DIGITAL OPTIONS

WinCo Foods 2023

socialmedia@wincofoods.com

WinCo FOODS

PLEASE NOTE THE FOLLOWING BEFORE SETTING UP A PROMOTION:

TIMING: All paid promotions are subject to calendar availability. Our team schedules promotions on a quarterly basis, and brands are limited to one promotion per quarter. We promote items that are seasonal, new, trending, basket builders and engage our online audience. Our main goal online is to get customers into our stores, to buy more groceries (including your product).

CONTENT: 99.9% of the time, we create the graphics & text. Creative content is subject to final approval from the WinCo Web & Social team. We are happy to work with your Marketing/Graphics team for need assets, or create content for your brand in-house.

BRAND REQUIREMENTS: 1) The brand must add WinCo Foods as an approved Facebook and/or Instagram business partner for sponsored content. 2) The appropriate WinCo buyer must be notified of any digital campaign, so they may prepare for any possible impact to stock. 3) Any funds used to execute any digital campaign should come exclusively from marketing budgets that otherwise cannot be used to provide WinCo Foods a lower cost of goods.

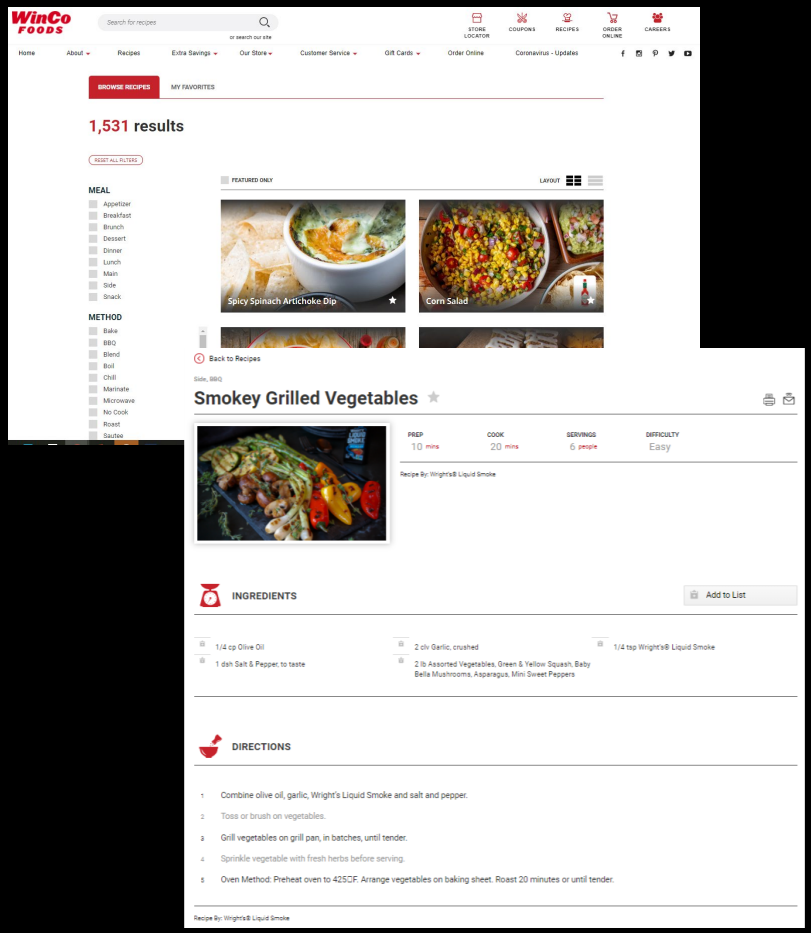
FEES: All fees are processed as internal deductions (chargebacks) from your vendor account.

QUESTIONS? SocialMedia@wincofoods.com

WinCo FOODS

RECIPE GALLERY: FREE

We can add seasonal recipes to our recipe gallery (WinCoFoods.com/recipes) free of charge, as long as the product is available at most WinCo locations. You're welcome to email seasonal/easy-to-make recipes (3-4) every quarter. We will give your brand recipe credit and link back to the original recipe/site, as long as customers cannot purchase the product via the site/it doesn't list other retailers for purchasing options.



Required:

- High Resolution Recipe Image
- High Resolution Logo
- Link to recipe/or recipe in a word document

Availability: Contact Web & Social Team for details. Brands may send 3-4 recipes every quarter.

WinCo FOODS

PROMOTED PIN: $500

We will create a pin to promote a recipe using your product, it will be ‘pinned’ to our Pinterest account with over 20,000 followers*. Our team will create an ad from your pin, to increase exposure to your brand.

- Average Impressions: 35,000
- Average Clicks to Recipe: 500

Required:

- High Resolution Recipe Images
- High Resolution Logo
- Link to recipe/or recipe in a word document

*As of November 2022, WinCo Foods has one of the highest follower counts for regional and national grocery retailers (20.5k+).

Availability: Option available year round. Please allow up to two weeks for posting.





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FACEBOOK SPONSORED POST: $750

An image of your product is posted on our Official Facebook page & a Facebook ad is created to boost engagement.



- Average Number of 'Likes': 500
- Average Reach: 25,000

Required:

- Item/UPC of item to feature
- Product talking points
- Brand must add WinCo Foods as an approved Facebook business partner

Availability: Limited, depending on calendar availability.
Contact Web & Social Team for details.

WinCo FOODS

FACEBOOK CHANCE TO WIN: $1,000

An image of your product is posted on our Official Facebook page. Customers are asked a question about your brand, their comments are considered an entry to win one of five, $25 WinCo Gift Cards.

- Average Number of ‘Likes’: 1,000
- Average Number of Comments: 500
- Average Reach: 35,000



Required:

- Item/UPC of item to feature
- Product talking points
- Brand must add WinCo Foods as an approved Facebook business partner

Availability: Limited, depending on calendar availability. Contact Web & Social Team for details.

WinCo FOODS

FACEBOOK CHANCE TO WIN PRODUCT: $750

An image of your product is posted on our Official Facebook page; Customers are asked a question about your brand, their comments are considered an entry to win product or promotional items.

- Average Number of ‘Likes’: 1,000
- Average Number of Comments: 500
- Average Reach: 35,000

Required:

- Item/UPC of item to feature
- Product talking points
- Brand must add WinCo Foods as an approved Facebook business partner
- Brand must send prizes to winners



Availability: Limited, depending on calendar availability.
Contact Web & Social Team for details.

WinCo FOODS

INSTAGRAM SPONSORED POST: $750

An image of your product is posted on our official Instagram account, and an ad is created to reach a larger audience.

- Average Number of ‘Hearts’: 1,000
- Average Number of Comments: 25



Required:

- Item/UPC of the item to feature
- Product talking points
- Brand must add WinCo Foods as an approved Instagram business partner

Availability: Limited, depending on calendar availability.
Contact Web & Social Team for details.

WinCo FOODS

INSTAGRAM CHANCE TO WIN: $1,000

An image of your product is posted on our official Instagram account. Customers are asked a question about the brand, their comments are considered an entry to win one of five, $25 WinCo Gift Cards. Brands are also welcome to provide free product coupons/free product or branded swag to giveaway on post.

- Average Number of ‘Hearts’: 1,200
- Average Number of Comments: 100

Required:

- Item/UPC of item to feature to feature
- Product talking points
- Brand must add WinCo Foods as an approved Instagram business partner



Availability: Limited, depending on calendar availability. Contact Web & Social Team for details.

WinCo FOODS

INSTAGRAM REEL: $1,000

Your brand or product is featured on our Instagram Reel (i.e. shelf placement, product demonstration, recipe); Depending on the item, for no additional charge the video will also be added to our TikTok account*. WinCo creates these in real-time, no preview is given.





Required:

- Item/UPC of the item to feature
- Item must be trending/relatable to our Instagram followers, otherwise we may suggest a different social channel

*WinCo reserves the right to update fees/charge a small fee at anytime for TikTok features in the future.

Availability: Limited, depending on calendar availability.
Contact Web & Social Team for details.

WinCo FOODS

DIGITAL COUPON AD PROMOTION: $500

To set up a digital coupon, please contact your Quotient (Coupons.com) Account Manager & ask for pricing details to create a WinCo specific offer. If you do not have a Quotient Account Manager, please contact us.

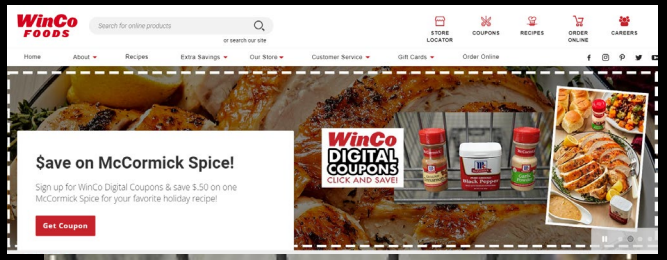
Required:

- Coupon dates/details
- High resolution product images + logo
- Brand must add WinCo Foods as an approved Facebook business partner
- *Highly Recommended*: Brand FB Page creates a FB ad with link to coupon during same timeframe

$500 Fee Includes:

- Facebook **Ad** Creation + FB Advertising
- Homepage banner promoting the offer, live for at least one week

Availability: Limited, depending on calendar availability.
Contact Web & Social Team for details.





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WINCOFOODS.COM PROMOTION: $2,500

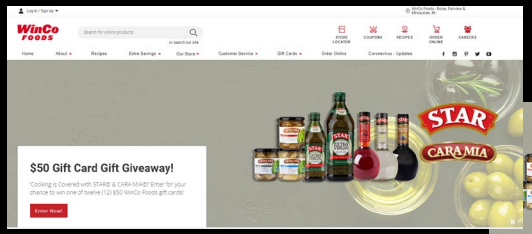
Customers visit WinCoFoods.com to enter for their chance to win one of ten, $50 WinCo Gift Cards.

Includes:

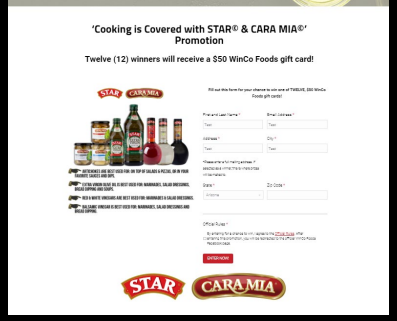
Fully Branded Landing Page: We work with your brand's creative team and create a landing page based on images provided.

Homepage Banner: Banner will be visible on WinCoFoods.com for the duration of the promotion, will be directing customers to enter for a 'chance to win.'

- Average length of Promotion: One month
- Average Number of Entries: 2,000
- Homepage Banner for the duration of the Promotion: (Average Monthly Visits to WinCoFoods.com: 300,000)







Required:

- High Resolution Logos
- High Resolution Hero Images
- Product Talking Points
- Current FSI Layered PSD File (if applicable)

Availability: Limited, depending on calendar availability. Contact Web & Social Team for details.

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INTERESTED IN AN ONLINE PROMOTION? QUESTIONS? OTHER IDEAS?

Contact: SocialMedia@WinCoFoods.com

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