MARKETING UPDATE

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Executive Summary

This report will share the most recent updates regarding the marketing, promotions, outreach, and education efforts of the Moscow Food Co-op. There are many great things to be excited about, as well as areas we can invest more time and care. Direct your ideas, questions, requests for more information to marketing@moscowfood.coop.

See the attached Promotions Playbook for December and January. The Media + Marketing Plan will be finalized in March.

Social media highlights

- We reintroduced IG stories with specific archiving through IG highlights during the "12 Days of Local" campaign (more on page 2). This was a fun success and it's a new channel through which we can share content directly from our vendors and customers.
- We introduced a new email segment focused on the 12 Days of Local as a stem from our main subscriber stream. We saw 98 engaged subscribers opt-in to our 12 Days segment - which is great and fast growth for a specialized content channel.

12 Days of Local wrap-up and review

HOLIDAY CAMPAIGN FOCUSED ON LOCAL VENDORS, ARTISANS COMPLETE DEC. 24

As part of the Co-op's holiday promotions push, Marketing worked with the Center Store team to identify 12 local vendors, artisans, or producers to feature for a "12 Days of Local" campaign. Deals and promotions on each featured item was released on a day-by day basis through a custom newsletter segment, (to which 98 individuals subscribed within 3 days), social media posts, and in-store signage. Marketing relaunched the Co-op's IG stories for this campaign with success.

Local featured partners included:
Wheatberry Mills
Ronniger's Organics
Orchard Farm Soap
Essential Apothecary
Clearwater Canyon Cellars
Antlers by Anela
Kai Tea
DOMA Coffee Roasting
Kamiak Coffee
Landgrove Coffee
Evan's Brothers
Alison Meyer
Irish Spike's Unique Hot Sauces
Mountain Madness Soap
Hunga Dunga Brewing Company

12 DAYS OF LOCAL

To see the archived IG stories, head to our Instagram account and click the "12 Days of Local" IG highlight.

Coming up: Rebrand of donation register cards

As part of the Kindness Campaign, the cards currently available at the registers to simplify customer donations will be rebranded. Cards will continue to support the Food Bank Fund in the increments of $5, $10, and $20, and will be updated to include a $50 total. The $10 card to support ATVP will remain, and cards in the amounts of $10 and $50 will be included to the Pay-it-Forward Fund, which helps subsidize the cost of an annual membership for FLOWER participants if ownership is a financial barrier to utilizing the program. Stay tuned - this expected rebrand is expected to be complete and deployed by January 5.

Community Contributions supports NROTC, food banks

POOL OF EXCESS FUNDS TO BE USED TO SUPPORT FOOD BANKS DURING HOLIDAYS

The Community Contributions Committee has continued to review donation applications received online as needed throughout the pandemic. The most recent request was submitted by the University of Idaho NROTC program in November. They requested two gift baskets to give to deserving student participants as a way to thank them for their hard work over the year. The Community Contributions Committee did not receive 12+ contributions applications, so there will be a small pool of funds remaining. The committee voted to approve the extra funds be used to support local food banks as needed during the holiday season.

The Marketing department handles food bank orders and requests, and has supported the following food banks and/or fee food deliveries made by local businesses since November 2021: Inland Oasis, Nez Perce Tribe, Moscow Title, Moscow Police Department, Latah Recovery Center, Moscow Day School, Community Action Center of Pullman, Moscow School District, and the Moose Lodge Coat Drive.

Co-op communications campaigns created by WSU student groups

In continued collaboration with communications courses at Washington State University, Melinda and Chloe mentored two student groups in Strategic Communications (COMSTRAT) 485, Public Relations Management and Campaign Design, from October to December 2021.

Melinda and Chloe met with two student groups in the WSU Strategic Communications program in the Co-op's mezzanine in

Melinda and Chloe assigned the groups "pain points" on which the campaigns would be based on. One group focused on communicating the benefits of Co-op ownership while the other focused on improving price perception.

The students presented their marketing plans in class on December 8. Melinda and Chloe attended the presentations and thanked the students for their work. Click the button below to read a write-up of the class experience in the WSU Engaged Scholar.

One student group leader, Kendall Langis, said, "It was very meaningful to be able to work with an organization that is such a staple in the local community. I had been to the Moscow Food Co-op many times during my years at WSU and was excited for the chance to work with a place I had already been a fan of. Pullman and Moscow are such special, small-town communities, and getting to dive into what it is like to be an organization serving this community was such a cool experience."

Click here to read the article.

Marketing, Outreach & Education Briefs:

- The Staff Art Show was really fun, and such a great way to shine the light on our many talented team members! Here's a quick list: Clarissa, handwoven macrame wall hangings; Kelsi, acrylic portraits; Olivia, acrylic and watercolor paintings; Jean, a hand-pressed leaf into a copper wall hanging; Alex, handcrafted wooden bowls; Julie, beaded dreamcatcher; Melissa, embroidered hoop; Roxanne, underwater scene in colored pencil. We'll do this again in the spring, and it will surely become a bi-annual event to feature our staff and their creative interests. Photo below.

- Co-op Kids to Go, free activity kits geared toward children aged 3 - 7, will continue to be available at the downtown store on Wednesdays.

- Save the date:
  - Membership Drive with ICCU: January 7 from 11 a.m. - 5 p.m. in front of the store, or near the East entryway (depending on weather)

  - Bridgette Schnider Vendor Table: January 15 from 12 - 3 p.m. near the West entryway, selling earrings, cards, small prints, and small gifts

  - Winterfest: January 22 from 12 - 4 p.m., Moscow's Main Street, coordinated by the Downtown Business Alliance

The piece featured here, within the orange circle, incorporates inks and paints made from natural materials - including a dark pigment made from a roasted chicken bone from the Co-op!

Bridgette also incorporates blues, teals, and aquamarine pigments made from minerals purchased locally at Gem State Crystals.

Bridgette Schnider's show will be in the gallery from December 17 - January 19. Her "illuminations" bring together ancient techniques of gold gilding, pigment acquisition, and modern materials used in geometric, international, mathematical, and nature-themed artwork.