

8-19-21

## **GoodDeals 25th Anniversary / 25% Off Everything Sale:** Preliminary Thinking

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Lisa...

I don't recommend mentioning the anniversary in the sale name. An additional 25% off our already low prices is big news, and I don't think we want it lost in clutter. (You agree?) As far as print, we can definitely mention the anniversary in sub-headlines and body copy, and maybe we can make some sort of fun graphic that says "25th anniversary" for any TV spots. I think social media could be very fun and eye-catching.

On the next page, some initial thoughts on branding the sale, starting with a name for the sale. Please let me know if you see anything you like.

GG

Below: possible names for the sale. Once we pick one, I would turn it into an icon or bug of sorts, which we would use everywhere in print, on TV, digital etc. What do I mean by bug / icon? This kind of thing:



## POSSIBLE SALE NAMES:

- 1 The Big Percent Event is ON.  
Start with the lowest prices in the state, then take another 25% off!
- 2 The Big % Descent Event. It's On.  
25% Off the lowest prices in the state. First come, first save.
- 3 The 25% Off Everything Event. (Yes, we're serious.)  
Take another 25% off our already low prices on everything.
- 4 The 25% Off Event.  
Take another 25% off our already low prices – on everything.
- 5 A 25% Off Event? It's On!  
Take another 25% off our already low prices – on everything.
- 6 The Big Percent Event is On. 25% Off Everything.  
Start with the lowest prices in the state, then take another 25% off!

- 7 The 25% Descent Event. First come, first save!  
Start with the lowest prices in the state, then take another 25% off!
- 8 The 25% Off Everything Event. It's ON.  
That's right – take 25% off the lowest prices in the state.
- 9 The Big % Event: 25% Off Everything.  
No, were not crazy. We're just celebrating our 25th year – with YOU!
- 10 25% off the lowest prices in the state? Are we crazy?  
No, we're just celebrating our 25th anniversary – with YOU.

I don't which I like best. I like #2 because it would be fun to say on TV... three rhyming words back to back to back: Percent / Descent / Event. I also like #9: it's short and it says it all, with a nice little nod to friends and customers. And I like the self-deprecating humor in #10. ("Are we crazy?") And I like 5 because of the "off/on" pun. So I don't know what to pick... and any thoughts you have, I'd appreciate! **UPDATE:** now I like #1 best. It's short and catchy.

CONT...

Next thing I need to do is a look, and for that, I was shopping fonts. I like these first 2... they feel like Jay / GoodDeals. Whereas the last one is too sophisticated, too elegant. You agree?

The 25% off DESCENT+ EVENT.

**The 25% Off Descent Event.**

The 25% off Descent Event.

That's all for now. Thanks!

GG