

# Back to School Store Execution BOOSTER

## Here's the scoop!

Our National Sales and Merchandising team will visit either **100 or 250** stores of your choice throughout Canada the 2 weeks prior and/or the two weeks after Labour Day.

You choose timing of coverage and stores you would like to visit. We will ensure your products are well stocked on all of your displays, on shelf as well as provide you with 2-3 store insights of your choice!



Contact me directly by  
Friday

**August 16<sup>th</sup>**

so, we can set you up  
for this special  
summer promotion!

## We can visit the stores you need at your prime time!

~~Canada Day July 1<sup>st</sup>  
Long Weekend~~

~~Execution Dates:  
June 20-26~~

~~Civic Holiday August  
5<sup>th</sup> Long Weekend~~

~~Execution Dates:  
July 25-July 31~~

**Back to School  
August/September**

Execution Dates:  
Aug 19-Sept 13<sup>th</sup>


## Get the insights you need fast!

We will provide you with all insights, data and photos during the execution week and a full executive report, as well as before and after pictures of your products the Tuesday after the long weekend!

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