

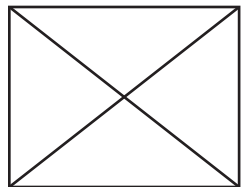
# MONTHLY POIs FOR DRUG STORE

## THIS MONTH'S CALENDAR


### Primary Initiative 1 Showing A Two-Line 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**

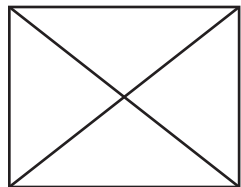
Local Sell-In  
**Goal:** 100% availability of 20oz KO, DKO and KOZ  
**POS:** Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!  
**Event/Occasion:** Share A Coke 2014

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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**

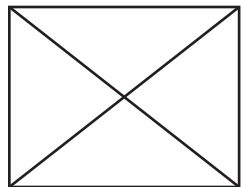
Local Sell-In  
**Goal:** 100% availability of 20oz KO, DKO and KOZ  
**POS:** Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!  
**Event/Occasion:** Share A Coke 2014

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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**

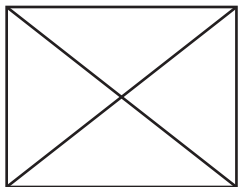
Local Sell-In  
**Goal:** 100% availability of 20oz KO, DKO and KOZ  
**POS:** Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!  
**Event/Occasion:** Share A Coke 2014

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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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### Secondary Initiatives

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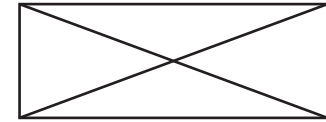
### Sustaining Initiatives

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## THIS MONTH'S CALENDAR


## MONTHLY POIs FOR VALUE STORE

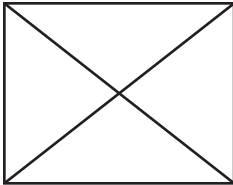
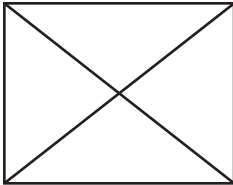
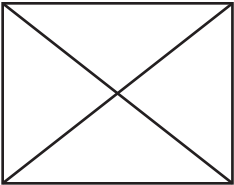
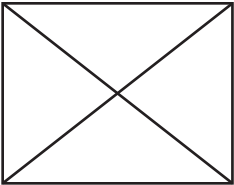


### Secondary Initiatives

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### Sustaining Initiatives

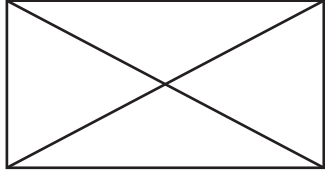
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis posuere quam. Proin sed elementum velit, in volutpat dui. Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor. Morbi turpis neque, tempor et massa ut, tempor pharetra tellus. Nam ultricies malesuada elit nec hendrerit. In hac habitasse platea dictumst. Aliquam erat volutpat. Suspendisse imperdiet odio libero. Ut vel ante ac eros luctus malesuada. Mauris vel

Primary Initiative 1 Title	Primary Initiative 2 Title	Primary Initiative 3 Title	Primary Initiative 4 Title
<p><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p>  <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! <b>Event/Occasion:</b> 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><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p>  <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! <b>Event/Occasion:</b> 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><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p>  <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! <b>Event/Occasion:</b> 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><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p>  <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT! <b>Event/Occasion:</b> 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>

# MONTHLY POIs FOR SMALL STORE

## JULY 2014

### Location 1



**POI Active Dates:**  
xx/xx/xxxx - xx/xx/xxxx

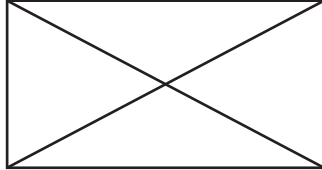
**Ad/Promo Dates:**  
xx/xx/xxxx - xx/xx/xxxx

**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!

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 malesuada elit nec hendrerit. In hac habitasse platea dictumst. Aliquam erat volutpat. Suspendisse imperdiet odio libero. Ut vel ante ac eros luctus malesuada. Mauris vel sem at est laoreet tempor in nec dolor. Donec sed

### Location 2



**POI Active Dates:**  
xx/xx/xxxx - xx/xx/xxxx

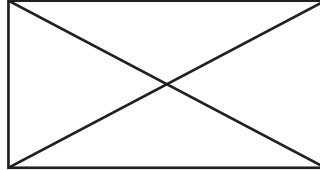
**Ad/Promo Dates:**  
xx/xx/xxxx - xx/xx/xxxx

**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!

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 malesuada elit nec hendrerit. In hac habitasse platea dictumst. Aliquam erat volutpat. Suspendisse imperdiet odio libero. Ut vel ante ac eros luctus malesuada. Mauris vel sem at est laoreet tempor in nec dolor. Donec sed

### Location 3



**POI Active Dates:**  
xx/xx/xxxx - xx/xx/xxxx

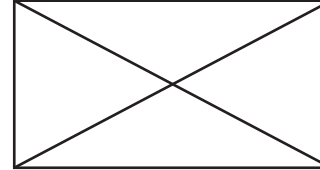
**Ad/Promo Dates:**  
xx/xx/xxxx - xx/xx/xxxx

**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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### 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

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- Quisque quis posuere quam.
- Proin sed elementum velit, in volutpat dui.
- Aenean eu ante neque.
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- Morbi turpis neque, tempor et massa ut, tempor pharetra tellus. Nam ultricies malesuada elit nec hendrerit. In hac habitasse platea dictumst. Aliquam erat volutpat. Suspendisse imperdiet odio libero. Ut vel ante ac eros luctus malesuada. Mauris vel sem at est laoreet tempor in nec dolor. Donec sed tempus justo. Sed aliquam pharetra pellentesque.
- Aenean eu ante neque. Curabitur sem arcu, ultricies at erat in, volutpat lobortis tortor. Morbi turpis neque, tempor et massa vut, tempor pharetra tellus. Nam ultricies malesuada elit nec hendrerit. In hac habitasse platea dictumst. Aliquam erat volutpat. Suspendisse imperdiet odio libero. Ut vel ante ac eros luctus malesuada. Mauris vel sem at est laoreet tempor in nec dolor. Donec sed tempus justo. Sed

### Sustaining Initiatives

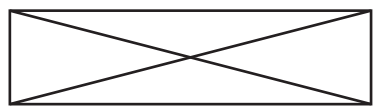
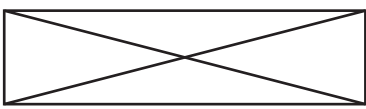
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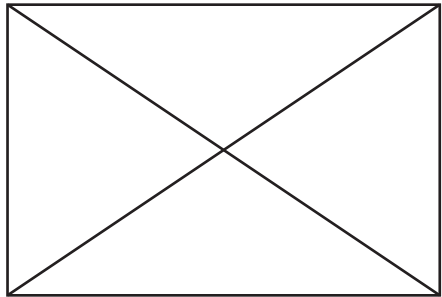
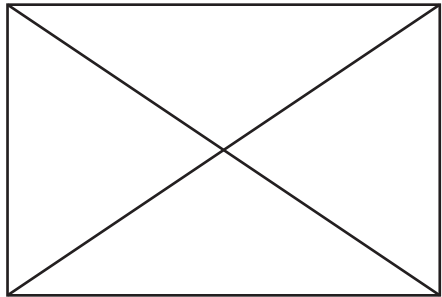
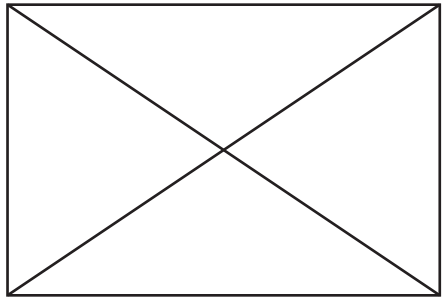
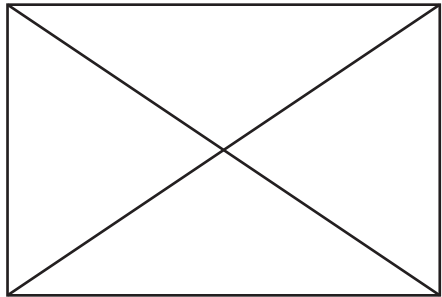
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# MONTHLY POIs FOR LARGE STORE



Primary Initiative 1 Title	Primary Initiative 2 Title	Primary Initiative 3 Title	Primary Initiative 4 Title
 <p><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In  <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ  <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!  <b>Event/Occasion:</b> 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.</p>	 <p><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In  <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ  <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!  <b>Event/Occasion:</b> 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.</p>	 <p><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In  <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ  <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!  <b>Event/Occasion:</b> 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.</p>	 <p><b>POI Active Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Ad/Promo Dates:</b> xx/xx/xxxx - xx/xx/xxxx</p> <p><b>Coke Classic SSD 20oz/591ml - \$x.xx</b></p> <p>Local Sell-In  <b>Goal:</b> 100% availability of 20oz KO, DKO and KOZ  <b>POS:</b> Share A Coke Static Cling and/or Oblong Cling - BIG EVENT!  <b>Event/Occasion:</b> 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.</p>

THIS MONTH'S CALENDAR				
	Sustaining Initiative Title and Description here			
Sustaining Initiative Title and Description here				
		Secondary Initiative Title and Description here		