



THE “SMILE-MAKIN’ PEOPLE”

Fischer’s®, The “Smile-Makin’ People”, has been delighting kids and parents alike for years with its hot dogs, lunch meat, bacon and more. Using only USDA-select cuts and time-honored recipes, Fischer’s® offers classic meat products that anyone can afford, which is why we say, “Moms see the value; kids see the fun!”

SCHEDULE

		JAN 2021	FEB 2021	MAR 2021
SOCIAL MEDIA	Social Media	█	█	█
	Paid Social Media	█	█	█
SHOPPER MARKETING & GRASSROOTS	In-Store POP Signage	█	█	█
	Promos and Giveaways	█	█	█
SPONSORSHIPS	University of Louisville Radio	█	█	█

SPONSORSHIPS



LOUISVILLE CARDINALS RADIO

Fischer generates numerous brand exposures among Louisville fans both within Cardinal Stadium as well as across the fan-base which spans coast to coast.



SOCIAL MEDIA

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

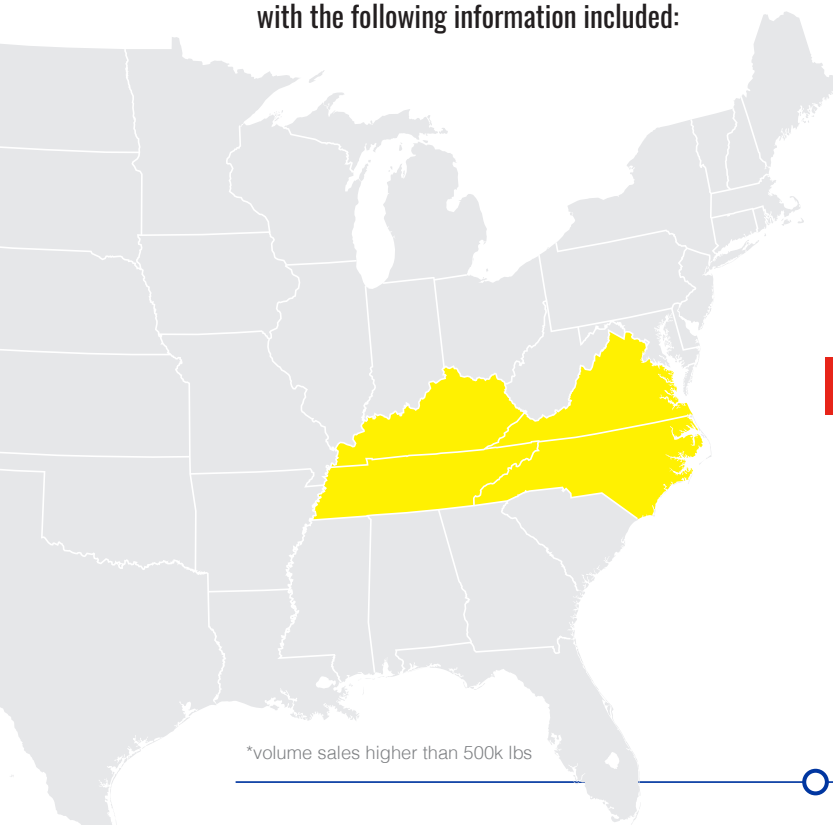




MAKE YOUR BUYERS SMILE

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



COUPON PROGRAMS

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



P.O.P. MARKETING

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