

# 2024 Q4 Retail Promotions



**Q4 Strategy:** Move volume by aligning blueberries with a key snacking period: **Football season.** Blueberries are an easy, healthy and delicious snack while watching the game.

Retailer (A-Z)	Tactics	Timing
<b>Ahold – Giant Martin’s</b>	Digital ad Dec. 6-12; virtual dietitian recipe/health feature on Dec. 20	Dec. 6-12
<b>Albertsons Co.</b>	Onsite (60%) / Offsite (40%) media program, targeting: (1) high/low shoppers, (2) HHs that watch NFL, (3) affinity categories with high HH penetration: bananas, apples, yogurt (fresh + frozen)	Dec. 1-31
<b>Costco</b>	Quick and easy videos, supported by social, email, web	Dec. 5-31
<b>IGA</b>	Retail media display ads; national circular; shelf tags; family meals recipe integration; B2B social; holiday eBook	Dec. 4-30
<b>Kroger</b>	Influencer content positioning fresh blueberries as the go-to snack for football season; sponsored search campaign to deliver product ad listings on search/browse, basket builder and savings pages	Nov. 25- Dec. 16
<b>Sam’s Club</b>	Run-of-site, offsite and email media and loyalty campaign	Dec. 1-31
<b>Walmart</b>	Onsite (60%) / Offsite (40%) media program, targeting: (1) lapsed, (2) high propensity, (3) high conversion, (4) healthy persona, (5) heavy football/game day snacking purchasers/seekers (fresh + frozen)	Dec. 2- Jan. 31

