



The ULITMATE Shopper Connection -  
**Personal Affinity to Local Community**

**Power of the Reusable Bag Redefined**

# This presentation will answer the following questions...

- How does a supermarket chain increase reusable bag sales by a net of 25% annually?
- How does a supermarket chain increase local, charitable giving by 10%+ annually at no cost?
- How does a supermarket chain generate “Free Media” that will be seen across all media outlets with 15%+ of social media posts initiated exclusively through the reusable bag program?
- How does a supermarket chain institute a sustained marketing campaign to the communities they serve that features their support of local non-profits at no cost?

Introducing a program that impacts the supermarket's **bottom line** and the communities it serves with a multitude of **proven positive results!**

# Supermarket Challenge

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“Supermarkets that make their shoppers feel **welcomed, engaged, and informed** will attract and retain them. Shoppers also want to feel a connection to their supermarket, and have it reflective of their community.”

Naomi Sleeper | Director, Business Development  
Imperial Distributors - The Top Trends in Supermarkets for 2017

- ▶ **Affinity** in terms of sociology, refers to "kinship of spirit", interest and other interpersonal commonalities. **Affinity** is characterized by high levels of intimacy and sharing, usually in close groups, also known as **affinity groups**...*Wikipedia*



When you harness the shopper's individual **affinity** towards the non-profits located in their community, you create a **powerful connection** to the supermarket that defines it to each shopper.

# B4MC Program Proves the Power of the Supermarket Affinity Connection With Shoppers

With 1.3 Million B4MC Reusable Bags Sold at Hannaford since 2014 the following has been proven:

- ▶ **Revenue Profitability** – The Cause Bag Program has contributed to gross margin revenue with each bag purchased.
- ▶ **New Shopper Acquisition & Existing Shopper Retention** – Cause Bag sales are driven each month by the benefiting causes, which are marketing to their supporters and bringing in new customers while highlighting the supermarket's CSR at work locally.
- ▶ **Increased Local Community Nonprofit Donations** - At NO ADDITIONAL COST the Cause Bag Program is directing a \$1 donation to a local nonprofit, funded from the sale of the bag.
- ▶ **Free Media Engine** – Due to the monthly partnership with a local benefitting cause, the cause trumpets via press releases, social media and events highlighting the efforts by you to support the community. *Hannaford reports a 15%+ increase in social media posts.*
- ▶ **Operational Cost Reduction** – The Cause Bag Program has reduced the front end operational cost of paper/plastic bags with each purchase and reuse.
- ▶ **Visibly Driving Environmental Sustainability** – The elimination or significant reduction of paper/plastic single use is a movement present in every community and B4MC program is a visible initiative making a local sustainability impact.

# Forecasted Results Proven in 2016 - \$2.50

## IMPACT METRICS FOR EVERY 100,000 CAUSE BAGS SOLD

Bag Sale Profits - 100,00 Bags Sold  
= \$26,000

Free Media Independently  
Valued = \$75,000

Total Economic Impact per 100,000 bags sold = \$224,000  
Impact Per Bag Sold to the Bottom Line = \$2.24

Nonprofit Donations =  
\$100,000

Front End Single Use Bags NOT Used =  
23,000+  
*(Used when purchased & used 1 more time)*

# Thank You For Your Time & Consideration

To continue the discussion please call Jim Brennan  
@ 207.351.6903 or [jimb@bags4mycause.com](mailto:jimb@bags4mycause.com)