale expires March 31, 2018

**New Item #3)** We sponsored the shirts for the DECA Fashion show that benefited the Arkansas Children's Hospital. This event was on February 10. We designed and printed 24 sponsor shirts in support of this event. Even though we didn't make any profit from this, we were part of something for the good of the community. The event raised nearly \$2,000 to be donated to the hospital. By being part of this activity we learned that it is not about making a donation, "it's about making a difference." Students involved in this project included but are not limited to Nancy Tran, BeBe Chokbengboun, and Zaria Thomas.



This event was advertised through our social media and the social media of our vendors, posters and flyer on our campus and the campuses of our feeder junior highs, and word of mouth. We were proud to do our part to fulfil the social obligation of business.

We were able to present the check to the Arkansas Children's Hospital in early March when we traveled to Little Rock for our DECA State Conference.

