MARKETING UPDATE

As part of a UI campaign to provide outreach to businesses in Moscow, the Co-op received a Vandal flag that is now in the store parking lot

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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 October. You will receive the November, December, and January playbooks at the November meeting.

Social media highlights

- 101,404 people found us via our Google Business profile in the month of August (data is received 1+ month behind)
- Facebook and our Google Business profile continue to be the highest converter to our website
- In September we ranked 4th in overall monthly Facebook engagement in comparison with the five peers we've self-selected (Sacramento Natural Foods, Wedge & Linden Hills, Seward, BriarPatch, and Davis Food Co-op) Especially excited about this piece!
- IG Engagement (specifically via comments) has absolutely exploded this month in part due to a giveaway coordinated by Marketing + Wellness, supported by HostDefense in celebration of September as Mushroom Month, as well as the announcement of pumpkin spice at the Coffee Bar.

Gearing up for Co-op Month, Fairtrade Month, and in-store Owner Appreciation Week

Throughout the month of October, Marketing will be running multiple campaigns focused on Co-op Month and Fairtrade Month. Marketing will be coordinating educational enewsletters, social media posts, and in-store signage focused on sharing more information about the importance of learning about the cooperative model and Fairtrade products.

Marketing will also coordinate weekly giveaways in celebration of Co-op Month (with the below brands being featured as cooperatively-operated businesses):

- Equal Exchange hoodie
- Organic Valley drink glasses
- La Riojana wine
- PNW legumes + lentils with recipes

OWNER APPRECIATION WEEK: OCTOBER 16 - 24

Coinciding with Co-op Month and Fairtrade Month, Owner Appreciation week in October will include broad promotion of the benefits of becoming an owner and/or transitioning to a lifetime owner of the Moscow Food Co-op. All owners will receive a dicount of 15% off a selected shopping trip.

The deadline to become an owner to be included in the first upload of owner discounts is end of day October 14.

Any individual can become an owner during Owner Appreciation Week and will receive a physical coupon allowing them to deduct 15% off a single shopping trip during that week.

This promotional period is being advertised through the following:

- Facebook
- Instagram
- IG Stories
- Enewsletter
- Website front-page revamp
- NWPR radio advertising

Gratitude gifts for those who renew or become new members with an annual payment

Gratitude gifts for those who transition to a lifetime membership

Co-op to sponsor 'Soup's On!' in support of Latah Recovery Center

You'll soon be able to visit the Co-op to purchase tickets to attend the annual "Soup's On!" fundraiser in support of the Latah Recovery Center. Marketing and Front End has coordinated with Amber Peace, recovery center outreach coordinator, to make the Co-op a ticket site. The event is Wednesday, October 27 from 11 a.m. - 2 p.m. at the 1912 Center.

The Co-op will also be donating 3 gallons of soup and 6 loaves of bread in support of the fundraiser. Learn more here.

Community Contributions supports Moscow Baseball Association, Latah Recovery Center

APPLICATIONS ACCEPTED ONLINE, PLANS TO CONTINUE DONATING TO AT LEAST ONE CAUSE PER MONTH

The Community Contributions Committee has continued to review donation applications received online as needed throughout the pandemic. The most recent requests have been received from Moscow Baseball Association (July) and the Latah Recovery Center (September). Both groups requested a set of two raffle prizes filled with items from the Co-op, citing our "quality food choices" and alignment of their mission with our Ends and brand.

Gift baskets for the Moscow Baseball Association included a wide assortment of portable snacks, protein powder, hydration tablets, hand sanitizer, a branded Nalgene water bottle, Orchard Farm Soap muscle rub, as well as a $10 gift card.

Gift baskets for the Latah County Recover Center included Equal Exchange coffee, Orchard Farm Soap, Rocking R Ranch Goat Lotion, and a $50 shopping voucher to be used for items in the store (excluding alcohol).

Raffle prize for Moscow Baseball Association (x2)

The Community Contributions Committee will continue to review donation applications online with the support of Marketing to collect applications, track the budget, collect the items, and deliver to the recipient.

Co-op Community Drive supports Inland Oasis

Donations for Moscow School District and Inland Oasis only required two trips in Chloe's Hyundai Accent.

The Co-op Community Drive has yet again had a successful month. Marketing coordinated a large drop-off with volunteers at the Westside Food Bank, operated by Inland Oasis. The donation included oatmeal*, canned tuna*, brown rice spaghetti*, pasta sauce*, breakfast cereal*, recycled paper towels, facial tissue, creamy tomato soup*, chicken noodle soup*, and granola bars*.

The group let us know they are looking more specifically for coffee, spices, body wash, hand soap, dish soap, cooking oils, sugar, laundry and dish detergent, as well as jams and jellies.

Items above marked with an asterisk are organic.

Q4 Dime in Time recipients selected

The University of Idaho Women's Center and Music Boosters of the Moscow High School will be represented at each register and on campus as the selected Dime in Time groups from October - December. Please see the October Promotions Playbook for more information on the fundraising goals of each selected group.

Marketing, Outreach & Education Briefs:

- Produce and Marketing teamed up to host the second-annual Hatch Chili Roast in partnership with Charlie's Produce. There was no roast in 2020. Corrie, our CP representative based in Coeur d'Alene, visited us on Thursday, September 2. We paired the chili roast with a free sampling of beers from Icicle Brewing (Leavenworth, Wash.) and No-Li Brewing (Spokane, Wash.) The roast was incredibly successful and we look forward to hosting it again next year. *Photos to the right, top and middle.*

- Local artist Polly Walker's display in the deli gallery has been a great success, with many folks reaching out with interest to purchase or learn more about her hand-woven rugs. Polly's display will run until October 8th, then Nicholas B will hang his first-ever gallery show called "Orange You Glad..." which is focused on bringing forward positivity, optimism, and happiness through his continued use of the color orange in his acrylic-on-canvas works. Marketing continues to coordinate the deli gallery. *Photos at bottom.*

- Following successful Rosé 101 and White Wine 101 classes in July and August, respectively, the September Red 101 class will be postponed. Regular in-store tastings will be paused due to COVID, and will be reexamined and reintroduced into the Marketing & Outreach schedule accordingly.

- Marketing will again create a digital-forward Sustainable Gift Guide to support customers in purchasing local, low-waste, and sustainable gifts this holiday season. The team created last year's inaugural version in December, and this year the guide will be released following the Thanksgiving holiday. Click here if you'd like to read the 2020 Sustainable Gift Guide. More previews to come.

Polly Walker's display of hand-woven rugs and acrylic paintings.

A preview of Nicholas B.'s "Orange You Glad..." show to be put in the deli gallery on October 8.