

PROMOTIONS FUN IN THE SUN!

A GUIDE TO SUMMER PROMOTIONS

The doldrums of winter now seem like a distant memory. Every day gets a little bit warmer, and before you know it, summer will be in full swing. For brands, now is the time to make that final push towards stacking their deck and ensuring their summer promotions lineup go off without a hitch. Shoppers will be out in full swing this summer and influencing their purchase habits won't be as easy as an afternoon in the hammock – unless you have the right ideas and strategies. This infographic highlights some of the best ways to take advantage of those great summer vibes and keep consumers shopping.

SOME LIKE IT HOT!

- 
46% Studies show that warmth leads to more purchases
 46% more likely to shop at 77°F than at 68°F
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80% People pay more too
 Over 80% of consumers were willing to pay more for goods and services when they're warm
- 
JUNE SEPT People are more likely to go shopping on vacation
 (and view going shopping as a critical part of the vacation)

SUMMER SHOPPING HABITS

	Disagree	Agree	%
	1 2	4 5	4/5
I prefer to spend less time in the kitchen preparing meals in the summer	20%	80%	48%
I tend to dine more outside in the summer	20%	80%	44%
I use a wider range of recipes during the summer	20%	80%	39%
I find myself visiting grocery stores more often in the summer	20%	80%	36%
I find I have less time for grocery shopping in the summer	40%	60%	19%
I find I eat more pre-prepared meals during the summer	40%	60%	18%

KEY SUMMER SHOPPING PERIODS

-  Memorial Day
-  Father's Day
-  Independence Day
-  Back-to-School
-  Labor Day

SUMMERTIME SUCCESS: PROMOTIONS THOUGHTSTARTERS

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Continuity Programs: Keep consumers buying again and again.
"Buy our frozen lemonade every week for a chance to win a Hawaiian vacation at the end of summer!"
- 
Surprise & Delight: Offer valued shoppers a summer-themed gift.
"Thanks for being a loyal customer! Here's a free summer bronzer to capture that sunkissed look."
- 
Innovative & Targeted Rewards: Give season appropriate rewards.
*"Get home safely after those BBQ parties! Buy our beer and earn Lyft credits."
 "This back-to school season buy our product for a chance to win a college scholarship."*
- 
Basket Growth Programs: Incentivizing multiple purchases.
"Buy marshmallows, chocolate, and graham crackers for a chance to win a camping trip for the whole family."
- 
Co-branded Promotions: Capitalize on synergy between brands.
"Buy Brand X burgers & Brand Y buns for a free BBQ recipe digital book."
- 
Influencer Marketing: Leverage a resonant influencer to build organic authenticity amongst consumers.
"Recommended Video: 5 Summer Fashion Tips - sponsored by Fashion Brand X"
- 
Seasonal Activations: Products that undergo cyclical summertime sales (allergy remedies) can benefit from time-limited promotions.
"Exclusive June deal! Buy our allergy product in June for a \$5 eGift card"