Marketing Material Instructions

To help retailers leverage the *Home Sweet Home Study* data, the North American Retail Hardware Association and Independent We Stand created this toolkit that includes a variety of mediums for sharing this new research with your community. Below we explain the purpose of each piece and how it can be used in your store.

1. Press Releases – Both of these press releases explain the positive impact shopping at your store has locally. We have provided spaces within each press release to insert information about your store so you can make them specific to your business and community. You can send the press releases to local TV and radio stations, newspapers and other local media outlets.

2. Radio Script – This prewritten script allows you to share the study's findings with your community while also drawing attention to your store. If part of your advertising strategy is to promote that your store is locally owned and operated, this radio ad is a perfect addition to your media plan.

3. Online Calculator – The Home Sweet Home Economic Impact Calculator is an online tool that allows consumers to enter their ZIP codes to calculate how much money would remain in their local economies if home improvement purchases were shifted from big-big box stores to local businesses. In this folder, you will find three HTML codes that allow your webmaster to include a calculator that best fits your website. To see a working version of the calculator, visit **http://www.hardwareretailing.com**

4. Posters – These four different posters come in sizes 8.5x11,11x17 and 18x24. You can print these posters at your store or have a professional printing shop print them. The posters are great to display in store windows or on checkout counters.

5. Infographic – This infographic depicts the economic benefits shopping at your store has on your community. You can either print this infographic as a poster or share it on your social media sites.

6. Shelf Talkers – With the same style and message as the posters, the four different shelf talkers are easy to print and display throughout store aisles.

7. Bag Stuffers – These two bag stuffer designs can be printed on 8.5x11 pages. Placing these cards in customers' shopping bags will inform them of the local financial impact they made by purchasing home improvement products at your store. These pages are customizable, providing space for you to include your store's logo and contact information.

8. Cash Register Decal – You will need to have these cash register decals printed at a local print shop on any type of adhesive paper. The decals can be placed on a glass counter at your register.

9. Window Decal – This window decal, which will need to be printed on static cling or adhesive at a print shop, can be placed on your store's window. You can also print out multiple copies to pass out to your customers.

10. Social Media – A document titled "Social Media Posts" contains copy for Twitter and Facebook posts that share the impact your store has on your community. To accompany these posts, we've included five different pictures you can use on social media. We have also included a Facebook cover photo.

11. Newspaper Ads – If you would like to advertise that your store keeps more money in the local community than big boxes, you can contact your local paper to purchase ad space. Both ads provide an area for you to include your store's logo and contact information.

12. Circulars – Included are horizontal and square ads that you can place into your circular layout. Many consumers may not know that your store is locally owned, so use your circular as a place to inform them.

INDEPENDENT WE STAND

NRHA North American Retail Hardware Association