



Cross Merch Management Tool

[Home](#)

[National Programs](#)


[Targets](#)


[Best Practices](#)

[Reports](#)

[XM Management](#)

Channel Focus ▾









From: 

To: 

SEARCH

+ NEW PROGRAM

Programs

ID ▾	Family Name ▾	PPC Dates ▾	Offer Dates ▾	Channel Focus ▾	Action
123	Bud Light Frito-Lay Super Bowl Doritos	1/5/15 - 1/31/15	1/5/15 - 1/31/15	GROCERY, MASS	 Edit 
132	Bud Light Banana Boat Summer	1/5/15 - 1/31/15	1/5/15 - 1/31/15	DRUG	 Edit 
145	Michelob ULTRA American Pistachios	1/5/15 - 1/31/15	1/5/15 - 1/31/15	C-STORE	 Edit 
124	Budweiser Weber Grilling	1/5/15 - 1/31/15	1/5/15 - 1/31/15	GROCERY, MASS	 Edit 



Cross Merch Management Tool

- Home
- National Programs
- Targets
- Best Practices
- Reports
- XM Management

- PROGRAM DETAILS ▾
- ▶ OVERVIEW
- CONTACTS
- PROGRAM VERSIONS +
- POCM +
- DIGITAL STRATEGY +
- PARTNER FILES +
- DISPLAYS +
- INSIGHTS +
- BUDGET +
- HISTORY/COMMENTS +
- PROJECT MANAGEMENT +

Bud Light Banana Boat Summer Program Details - Overview






Family ID: 582
 Family Name:

AB Brands:
 Lead Brand:

Retail Type: ▾ Product Type: ▾

Partners:
 Partner Brands:

Thematic Programs:
 Lead Thematic Program:

Tear Pad Start Date:  Tear Pad End Date: 
 PPC Start Date:  PPC End Date: 
 Ship Date:  Partner Owner: DAA AB

Family Segment Focus:

The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.



Cross Merch Management Tool

Home

National Programs

Targets

Best Practices

Reports

XM Management

PROGRAM DETAILS

OVERVIEW

CONTACTS

PROGRAM VERSIONS

POCM

DIGITAL STRATEGY

PARTNER FILES

DISPLAYS

INSIGHTS

BUDGET

HISTORY/COMMENTS

PROJECT MANAGEMENT

Bud Light Banana Boat Summer
Program Details - Overview

Family ID: 582

Family Name: 7-11 Fresh Food (APR) - T1 2015C

AB Brands:

Choose Remove

Retail Type: Select Retail Type ▾

Partners:

Partner 1
Partner 2
Partner 3
Partner 4

Choose Remove

Thematic
Programs:Thematic Program 1
Thematic Program 2
Thematic Program 3
Thematic Program 4

Choose Remove

Tear Pad
Start Date:02/01/2015 

PPC Start Date:

02/01/2015 

Ship Date:

02/01/2015 Family Segment
Focus:Segment 1
Segment 2
Segment 3
Segment 4

Choose Remove

Select From Vocabulary - Windows Internet Explor...

<http://www.abmarketing.com/AssetTagger/scripts/vocabCapture.a>

Select Values from Vocabulary

OK Cancel

- brands
 - "Doc's" Hard Apple
 - 9th Street Family
 - Anheuser Light
 - Azteca
 - Becker
 - Belgian Brands Family
 - Black & Tan
 - Blue Point Family
 - Brewer Innovation Beers
 - Bud Family
 - Busch Family
 - Community Outreach/Sales Dev.
 - Contract Brews
 - Corp Social Responsibility
 - Corporate
 - Craft Brands
 - Cross Merch Partners
 - Environment
 - European Brands Family
 - Faust Early American Pilsner
 - Fifty Plus Mature Group
 - Flavored Malt Beverages
 - Global Industry Development
 - Government Affairs Family








Cross Merch Management Tool

Home	National Programs	Targets	Best Practices	Reports	XM Management
----------------------	-----------------------------------	-------------------------	--------------------------------	-------------------------	-------------------------------

PROGRAM DETAILS ▾
▶ OVERVIEW
CONTACTS
PROGRAM VERSIONS +
POCM +
DIGITAL STRATEGY +
PARTNER FILES +
DISPLAYS +
INSIGHTS +
BUDGET +
HISTORY/COMMENTS +
PROJECT MANAGEMENT +

Bud Light Banana Boat Summer Program Details - Overview

Family ID:	582		
Family Name:	7-11 Fresh Food (APR) - T1 2015C		
AB Brands:	Budweiser Budweiser Black Crown Bud Light Bud Light Platinum	Lead Brand:	Budweiser Budweiser Black Crown
	<input type="button" value="Choose"/> <input type="button" value="Remove"/>		<input type="button" value="Choose"/> <input type="button" value="Remove"/>
Retail Type:	<input type="text" value="Select Retail Type"/>	Product Type:	<input type="text" value="Select Product Type"/>
Partners:	Partner 1 Partner 2 Partner 3 Partner 4	Partner Brands:	Partner Brand 1 Partner Brand 2 Partner Brand 3 Partner Brand 4
	<input type="button" value="Choose"/> <input type="button" value="Remove"/>		<input type="button" value="Choose"/> <input type="button" value="Remove"/>
Thematic Programs:	Thematic Program 1 Thematic Program 2 Thematic Program 3 Thematic Program 4	Lead Thematic Program:	Thematic Program 1 Thematic Program 4
	<input type="button" value="Choose"/> <input type="button" value="Remove"/>		<input type="button" value="Choose"/> <input type="button" value="Remove"/>
Tear Pad Start Date:	<input type="text" value="02/01/2015"/> 	Tear Pad End Date:	<input type="text" value="03/01/2015"/> 
PPC Start Date:	<input type="text" value="02/01/2015"/> 	PPC End Date:	<input type="text" value="03/01/2015"/> 
Ship Date:	<input type="text" value="02/01/2015"/> 	Partner Owner:	<input type="radio"/> DAA <input type="radio"/> AB
Family Segment Focus:	Segment 1 Segment 2 Segment 3 Segment 4		
	<input type="button" value="Choose"/> <input type="button" value="Remove"/>		

The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.



Cross Merch Management Tool

Home

National Programs

Targets

Best Practices

Reports

XM Management

PROGRAM DETAILS ▾

OVERVIEW

▶ CONTACTS

PROGRAM VERSIONS +

POCM +

DIGITAL STRATEGY +

PARTNER FILES +

DISPLAYS +

INSIGHTS +

BUDGET +

HISTORY/COMMENTS +

PROJECT MANAGEMENT +

Bud Light Banana Boat Summer
Program Details - Contacts**AB**

TM Contact:

POCM Contact:

Partner

Contact:

Partner Agency
Contact:**Agency**

Playbook Agency:

POCM Agency:

Coupon Agency:

Separator:



Cross Merch Management Tool

- [Home](#)
- [National Programs](#)
- [Targets](#)
- [Best Practices](#)
- [Reports](#)
- [XM Management](#)

- PROGRAM DETAILS +
- PROGRAM VERSIONS -
- ▶ LIST
- POCM +
- DIGITAL STRATEGY +
- PARTNER FILES +
- DISPLAYS +
- INSIGHTS +
- BUDGET +
- HISTORY/COMMENTS +
- PROJECT MANAGEMENT +

Bud Light Banana Boat Summer Program Versions - List

[+ ADD NEW](#)

[EXPORT TO EXCEL](#)

PPC CODE	Program Name	PPC Dates	Segments	States	Value	Status
123	Bud Light Banana Boat Summer BP IRC	1/5/15 - 1/31/15	Grocery-Unspec, Supermarket-Unspec		\$2.00	
132	Bud Light Banana Boat Summer BP IRC (Mass - Tear Pad)	1/5/15 - 1/31/15	Mass		\$2.00	
145	Bud Light Banana Boat Summer BP IRC (Mass - Target/Meijer/WM)	1/5/15 - 1/31/15	Mass		\$2.00	
124	Bud Light Banana Boat Summer BP MIR	1/5/15 - 1/31/15	Grocery-Unspec, Supermarket-Unspec		\$6.00	



Cross Merch Management Tool

Home	National Programs	Targets	Best Practices	Reports	XM Management
----------------------	-----------------------------------	-------------------------	--------------------------------	-------------------------	-------------------------------

PROGRAM DETAILS +
PROGRAM VERSIONS -
▶ LIST
POCM +
DIGITAL STRATEGY +
PARTNER FILES +
DISPLAYS +
INSIGHTS +
BUDGET +
HISTORY/COMMENTS +
PROJECT MANAGEMENT +

Bud Light Banana Boat Summer Program Versions - List

[+ ADD NEW](#)

[EXPORT TO EXCEL](#)

PPC CODE ▾
123
132
145
124

SELECT CROSS-MERCH PROGRAM TYPES:

AB Funded:

- BP IRC
- BP IRC (Mass – On-Pack)
- BP IRC (Mass – Tear Pad)
- BP MIR
- BP MIR OH
- BP MIR LA
- BP MIR FL

Partner Funded:

- NBP IRC

[CREATE](#)

Value ▾	Status ▾
\$2.00	
\$2.00	
\$2.00	
\$6.00	



Cross Merch Management Tool

[Home](#)

[National Programs](#)

[Targets](#)

[Best Practices](#)

[Reports](#)

[XM Management](#)

- [PROGRAM DETAILS](#) +
- [PROGRAM VERSIONS](#) -
- [LIST](#)
- [POCM](#) +
- [DIGITAL STRATEGY](#) +
- [PARTNER FILES](#) +
- [DISPLAYS](#) +
- [INSIGHTS](#) +
- [BUDGET](#) +
- [HISTORY/COMMENTS](#) +
- [PROJECT MANAGEMENT](#) +

Bud Light Banana Boat Summer Program Versions - Edit List Item

Program ID: 12345

Name:

Cross Merch Type:

Retail Type:

Value:

Method of Delivery:

Spanish Version: Yes No

Tear Pad Upload:

Image Preview: 

Offer Copy:

Item Number:

Order Source:

Program ID:



Cross Merch Management Tool

- [Home](#)
- [National Programs](#)
- [Targets](#)
- [Best Practices](#)
- [Reports](#)
- [XM Management](#)

- [PROGRAM DETAILS](#) +
- [PROGRAM VERSIONS](#) +
- [POCM](#) -
- [▶ ELEMENTS](#)
- [SIGNMAKING](#)
- [DIGITAL STRATEGY](#) +
- [PARTNER FILES](#) +
- [DISPLAYS](#) +
- [INSIGHTS](#) +
- [BUDGET](#) +
- [HISTORY/COMMENTS](#) +
- [PROJECT MANAGEMENT](#) +

Bud Light Banana Boat Summer POCM – Elements

[+ ADD NEW](#)
[EXPORT TO EXCEL](#)

Item # ↕	Item Name ↕	Size/Specs ↕	Thematic Program ↕	Image ↕
NEW	BIN DISPLAY	X" x Y"		Y
NEW	TRI SIDED CASE CARD	X" x Y"		Y
NEW	POLE TOPPER	X" x Y"		Y
NEW	POLE TOPPER	X" x Y"		Y



Cross Merch Management Tool

[Home](#)

[National Programs](#)

[Targets](#)

[Best Practices](#)

[Reports](#)

[XM Management](#)

- [PROGRAM DETAILS](#) +
- [PROGRAM VERSIONS](#) +
- [POCM](#) -
- [ELEMENTS](#)
- [SIGNMAKING](#)
- [DIGITAL STRATEGY](#) +
- [PARTNER FILES](#) +
- [DISPLAYS](#) +
- [INSIGHTS](#) +
- [BUDGET](#) +
- [HISTORY/COMMENTS](#) +
- [PROJECT MANAGEMENT](#) +

Bud Light Banana Boat Summer

POCM - Elements

[EXPORT TO EXCEL](#)

ELEMENTS

New Item - or -
 Rerun Item:

Select Item Description: ▾


Select Matrix Size: ▾ - or - Enter Custom Size:



Select Print Sides: ▾

Enter Carton Factor:

Enter Price:

Tear Pad Upload:

Image Preview: 

Date to Separator:  Date to Vendor: 

am	Image
	Y
	Y
	Y
	Y



Cross Merch Management Tool

Home

National Programs

Targets

Best Practices


Reports


XM Management

PROGRAM DETAILS PROGRAM VERSIONS POCM 

ELEMENTS

▶ SIGNMAKING

DIGITAL STRATEGY PARTNER FILES DISPLAYS INSIGHTS BUDGET HISTORY/COMMENTS PROJECT MANAGEMENT **Bud Light Banana Boat Summer
POCM – Signmaking**Signmaking Due Date: Signmaking keyword:

Upload Art: Image Preview: 

Select Size:

Upload Art: Image Preview: 


Select Size:

Upload Art: Image Preview: 

Select Size:

Upload Art: Image Preview: 

Select Size:

Upload Art: Image Preview: 

Select Size:



Cross Merch Management Tool

- [Home](#)
- [National Programs](#)
- [Targets](#)
- [Best Practices](#)
- [Reports](#)
- [XM Management](#)

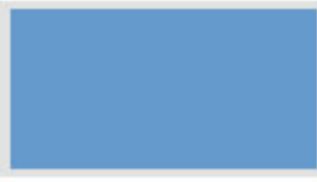
- PROGRAM DETAILS +
- PROGRAM VERSIONS +
- POCM +
- DIGITAL STRATEGY +
- PARTNER FILES -
- ▶ LOGOS
- PRODUCT
- BEAUTY SHOTS
- MANDATORIES
- CONTRACT
- DISPLAYS +
- INSIGHTS +
- BUDGET +
- HISTORY/COMMENTS +
- PROJECT MANAGEMENT +

Bud Light Banana Boat Summer Partner Files - Logos

Partner A Image Preview:

File name: Logo Type:

Description:



File name: Logo Type:

Description:



File name: Logo Type:

Description:

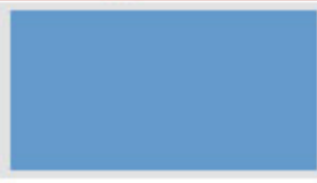


+ NEW LOGO

Partner B Image Preview:

File name: Logo Type:

Description:



File name: Logo Type:

Description:

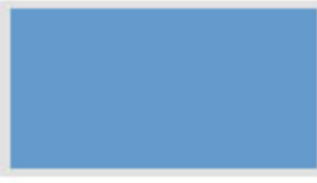


+ NEW LOGO

Partner C Image Preview:

File name: Logo Type:

Description:



File name: Logo Type:

Description:



File name: Logo Type:

Description:



File name: Logo Type:

Description:



+ NEW LOGO



Cross Merch Management Tool

Home

National Programs

Targets

Best Practices

Reports

XM Management

PROGRAM DETAILS PROGRAM VERSIONS POCM DIGITAL STRATEGY PARTNER FILES 

LOGOS

PRODUCT

BEAUTY SHOTS

▶ MANDATORIES

CONTRACT

DISPLAYS INSIGHTS BUDGET HISTORY/COMMENTS PROJECT MANAGEMENT **Bud Light Banana Boat Summer
Partner Files - Mandatories****POCM Mandatories**

Any mandatory text associated with point-of-connection materials for this offer.

Partner A

POCM mandatory text goes here...

Partner B

POCM mandatory text goes here...

Partner C

POCM mandatory text goes here...

Coupon Mandatories

Any mandatory text associated with coupons for this offer.

Partner A

Coupon mandatory text goes here...

Partner B

Coupon mandatory text goes here...

Partner C

Coupon mandatory text goes here...

Coupon Legal Copy

Please provide any legal copy to appear on the back of coupons, includes MIR and IRC specific copy.

Partner A

Coupon legal text goes here...

Partner B

Coupon legal text goes here...

Partner C

Coupon legal text goes here...

SAVE



Cross Merch Management Tool

- [Home](#)
- [National Programs](#)
- [Targets](#)
- [Best Practices](#)
- [Reports](#)
- [XM Management](#)

- PROGRAM DETAILS +
- PROGRAM VERSIONS +
- POCM +
- DIGITAL STRATEGY +
- PARTNER FILES -
- LOGOS
- PRODUCT
- BEAUTY SHOTS
- MANDATORIES
- ▶ CONTRACT
- DISPLAYS +
- INSIGHTS +
- BUDGET +
- HISTORY/COMMENTS +
- PROJECT MANAGEMENT +

Bud Light Banana Boat Summer Partner Files – Contract

Partner	File Name	Posted Date	Document For Approval	Signed/Approved Document Upload	Contract On File	Submission Timestamp
PARTNER A	Non-Disclosure Agreement	1/5/15	DOWNLOAD	BROWSE	REVIEW	1/5/15
	Joint Partner Coupon Agreement	1/5/15	DOWNLOAD	BROWSE	REVIEW	1/5/15
	W9 Form	1/5/15	DOWNLOAD	BROWSE	REVIEW	1/5/15
PARTNER B	Non-Disclosure Agreement	1/5/15	DOWNLOAD	BROWSE	REVIEW	1/5/15
	Joint Partner Coupon Agreement	1/5/15	DOWNLOAD	BROWSE	REVIEW	1/5/15
	W9 Form	1/5/15	DOWNLOAD	BROWSE	REVIEW	1/5/15



Cross Merch Management Tool

[Home](#)[National Programs](#)[Targets](#)[Best Practices](#)[Reports](#)[XM Management](#)PROGRAM DETAILS PROGRAM VERSIONS POCM DIGITAL STRATEGY PARTNER FILES DISPLAYS 

▶ TARGET ZONES

RENDERINGS

INSIGHTS BUDGET HISTORY/COMMENTS PROJECT MANAGEMENT 

Bud Light Banana Boat Summer Displays – Target Zones

Please select the appropriate target zones for this program from the list below.



Available Target Zones

Grocery Channel:

- Baking Needs aisle
- Beer aisle
- Condiment aisle
- Cooler
- Counter
- End Cap
- Frozen Bunker
- International aisle
- Juice aisle
- Lobby
- Meat case

Drug Channel:

- Coolers
- Counter
- End Cap
- Lobby
- Perimeter
- Snacks
- Self Serve

ADD REMOVE ADD REMOVE 

Selected Target Zones

Grocery Channel:

Drug Channel:

SAVE



Cross Merch Management Tool

Home


National Programs

Targets

Best Practices

Reports

XM Management

PROGRAM DETAILS PROGRAM VERSIONS POCM DIGITAL STRATEGY PARTNER FILES DISPLAYS 

TARGET ZONES

▶ RENDERINGS

INSIGHTS BUDGET HISTORY/COMMENTS PROJECT MANAGEMENT 

Bud Light Banana Boat Summer Displays – Renderings

ELEMENTS

1. Select Channel:
2. Select Location:
3. Select Size:
4. Select Bin or No Bin:
5. Select Name:

[SAVE TO LIST](#)

Requested Renders

Render name 1
Render name 2
Render name 3
Render name 4

[EDIT](#)[DELETE](#)



Cross Merch Management Tool

- [Home](#)
- [National Programs](#)
- [Targets](#)
- [Best Practices](#)
- [Reports](#)
- [XM Management](#)

- PROGRAM DETAILS +
- PROGRAM VERSIONS +
- POCM +
- DIGITAL STRATEGY +
- PARTNER FILES +
- DISPLAYS +
- INSIGHTS -
- ▶ GDP/OCCASION
- AB
- PARTNER
- COMBINED
- BASKET RING
- BUDGET +
- HISTORY/COMMENTS +
- PROJECT MANAGEMENT +

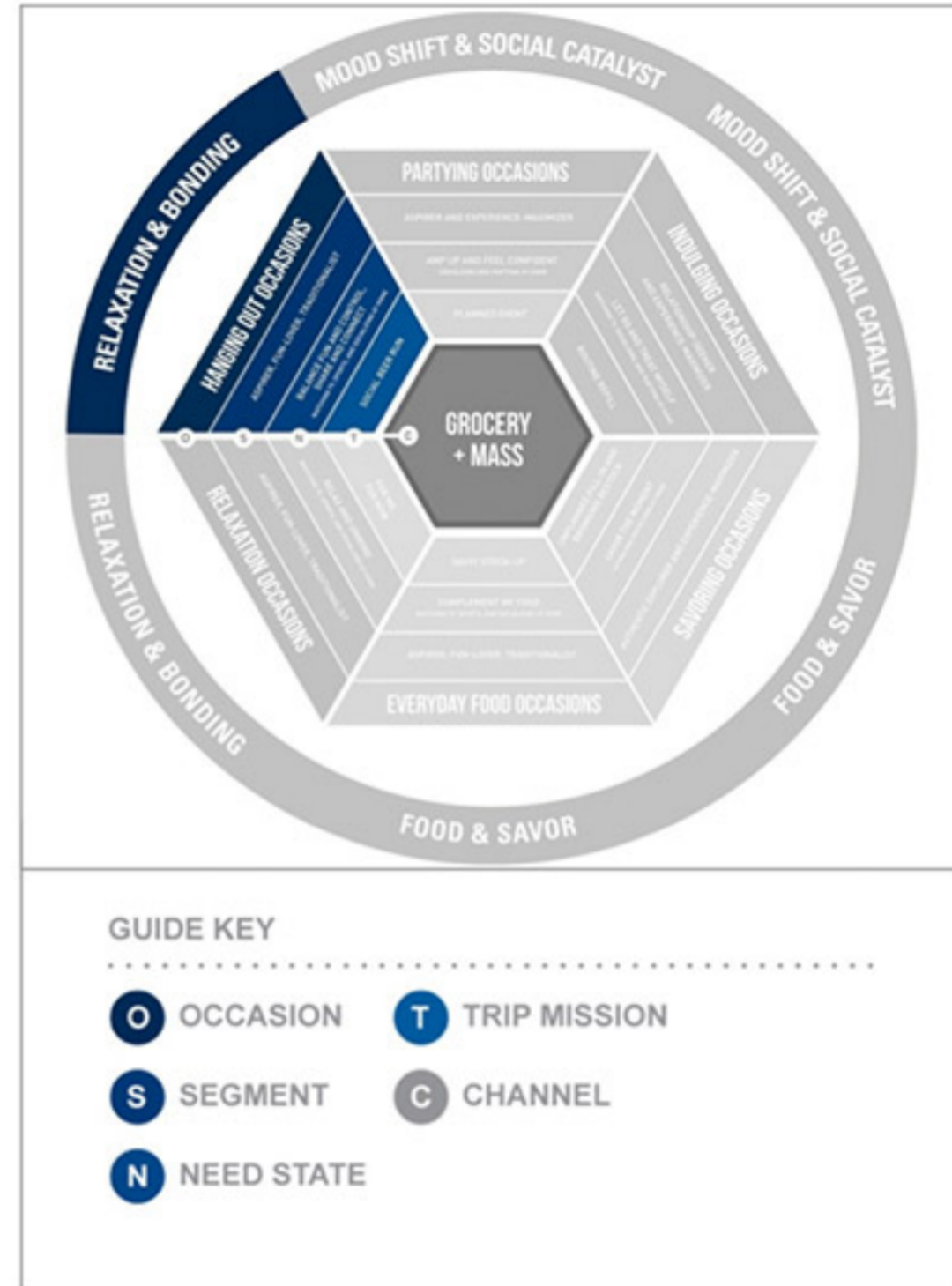
Bud Light Banana Boat Summer Insights – Growth Development Platform/Occasion

Please select the appropriate GDP and Need State
For this program from the drop downs below.

1. GDP:

2. Occasion:

[SAVE](#)





Cross Merch Management Tool

[Home](#)[National Programs](#)[Targets](#)[Best Practices](#)[Reports](#)[XM Management](#)[PROGRAM DETAILS](#) +[PROGRAM VERSIONS](#) +[POCM](#) +[DIGITAL STRATEGY](#) +[PARTNER FILES](#) +[DISPLAYS](#) +[INSIGHTS](#) -[NEED STATE/OCCASION](#)[▶ AB](#)[PARTNER](#)[COMBINED](#)[BASKET RING](#)[BUDGET](#) +[HISTORY/COMMENTS](#) +[PROJECT MANAGEMENT](#) +

Bud Light Banana Boat Summer Insights – AB

AB BRAND INSIGHTS

Please provide 4-6 insights, and corresponding sources, about the Anheuser-Busch brands involved in this program. Use the Browse and Upload tool or type in the text boxes below.

Brand A

Brand B

Brand C



Cross Merch Management Tool

- [Home](#)
- [National Programs](#)
- [Targets](#)
- [Best Practices](#)
- [Reports](#)
- [XM Management](#)

- PROGRAM DETAILS +
- PROGRAM VERSIONS +
- POCM +
- DIGITAL STRATEGY +
- PARTNER FILES +
- DISPLAYS +
- INSIGHTS -
- NEED STATE/OCCASION
- AB
- PARTNER
- COMBINED
- ▶ BASKET RING
- BUDGET +
- HISTORY/COMMENTS +
- PROJECT MANAGEMENT +

Bud Light Banana Boat Summer Insights – Basket Ring

BASKET RING DATA

Please provide the appropriate basket ring data by either uploading your basket ring document or by completing the fields below.

Partner A

Partner Basket Ring:

Brand Basket Ring:

Combined Basket Ring:

Basket Ring Percent Increase:

Partner B

Partner Basket Ring:

Brand Basket Ring:

Combined Basket Ring:

Basket Ring Percent Increase:

Partner C

Partner Basket Ring:

Brand Basket Ring:

Combined Basket Ring:

Basket Ring Percent Increase:

The alcohol beverage laws of individual states vary in regards to the promotion and merchandising of beers. You should be guided accordingly.