

AISLES OF SMILES OBJECTIVES

Products rely on strong marketing and promotion programs to differentiate themselves from competing brands. MDA's Aisles of Smiles is a proven cause-related marketing program which, when matched with our trade clout, has proven to be a valuable component in consumer marketing efforts.

Objectives

- Drive the volume of the manufacturer's brands during a key month (August).
- Generate incremental ad features and retail display activity signifying MDA's Aisles of Smiles event.
- Expand retailer involvement and increase brand awareness and presence as a Sponsor with MDA.

Strategies

- Develop a national program with a strong focus on the manufacturer's brands with the retail trade.
- Make the program easy to execute.
- Provide cost effective, attention-getting MDA Aisles of Smiles thematic P.O.S.