

SMART
STYLE[®]
by REGIS

SALON SAMPLING IN WALMART

Reach more than 1 million Walmart shoppers annually who visit a SmartStyle Salon in 1,700+ Walmart locations.



1,700+
WALMART
Store Locations



135
THOUSAND
2021 Monthly
Distribution




Women 21-55
75% Female—Millennial
Women & Moms w/Kids
Demographic

brandtelligent  *in strategic marketing partnership
With CoOptions' Sampling Store*

the samplingstore[™]
A CoOptions Company

SMARTSTYLE SALON SAMPLING IN WALMART

Generate incremental Walmart sales of your brand with *style* by participating in our “**Style Matters**” gift packs, hand-delivered with purchase at check out to salon customers during special promotions. **98% of SmartStyle Salons are located at the entrance of Walmart stores**, giving your brand prime visibility as one of the first things shoppers see when they enter the store! *Trial and conversion were never so fashionable.*

Demographic	Reach	Locations*	Timing	Closing Date**	Samples Due Date**
 Millennial Women & Moms w/Kids 75% Women Age 21 - 55	135K Walmart Shoppers / Month	1,766 SmartStyle Salons In Walmart (as of 11/1/20, subject to change)	Feb-Dec 2021 Ongoing monthly	12/10/20	12/21/20 ** Due dates for 2/21 only (see calendar sheet for other monthly executions)

Program Components

Sample/Coupon Insertion

- 135K Style Matters bags hand-delivered at check-out each month.
- General program shopper research and analysis for all participating brands with brand ratings, purchase intent, and post-program conversion study.

Branding On In-Store Signage

- Brand messaging highlighted on 30 second videos continually displayed on two large digital boards in salons facing store traffic.
- 22" X 11" floor stand topper with product images /logos displayed at outside of each salon prior to and during monthly program executions.

Social Media

- Brand promotion on SmartStyle’s IG and FB feeds.

Brand Dedicated Custom Research (add-on cost: \$12K)

- Brand specific survey with call-to-action tracking trial, purchase intent, conversion, brand awareness, and review generation.
- Opt-in consumers are re-targeted through a follow up email containing product ad and active ‘buy now’ button. Consumers are directed to product page on Walmart.com to drive retail purchase.
- Wrap up report providing learnings and actionable insights measuring program performance and ROI may be used to support future sampling strategies.



CONTACT INFORMATION

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2021 PROMOTIONAL CALENDAR KEY DATES

Distribution Month	Quantity Per Month	Program Close Date	Artwork Due Date**	Samples / Printed Matter Due to Fulfillment Center	50% Payment Due*	Distribution Begins
Feb	135,000	12/10/20	12/11/20	12/21/20	1/4/21	2/1/21
Mar	135,000	1/4/21	1/8/21	1/15/21	2/4/21	3/1/21
Apr	135,000	2/4/21	2/5/21	2/15/21	3/4/21	4/1/21
May	135,000	3/4/21	3/5/21	3/15/21	4/5/21	5/3/21
Jun	135,000	4/5/21	4/6/21	4/15/21	5/4/21	6/1/21
Jul	135,000	5/4/21	5/5/21	5/17/21	6/4/21	7/1/21
Aug	135,000	6/3/21	6/7/21	6/15/21	7/5/21	8/2/21
Sep	135,000	7/5/21	7/6/21	7/15/21	8/4/21	9/1/21
Oct	135,000	8/4/21	8/5/21	8/16/21	9/6/21	10/1/21
Nov	135,000	9/6/21	9/7/21	9/15/21	10/4/21	11/1/21
Dec	135,000	10/4/21	10/5/21	10/15/21	11/4/21	12/1/21

*Balance due upon submission of program depletion report. **Artwork requirements for digital and floor stand topper program components: Brand vectored logo and silo'd brand SKU image.



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2021 PRICING SCHEDULE

Samples

# Samples	Monthly Quantity	Rate Per Sample*	Total Monthly Cost*	Category Exclusivity	General Consumer Research	Branded In-Store Signage	15-30 sec Brand Video	Social Media Posts
1	135,000	\$.58	\$78,300	✓	✓	✓	✓	✓
2	135,000	\$.53	\$143,100	✓	✓	✓	✓	✓
3	135,000	\$.48	\$194,400	✓	✓	✓	✓	✓
4	135,000	\$.43	\$232,200	✓	✓	✓	✓	✓
5	135,000	\$.38	\$256,500	✓	✓	✓	✓	✓
Coupon Add-On Insert	135,000	\$.075	\$10,125	Included above	Included above	Included above	Included above	Included above

*Weight and labor surcharge may apply to samples over 1 oz. and oversized packaging. Additional labor surcharge will apply for samples provided in retail packaging (please provide package for quote).

Printed Material

# Brand Categories	Monthly Quantity	Rate Per Category*	Total Monthly Cost*	Category Exclusivity	Branded In-Store Signage	General Consumer Research	15-30 sec Brand Video	Social Media Posts
1	135,000	\$.145	\$19,575	✓	✓		+\$15,000	
2	135,000	\$.14	\$37,800	✓	✓		+\$12,500	
3	135,000	\$.135	\$54,675	✓	✓		+\$10,000	
4	135,000	\$.13	\$70,200	✓	✓		✓	
5	135,000	\$.125	\$84,375	✓	✓		✓	

* Above assumes either separate printed pieces or multi-brand brochure or booklet.

Custom independent brand research available for \$12,000 per brand / category (please inquire).
Printing services available (quoted upon request).

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