



MONTHLY POIs FOR WALGREENS APRIL 2014




4/1	4/5	4/12	4/19	4/26	4/30
	Execute Ad Calendar and MegaSavers Activity 4/6 - 4/13				
Thematic Display Opportunity for Easter & Dasani 24 Pack Activation 3/30 - 4/20					
FIFA World Cup Activation 2/10 - 4/26					
SSD End-stands LOS for April 3/30 - 4/26					
Secondary Initiative Title and Description only appears here 4/6 - 4/20					
Sustaining Initiative Title and Description only appears here 3/15 - 4/6				Sustaining Initiative Title and Description only appears here 4/19 - 5/7	
			Secondary Initiative Title and Description only appears here 4/13 - 4/27		

Execute Ad Calendar and MegaSavers Activity

POI Active Dates:
4/6/2014 - 4/13/2014

Ad/Promo Dates:
4/13/2014



Coke Classic SSD 12oz/355ml - 4/\$12.00
Local Sell-In
Goal: 100% availability of 12oz KO, DKO and KOZ
POS: Pallet display for Dasani 24pk on ad
Event/Occasion: Easter 2014

- Execute Front Dorr Display for 12pk Ads
- Wk of 4/6 Execute Display to support Easter Ad.
- Execute incremental Pallet Display for Dasani 24pk on Ad
- Be sure to include Dasani & Powerade Drops on ALL Displays!
- See Approved Load-In for ALL stores posted on DASH!

Thematic Display Opportunity for Easter & Dasani 24 Pack Activation

POI Active Dates:
3/30/2014 - 4/20/2014

Ad/Promo Dates:
4/6/2014, 4/20/2014, 4/27/2014



Dasani 24oz/710ml - 24pk \$3.99
Local Sell-In
Goal: 100% availability of 24oz Dasani 24pk
POS: Easter themed display
Event/Occasion: Easter 2014

Keys to Success

- Convert any NCAA displays over to Easter theme the week of 3/30
- Ensure load-ins and incremental displays are built the week of 3/20 in order to be ready for the 4/6 Dasani Ad & 4/13 Easter Ad
- Target Seasonal Aisle & Front Lobby for your displays

FIFA World Cup Activation

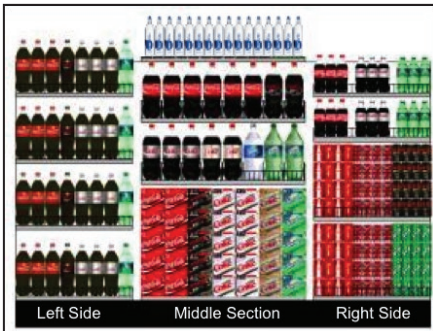
POI Active Dates:
2/10/2014 - 4/26/2014

Ad/Promo Dates:
4/6/2014 & 4/20/2014



Coke Classic SSD 20oz/591ml - \$1.39
Local Sell-In
Goal: 100% availability of 20oz KO, DKO and KOZ
POS: World Cup 2014 Static Cling, T-Dangler, Case Card, Aisle Interrupter
Event/Occasion: World Cup 2014

SSD End-stands LOS for April



POI Active Dates:
3/30/2014 - 4/26/2014

Ad/Promo Dates:
3/30/2014 - 4/26/2014

SSD End-stands LOS
Local Sell-In
Goal: 100% availability of 20oz KO, DKO and KOZ
POS: Share A Coke Case Card
Event/Occasion: Share A Coke 2014

April MegaSavers

Sparkling Brands:	Still Brands:	Allied Brands:
<ul style="list-style-type: none"> 16oz Chill Cans - 2/\$2.00 7.5oz Mini Cans - 2/\$6.00 	<ul style="list-style-type: none"> fruitwater 16.9oz - 3/\$3.00 smartwater 700ml - 3/\$3.00 vitamin water 20oz - 3/\$3.00 Honest Tea 15.9oz - 2/\$2.50 FUZE 16.9 - 2/\$2.50 	<ul style="list-style-type: none"> Monster 15.5oz - 2/\$4.00 Monster 16oz - 2/\$4.00 Monster 4pks - \$5.99

New Item Status

Authorized:	Not Authorized:
<ul style="list-style-type: none"> 16oz Chill Can Monster 15.5oz Ultra Red & Ultra Blue 	<ul style="list-style-type: none"> vw Zero Drops vw energy fw Fizzy & Tropical POWERADE Mango Peace Tea Viva Mango Monster Zero Ultra 24oz Monster Zero Ultra Red 4pk

MONTHLY POIs FOR DRUG STORE

JULY 2014

THIS MONTH'S CALENDAR

Primary Initiative 1				
Sustaining Initiative Title and Description only appears here				
Primary Initiative 2				
Sustaining Initiative Title and Description only appears here				
Primary Initiative 3				
Secondary Initiative Title and Description only appears here				
Primary Initiative 4				

Primary Initiative 1 Showing A Two-Line Title	Primary Initiative 2 Title	Primary Initiative 3 Title	Primary Initiative 4 Title
<p>POI Active Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Ad/Promo Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Coke Classic SSD 20oz/591ml - \$x.xx</p> <p>Local Sell-In Goal: 100% availability of 20oz KO, DKO and KOZ POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! Event/Occasion: Share A Coke 2014</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis posuere quam. Proin sed elementum velit, in volutpat dui. Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor. Morbi turpis neque, tempor et massa ut, tempor pharetra tellus. Nam ultricies</p>	<p>POI Active Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Ad/Promo Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Coke Classic SSD 20oz/591ml - \$x.xx</p> <p>Local Sell-In Goal: 100% availability of 20oz KO, DKO and KOZ POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! Event/Occasion: Share A Coke 2014</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis posuere quam. Proin sed elementum velit, in volutpat dui. Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor. Morbi turpis neque, tempor et massa ut, tempor pharetra tellus. Nam ultricies</p>	<p>POI Active Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Ad/Promo Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Coke Classic SSD 20oz/591ml - \$x.xx</p> <p>Local Sell-In Goal: 100% availability of 20oz KO, DKO and KOZ POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! Event/Occasion: Share A Coke 2014</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis posuere quam. Proin sed elementum velit, in volutpat dui. Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor. Morbi turpis neque, tempor et massa ut, tempor pharetra tellus. Nam ultricies</p>	<p>POI Active Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Ad/Promo Dates: xx/xx/xxxx - xx/xx/xxxx</p> <p>Coke Classic SSD 20oz/591ml - \$x.xx</p> <p>Local Sell-In Goal: 100% availability of 20oz KO, DKO and KOZ POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! Event/Occasion: Share A Coke 2014</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis posuere quam. Proin sed elementum velit, in volutpat dui. Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor. Morbi turpis neque, tempor et massa ut, tempor pharetra tellus. Nam ultricies</p>

<p>Secondary Initiatives</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis posuere quam. Proin sed elementum velit, in volutpat dui. Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor.</p>	<p>Sustaining Initiatives</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis posuere quam. Proin sed elementum velit, in volutpat dui. Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor.</p>
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MONTHLY POIs FOR WAL-MART APRIL 2014



Affordable Portion Control



POI Active Dates:
4/6/2014 - 4/13/2014

Ad/Promo Dates:
4/13/2014

All Brands SSD 500ml 6pk \$2.98 @10% IM
All Brands SSD Mini Cans \$2.98 @10% IM

Local Sell-In
Goal: 100% availability of 20oz KO and KOZ
POS: Pricing card featuring WalMart EDLP Retail
Event/Occasion: Share A Coke 2014

- Plus Up the display size ad position by using multiple packages to drive velocity
- 12oz 8pk PET also included in execution

Dasani Case Pack



POI Active Dates:
3/30/2014 - 4/20/2014

Ad/Promo Dates:
4/6/2014, 4/20/2014, 4/27/2014

DASANI Water / .5L 24pk - \$4.98 @ 17% IM
DASANI Drops/ 1.9oz - \$3.98 @ 30% IM

Headquarters Approved
Goal: 100% availability of 20oz KO and DKO
POS: pricing card featuring WM EDLP Retail
Event/Occasion: Share A Coke 2014

- Plus Up - Ensure all large pack water displays include Dasani and POWERade drop offerings using wings, shippers, clips
- Shippers and clips to arrive at Bottler

2L & 16oz Effortless Meals



POI Active Dates:
2/10/2014 - 4/26/2014

Ad/Promo Dates:
4/6/2014 & 4/20/2014

All Brands / SSD 2L Core - \$1.00 @4%IM
All Brands / SSD 10oz PET - \$1.00 @23%IM

Headquarters Approved
Goal: 100% availability of 20oz KO, DKO and KOZ
POS: Special Emphasis = Effortless Meals POS
Event/Occasion: Share A Coke 2014

- See DASH Tollkits for complete Effortless Meals details and Deli LOS

Custom Walmart ORB Bottle



POI Active Dates:
3/30/2014 - 4/26/2014

Ad/Promo Dates:
3/30/2014 - 4/26/2014

SSD 12oz PET Orb Bottle - \$1.00 @ 12% IM

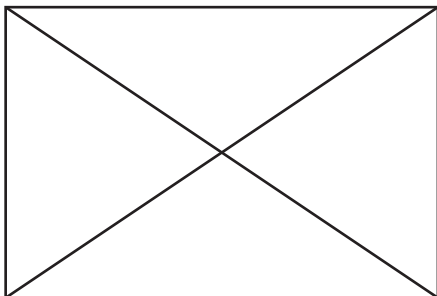
Headquarters Approved
Goal: 100% availability of 20oz KO, DKO and KOZ
POS: WM Holiday POS (ORB Bin) WM AA Stackbase - ORB Dump Bin (min 46 cases)
Event/Occasion: Share A Coke 2014

- Plus Up displays (min additional 1/2 Stackbase featuring MPET/2L)
- Utilize TBT provided dump bins for space
- Dump Bins to arrive at Bottler

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Sustaining Initiative Title and Description only appears here 3/15 - 4/6		Secondary Initiative Title and Description only appears here 4/13 - 4/27			

MONTHLY POIs FOR LARGE STORE JULY 2014

Primary Initiative 1 Title



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

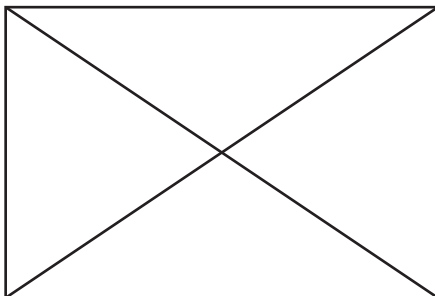
Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

Event/Occasion: Share A Coke 2014

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Primary Initiative 2 Title



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

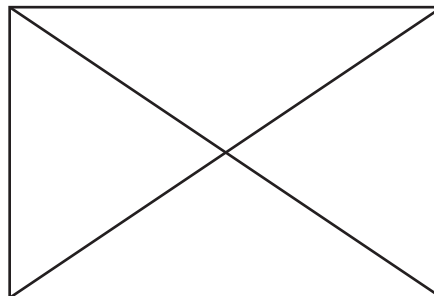
Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

Event/Occasion: Share A Coke 2014

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Primary Initiative 3 Title



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

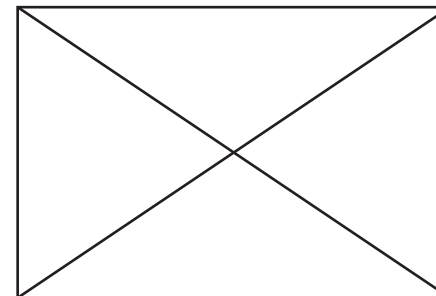
Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

Event/Occasion: Share A Coke 2014

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Primary Initiative 4 Title



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

Event/Occasion: Share A Coke 2014

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THIS MONTH'S CALENDAR

Primary Initiative 1				
Sustaining Initiative Title and Description only appears here				
	Primary Initiative 2			
Sustaining Initiative Title and Description only appears here				
		Primary Initiative 3		
Secondary Initiative Title and Description only appears here				
			Primary Initiative 4	

MONTHLY POIs FOR VALUE STORE JULY 2014

THIS MONTH'S CALENDAR

Primary Initiative 1						
Primary Initiative 2						
Primary Initiative 3						
Primary Initiative 4						

Comments, Secondary, or Sustaining Initiatives

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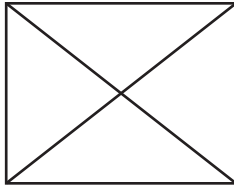
Comments, Secondary, or Sustaining Initiatives

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Primary Initiative 1 Title

POI Active Dates:

xx/xx/xxxx -
xx/xx/xxxx



Ad/Promo Dates:

xx/xx/xxxx -
xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

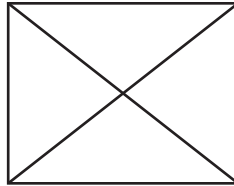
Event/Occasion: Share A Coke 2014

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Primary Initiative 2 Title

POI Active Dates:

xx/xx/xxxx -
xx/xx/xxxx



Ad/Promo Dates:

xx/xx/xxxx -
xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

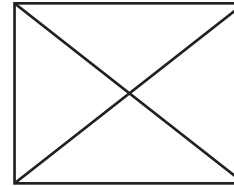
Event/Occasion: Share A Coke 2014

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Primary Initiative 3 Title

POI Active Dates:

xx/xx/xxxx -
xx/xx/xxxx



Ad/Promo Dates:

xx/xx/xxxx -
xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

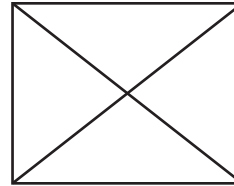
Event/Occasion: Share A Coke 2014

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Primary Initiative 4 Title

POI Active Dates:

xx/xx/xxxx -
xx/xx/xxxx



Ad/Promo Dates:

xx/xx/xxxx -
xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

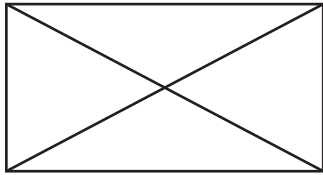
POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

Event/Occasion: Share A Coke 2014

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MONTHLY POIs FOR SMALL STORE JULY 2014

Display Location 1



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

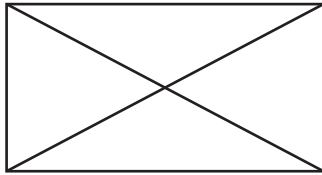
Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

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Display Location 2



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

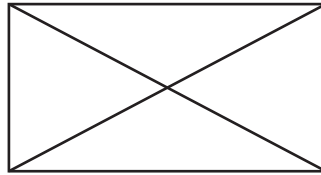
Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

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Display Location 3



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

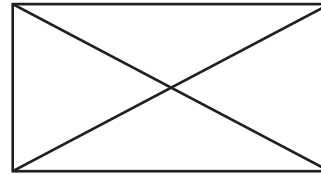
Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

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Display Location 4



POI Active Dates:

xx/xx/xxxx - xx/xx/xxxx

Ad/Promo Dates:

xx/xx/xxxx - xx/xx/xxxx

Coke Classic SSD 20oz/591ml - \$x.xx

Local Sell-In

Goal: 100% availability of 20oz KO, DKO and KOZ

POS: Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!

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Lists or Activity Notes

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Quisque quis posuere quam.
 - Proin sed elementum velit, in volutpat dui.
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Sustaining Initiatives

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MONTHLY POIs FOR WALGREENS APRIL 2014



4/1	4/5	4/12	4/19	4/26	4/30
	Execute Ad Calendar and MegaSavers Activity 4/6 - 4/13				
Thematic Display Opportunity for Easter & Dasani 24 Pack Activation 3/30 - 4/20					
FIFA World Cup Activation 2/10 - 4/26					
SSD End-stands LOS for April 3/30 - 4/26					
	Secondary Initiative Title and Description only appears here 4/6 - 4/20				
Sustaining Initiative Title and Description only appears here 3/15 - 4/6			Sustaining Initiative Title and Description only appears here 4/19 - 5/7		
		Secondary Initiative Title and Description only appears here 4/13 - 4/27			


Execute Ad Calendar and MegaSavers Activity

Thematic Display Opportunity for Easter & Dasani 24 Pack Activation

FIFA World Cup Activation

SSD End-stands LOS for April

POI Active Dates:
4/6/2014 - 4/13/2014




Ad/Promo Dates:
4/13/2014

Coke Classic SSD 12oz/355ml - 4/\$12.00
Local Sell-In
Goal: 100% availability of 12oz KO, DKO and KOZ
POS: Pallet display for Dasani 24pk on ad
Event/Occasion: Easter 2014

- Execute Front Dorr Display for 12pk Ads
- Wk of 4/6 Execute Display to support Easter Ad.
- Execute incremental Pallet Display for Dasani 24pk on Ad
- Be sure to include Dasani & Powerade Drops on ALL Displays!
- See Approved Load-In for ALL stores posted on DASH!

POI Active Dates:
3/30/2014 - 4/20/2014

Ad/Promo Dates:
4/6/2014, 4/20/2014, 4/27/2014



Dasani 24oz/710ml - 24pk \$3.99
Local Sell-In
Goal: 100% availability of 24oz Dasani 24pk
POS: Easter themed display
Event/Occasion: Easter 2014

Keys to Success

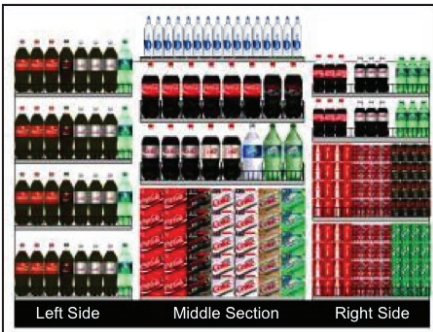
- Convert any NCAA displays over to Easter theme the week of 3/30
- Ensure load-ins and incremental displays are built the week of 3/20 in order to be ready for the 4/6 Dasani Ad & 4/13 Easter Ad
- Target Seasonal Aisle & Front Lobby for your displays

POI Active Dates:
2/10/2014 - 4/26/2014

Ad/Promo Dates:
4/6/2014 & 4/20/2014



Coke Classic SSD 20oz/591ml - \$1.39
Local Sell-In
Goal: 100% availability of 20oz KO, DKO and KOZ
POS: World Cup 2014 Static Cling, T-Dangler, Case Card, Aisle Interrupter
Event/Occasion: World Cup 2014



POI Active Dates:
3/30/2014 - 4/26/2014

Ad/Promo Dates:
3/30/2014 - 4/26/2014

SSD End-stands LOS
Local Sell-In
Goal: 100% availability of 20oz KO, DKO and KOZ
POS: Share A Coke Case Card
Event/Occasion: Share A Coke 2014

April MegaSavers

Sparkling Brands:	Still Brands:	Allied Brands:
<ul style="list-style-type: none"> 16oz Chill Cans - 2/\$2.00 7.5oz Mini Cans - 2/\$6.00 	<ul style="list-style-type: none"> fruitwater 16.9oz - 3/\$3.00 smartwater 700ml - 3/\$3.00 vitamin water 20oz - 3/\$3.00 Honest Tea 15.9oz - 2/\$2.50 FUZE 16.9 - 2/\$2.50 	<ul style="list-style-type: none"> Monster 15.5oz - 2/\$4.00 Monster 16oz - 2/\$4.00 Monster 4pks - \$5.99

New Item Status

Authorized:	Not Authorized:
<ul style="list-style-type: none"> 16oz Chill Can Monster 15.5oz Ultra Red & Ultra Blue 	<ul style="list-style-type: none"> vw Zero Drops vw energy fw Fizzy & Tropical POWERADE Mango Peace Tea Viva Mango Monster Zero Ultra 24oz Monster Zero Ultra Red 4pk