

# NEW MOVER MAIL WITH DIGITAL MARKETING

New residents (recently moved households) are highly active when it comes to looking for a new grocer.

- **Grocery is consistently ranked in the top 3 most urgent items purchased when moving.**
- **New residents are 5 times more likely to become long term customers.**
- **90% of movers are willing to try new brands!**

UNFI's New Mover Direct Mail with Digital Display Marketing program sends oversized postcards with coupons you provide to new residents in your specified markets. Each household is also geo-fenced for digital display ads to be shown on their internet-enabled devices for the first 30 days of moving into their new home near your store(s). This allows you to capture those few important weeks while residents establish new/permanent shopping patterns.

## PROGRAM DETAILS

- Utilize the United States Postal Service to reach new residents in your designated area(s) by mailing an oversized color postcard to residential addresses with their name and offers.
- Postcards are created and mailed daily to new movers within the first 7-10 days of their move-in date.
- NEW Digital Display and household targeting. Each new mover's property is geo-fenced, and all internet-enabled devices are served digital display ads for your store.

## CUSTOMIZATION

- Choose from two postcard templates for your postcard and digital display ads.
- Provide your own store information & coupon details.
- Mailed daily! New Mover postcards are printed and mailed daily and will reach the new resident within the first week of moving into the community. Digital geo-fencing occurs at the same time.
- Movers targeted geographically by zip code or store radius.

## [SIGN UP FOR MORE INFORMATION](#)

Subject to credit approval. Some services may not be available in international markets.

Contact Information: [Christy.Baccam@UNFI.com](mailto:Christy.Baccam@UNFI.com)

To discover our comprehensive portfolio of services, visit [Services.UNFI.com](http://Services.UNFI.com) or [view our brochure](#).

## RETAIL MARKETING



## WHY NEW MOVERS?

- Capture new business by offering potential new customers a coupon and digitally marketing to them with a welcome message to shop at your store.

## REACH THEM FIRST!

- Postcards are created daily and mailed to new movers within the first 7-10 days of their move-in date.
- Digital display ads are sent directly to their internet devices within days.

## CASE STUDY

This example followed one retail group using the program for 3 months.

- Mailed 31,030 pieces
- Redeemed 8,277 coupons
- 26.7% response rate
- Return per \$1 spent:
  - o YEAR 1: \$1.37
  - o YEAR 2: \$2.32

# TEMPLATE OPTION 1

# RETAIL MARKETING



QUICK CONNECT STANDARD MAIL / 11 x 6 / bleed VARIABLE



QUICK CONNECT STANDARD MAIL / 11 x 6 / bleed VARIABLE

I want to use template option 1 (above) for my mailers and digital display ads.

## LOGO COLOR (SELECT ONE)

Your Logo in RED

Your Logo in BLACK

Your Logo in FULL COLOR

## COUPON INFORMATION

Each mailer features 2 coupons. Please fill in your coupon information below.

Coupon Offer #1 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., Free Dozen Eggs): \_\_\_\_\_ (5-word max)

Coupon Offer #2 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., Free Gallon Milk): \_\_\_\_\_ (5-word max)

# TEMPLATE OPTION 2

# RETAIL MARKETING



I want to use template option 2 (above) for my mailers and digital display ads.

## LOGO COLOR (SELECT ONE)

Your Logo in RED

Your Logo in BLACK

Your Logo in FULL COLOR

## COUPON INFORMATION

Each mailer features 2 coupons. Please fill in your coupon information below.

Coupon Offer #1 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., Free Dozen Eggs): \_\_\_\_\_ (5-word max)

Coupon Offer #2 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., Free Gallon Milk): \_\_\_\_\_ (5-word max)

## SERVICES OFFERED (choose MAXIMUM of 10):

- |                      |                                  |                      |
|----------------------|----------------------------------|----------------------|
| ATM                  | Fresh Produce                    | Postage Stamps       |
| Beer, Wine & Spirits | Fresh Seafood                    | Propane              |
| Catering             | Full-Service Deli                | Quality Store Brands |
| Certified Angus Beef | Gift Cards                       | Redbox               |
| Coffee Kiosk         | Hardware                         | Rug Doctor           |
| Curbside Pickup      | Home Delivery                    | Self-Checkout Lanes  |
| Double Coupons       | Hot Food/Grab & Go Meals         | Store Pickup         |
| EBT                  | International Foods Selection    | Sushi                |
| Floral Department    | Lottery Tickets                  | USDA Choice Beef     |
| Fresh Bakery         | MC, Discover, Visa & Debit Cards | Utility Payments     |
| Fresh Dairy          | Natural/Organic Foods Selection  | WIC                  |
| Fresh Meat           | Pharmacy                         |                      |

**If no services are selected, then the following sentence will appear on your postcard:**

"In addition to the fresh, delicious food that makes every meal special, our store offers a variety of services that make your life easier every day. Stop in today and see for yourself."



# NEW MOVER MAIL PROGRAM SIGN UP

RETAIL  
MARKETING

## SELECT ONE

- Start New Program
- Change Current Program

## SELECT ONE

- Template 1
- Template 2
- Custom Design (fees apply)

## YOUR CONTACT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## STORE DETAILS

Store Name: \_\_\_\_\_ Store#: \_\_\_\_\_ (7-digit number)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

## SIGNATURE TO APPEAR IN STOCK SCRIPT

Print Name: \_\_\_\_\_

None. If this field is checked, signature will be your STORE NAME

- i.e., Sincerely, The Staff at New Market

## SIGNATURE PERSON'S TITLE (IF APPLICABLE):

Store Owner \_\_\_\_\_

Store Manager \_\_\_\_\_

Other: \_\_\_\_\_

## DIGITAL DISPLAY URL

Please provide the website or social media page to direct people to when they click on your digital display:

Business Website: \_\_\_\_\_

Social Media Page: \_\_\_\_\_

## TRADE AREA

Mspark will work with you to finalize your recommended geography to target and market.

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