

Increase Sales with this Promotional Planner

There's Money in your Music.



KARK
The Ark
PetPowerRadio.com

Energize your store's audio landscape.

Pet Power Radio – Category & Promotional Themes Calendar

Pet Power Radio is a great way to promote monthly themes and events in your store. Pet Power Radio is like having your own in-store radio station. You can customise it with your store name. It is easy to use and requires no special equipment. All you need is a PC and high-speed internet.

January

- Aquatics Month: Backgrounds, decorations, lighting
- Large aquariums (20 gallons & up) and furniture & tank set-ups
- Odor control products/cat litter
- Animal bedding and substrate for small mammals and reptiles, toys and chews
- *Begin promotional planning for 2nd quarter*

May

- Flea & tick season begins
- Dog shampoos
- Travel products, kennels & cages
- Aquarium vacation foods
- Pond Foods and water conditioners
- Dog and Cat Specialty Diets

September

- Dog beds, bowls and dishes
- Dog & cat specialty diets for various life-stages
- Odor control products/cat litter
- Aquarium pumps & filters
- Bird & small animal foods & supplements

February

- Aquarium fish foods & water conditioners,
- Dog dental health products & dental chews, grooming (brushes, combs, wipes)
- Bird & small animal foods & supplements
- Dog and Cat Specialty Diets

June

- Flea & tick season
- Dog dental health products & dental chews, grooming (brushes, combs, wipes)
- Animal bedding and substrate for small mammals and reptiles
- Dog and Cat Specialty Diets

October

- Halloween costumes for dogs & cats
- Dog & cat shedding & hair removal products
- Travel products, kennels & cages
- Reptile & aquarium heating and lighting
- Dog and Cat Specialty Diets
- *Begin promotional planning for 1st quarter*

- Hit music energizes your store & lengthens customer visits
- Pet care news keeps your customers informed
- Promote products & events to increase sales
- Fun merchandising tools highlight specials & increase impulse spending

Try Pet Power Radio today and get your first month FREE – cancel at any time.

Go to petpowerradio.com to hear our demo and learn more. Or give us a call. There's money in your music and your customers are listening.

March

- Aquarium pumps & filters
- Puppy & kitten month: (food, health aids/supplements, collars and leashes, training books and videos, treats, bowls and dishes, beds, toys)
- Bird perches and play gyms
- Dog and Cat Specialty Diets

April

- Dog & cat specialty diets
- Dog & cat treats
- Dog & cat wormers
- Reptile & amphibian heaters & lighting
- Dog and Cat Specialty Diets
- *Begin promotional planning for 3rd quarter*

July

- Dog shampoos
- Pond foods and water conditioners
- Odor control products/cat litter
- Dog and Cat Specialty Diets
- *Begin promotional planning for 4th quarter*

August

- Dog shampoos
- Dog & cat specialty diets
- Dog & cat treats
- Dog & cat wormers
- Dog and Cat Specialty Diets

November:

- Dog beds, bowls and dishes
- Aquarium vacation foods
- Large aquariums (20 gallons & up) plus furniture & tank set-ups
- Kids and small mammal pets
- *Holiday music and tips added to Pet Power Radio mid-month*

December

- "Gift" – Don't forget gifts for your pets!
- Starter kits: aquariums, birds and small animals
- Dog & cat specialty diets for various life-stages
- Pet carriers and strollers
- Dog and Cat Specialty Diets
- *Holiday music and tips continue on Pet Power Radio*



Let Pet Power Radio Tie It All Together!

Better Merchandising Means Higher Profits

Raise customer awareness of monthly specials
with in-store radio spots and eye-catching graphics

HANGING MOBILES

Creatively designate store categories and departments using eye-catching hanging mobiles with personality!



ASK ME BUTTONS

Your sales associates become walking – talking billboards for featured monthly promotions...

- Encourage customer/staff interaction
- Associate endorsement conveys value proposition
- Promotes warm, friendly customer service image



BAG STUFFERS

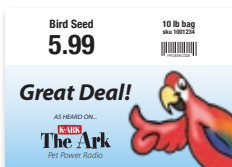
Give customers reasons to return sooner rather than later.

- Call attention to products and specials they overlooked
- Promote upcoming specials using coupon discounts with limited time frame
- Promote free classes and workshops

SHELF TALKERS

Easily direct customers to advertised specials on shelf!

- Offer compelling choice options
- Value considerations
- Impulse incentives



END CAPS

Attract attention to featured products and specials with colorful display graphics.

- Convey everyday low price message
- Impart sense of urgency
- Enhance brand identification

Hourly Ads and Messages

follow customers throughout the store reminding them about:

- Monthly specials
- Special Services
- Product information
- Impulse items
- Store hours
- Gift ideas
- Classes & workshops



It's EASY to customize your Pet Power Radio Station and keep it current!

Your Custom Website is interactive and user-friendly. (Ask for a free tour)

