

# **QUALITY & GOODNESS YOU CAN TRUST!**

Since 1914, Field<sup>®</sup> has earned the respect of multiple generations of families for its great-tasting products made from traditional recipes and offered at budget-friendly prices. Consistently high-quality and delivered with unwavering customer service, over the years Field<sup>®</sup> products have won the respect of countless retailers, too.

SCHEDULE		JAN 2021	FEB 2021	MAR 2021
SOCIAL MEDIA	Social Media Paid Social Media	_		
SHOPPER MARKETING & GRASSROOTS	In-Store POP Signage Promos and Giveaways			

### **SOCIAL MEDIA**

Always-on social media content engages "Moms" age 25-54 across market regions with downloadable coupons, product recipes, contests, giveaways and more.



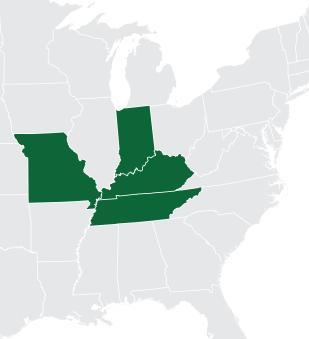
FOR MARKETING PLAYBOOK + MORE: FIELDMEATS.COM/MARKETING 270.926.2324



## **MARKETING PLAYBOOK | Q4 2021**

## A REAL VALUE-ADD YOU CAN PROMOTE CUSTOMIZED RETAILER MARKETING SUPPORT AVAILABLE FOR NATIONAL AND LARGE TO MID-SIZE REGIONAL CHAINS

We'll synergize our marketing with your buyer's marketing! For consideration, forward your buyer's current marketing program to Brooklyn Maple at **BMaple@KentuckyLegend.com** with the following information included:



- Retailer Name
- Objective of program (EX: new item, gain trial, increase ACVs, account support)
- Products for the program
- Annual sales in lbs. and dollars
- Timing
- Cost

NOTE: Expect at least 2 week lead-time for approval

EXAMPLES INCLUDE: Retailer Digital Programs Retailer Special Publications Retailer Special Circulars

#### TEAR PADS TO BE SENT TO SALES REPS WEEK OF DECEMBER 7TH-11TH

\*volume sales higher than 500k lbs

#### STANDARD RETAILER SHOPPER MARKETING SUPPORT AVAILABLE FOR ALL RETAILERS UPON REQUEST Email MarketingTeam@KentuckyLegend.com



Load-to-card, sales quarterly coupons, in-ad programs and routine circulars reward loyal customers with exclusive discounts.



Motivate sales at the point of purchase with flyers, case dividers, shelf-talkers, tear-pad coupons and more.

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