

# ENHANCE YOUR PRODUCE AISLE AND DELIVER SALES



*2016 PEANUTS Marketing Program  
Hinkle Produce*

# Nice to Meet You!



**Amanda Hinkle**  
*Managing Partner*  
*Hinkle Produce*

- Hinkle Produce has 50 years in vegetable growing business
- Today focused on helping brands drive awareness and profits from healthy eating options
- In 2007 HP secured the rights to the PEANUTS brand, launching a nationwide branding program for fresh fruits and vegetables

## Peanuts Bins Have Been In Stores Nationwide



# The Idea:

## Leverage Peanuts Bins to Sell More Product

**Goals:** Enhance your produce aisle and deliver sales. Entice families to eat healthier and live better lives

**Approach:** Combine the power of Peanuts characters with Snoopy and Charlie Brown bins to entice mom and her awesome buying power

**Results:** Happier people, increased product demand and an increase in your bottom line = **PROFITS**





# The Proof: Supermarket High Graphic Tests Prove Results

## Catch children and mom's attention

**Consumers are drawn 2:1** to a high-graphic vs. plain bin

## Drive impulse buys

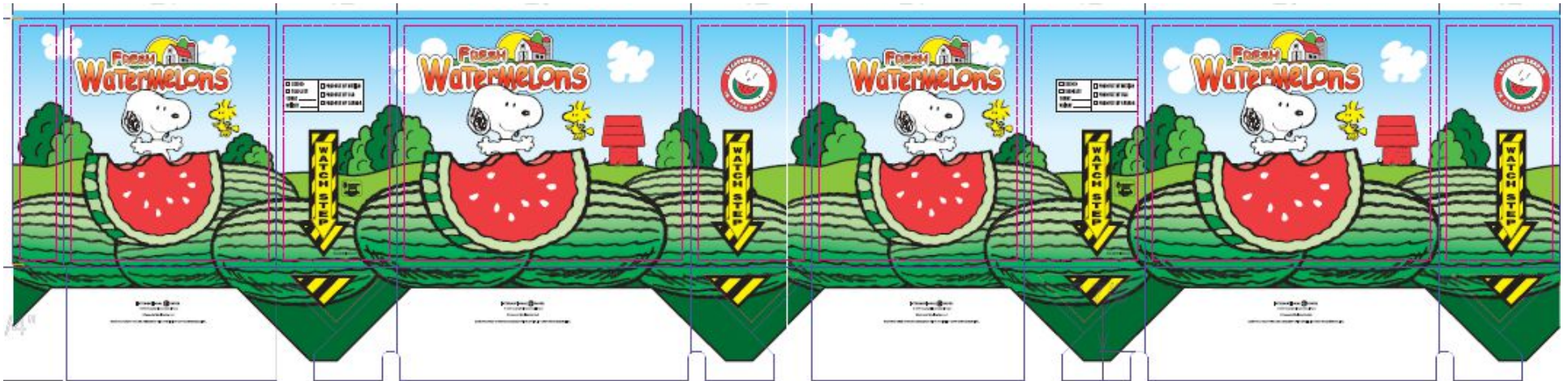
**35% of consumers** surveyed said they **did not plan on buying a melon** until their kids were drawn to the bin

## Deliver sales of accompanying items

**Total receipts in the store were up** due to increased foot traffic



# The Proof: Customers Love Peanuts Bins



**“Best bin I’ve seen in 15 years.”**

*-- Bill Hansen, Family Fare Supermarket*

# The Proof: Customers Love Peanuts Bins



“Retailers report increased product sales by targeting families with Peanuts bins.”

-- Dan Bailey, Harris Moran Seed Company



## The Timing:

# 50<sup>th</sup> Anniversary of *It's the Great Pumpkin*

Peanuts Worldwide is spending millions to promote 50<sup>th</sup> anniversary of *It's the Great Pumpkin, Charlie Brown*

- Happy Meal promotion with
- Great Pumpkin month
- Staged stunt during a game
- 100 Great Pumpkin corn mazes in U.S.



# The Timing: Rejuvenation of the Peanuts Brand

## WHAT'S NEW WITH PEANUTS

### POP CULTURE & SOCIAL MEDIA



### HOLIDAY TRADITION



### STRONGEST RETAIL PRESENCE EVER



### BRAND NEW CONTENT



### FASHION ICON



### STRONG PARTNERSHIPS





# The Timing: Peanuts Merchandise Sales Growing

**99%**  
**CONSUMER  
BRAND  
AWARENESS**


**OVER 3  
BILLION  
SOCIAL MEDIA  
IMPRESSIONS\*\***

f t i v s y

**52%\***  
**YOY  
CONSUMER  
PRODUCTS  
GROWTH**

**45 MILLION  
COMICS READ  
EVERY DAY\***

**11**  
**NATIONAL  
TELEVISION  
COMMERCIALS**



**OVER 1,000**  
**LICENSEES ACROSS  
MAJOR GLOBAL  
MARKETS**

**#1 RANKED  
PRIME TIME  
TV SPECIALS**

\* For 2015 in U.S. and Canada

# How To Get Peanuts Bins In Stores

1. Tell produce suppliers your preferred watermelon bin is **Snoopy** / pumpkin bin is **Charlie Brown** -- at no additional cost to the retailer
2. Suppliers contact **International Paper** – available to all suppliers nationwide through IP's 70 major plant locations



# Why Should We Participate?

**Catch children and mom's attention and gain a bigger percent of the family's food budget by selling more fruits and vegetables.**

- ✓ **Increase sales and profits**
- ✓ Encourage healthy eating
- ✓ Draw foot traffic and make shopping a fun time
- ✓ Align with the good-natured philosophy of the Peanuts gang
- ✓ Capitalize on the momentum of the Peanuts brand





# Drive Sales and Make Shopping Fun!

## Amanda Hinkle

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## International Paper

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Ask suppliers to “send a load of  
Snoopy watermelons / Charlie  
Brown pumpkins”

