



Brand Coordinator Co-op

July- December 2015

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Major: Sociology
Minor: Business Administration

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Assignments and Responsibilities

- In-Club Veet Demo Coupon
- Holiday Catalog #1 & Toy Catalog-Print and Online
- November 2015 Journal E-comm Section
- Holiday Catalog #2 Ads and product- Print and Online
- Spring 2016 Journal E-comm Section
- Ad-Hoc Tasks
 - Image and other product info location for all marketing vehicles
 - Social Media: Executed Pinterest Strategy
 - BBM & Black Friday: Online Coupon Conversion
 - Coupon Utility: inputting data, pulling reports, updates, etc.
 - Mainframe: AX11s for any and all team members & accessing product detail
 - Workflow: Project creation and copying, project updates, project routing review and approvals
 - DMM/Buyer meetings & layout reviews
 - FOC IR Backfilling project
 - BBM Ad & Coupon Summary
 - Email: list request forms & link creations

Goals and Learning Objectives

Learning Objectives

- Project management skills
- Communication
- Computer/Office Technology
- BJs specific business: target audiences, software/hardware, general business practices

Goals

- Manage *at least* 1 of my own projects
- Support Holiday 360/Catalog(s) successfully
- Create *at least* 3 professional network contacts/references

Personal Goal

- Meet new people and make the best of things!



Outcomes – Project Highlights

- Veet Coupon

Learned to use Workflow with creation of this in-Club product demo coupon.

SAVE \$20 8 RV2000

**Veet Infini'Silk Pro IPL Hair Removal System
Includes 2-Pk. Replacement Cartridges**

VALID ONLY AT BJ's THROUGH 12/31/15

In-Club Coupon - Coupon supported by manufacturer funding. Required purchase necessary. Limit one offer per coupon. One coupon per Member. Only original coupons will be accepted. Duplicate use of coupon is prohibited. Not valid on purchases made before or after the effective dates stated on the coupon. Coupon valid at all BJ's Wholesale Club locations. Coupon may not be combined with any other offer or coupon. No cash redemption value. Nontransferable. State and local laws may require sales tax to be charged on BJ's pre-discounted price if the product is subject to sales tax. Selection and pricing may vary. **Items available only while supplies last.** Void where prohibited by law. Item #022551

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Veet Demo Coupon_r3.indd 1 7/20/15 9:51 AM

Outcomes – Project Highlights

- Toy Catalog/Holiday Catalog #1 & Supplemental Holiday Catalog

Assisted Brand Managers Rachel and Caitlin in creation, editing, and deployment of the November Holiday Catalog and the supplemental catalog. Both print and digital versions.

November Catalog Insert: 11/5
Supplemental Gift Guide: 12/1

Catalog #1



Catalog #2



Outcomes – Project Highlights

- Supplemental Holiday Catalog Ads

Managed the Ad process for the 3 Ads featured in the second holiday catalog

50% OFF
CARDS AND MORE
EVERY DAY

SAVE \$200
When You Buy FIVE (5) Bags

SAVE \$300
When You Buy SIX (6) Cards

Featuring: **Designer Frames**

BJ'S OPTICAL

LIMITED TIME!
50% off
Eyeglasses

complete pair
includes frames and lenses*

PLUS
EXTRA \$50 off
No-Line High Definition Lenses**

FLEX SPENDING
Use your benefits before they expire!

BRING IN YOUR Rx | **CONTACT LENSES**

berkeley jensen **RULE #28**

DELIVER
LONG-LASTING POWER

RESPONSIBLY
ENGINEERED TO BE
MERCURY AND
CADMIUM FREE

10-YEAR SHELF LIFE

NEVER GET CAUGHT IN THE DARK

CLIPLESS COUPON
SAVE \$200

Want MORE holiday savings?
Scan here and keep shopping.

- Ad Res Forms
- Vender Ad Agreements
- Ad Log
- Ad creative receipt and review

Outcomes – Project Highlights

November 2015 E-comm

Learned how to use Coupon Utility and create spreadsheets from reports for use in creation of e-commerce section of our member journal

Spring 2016 E-comm

Working solo (with support from Caitlin of course)!

Only on BJ's.com MORE BRANDS AT VALUE PRICES Only on BJ's.com

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Recommendations

Brand Marketing - Future Co-op Recommendations

- Team Integration/Introductions
- Periodic One-on-One meetings with Manager
- Central resource guide(s). Tips/Tricks/How To's for a newbie
- Team mentor (it was VERY helpful)
- More definitive plan for co-op

General Recommendations

- Familiarization with BJs business practices (crash course in status of the office and who to connect with for help in other departments?)
- Co-op program re-vamp (HR based)
- Team cohesion-streamlining to file sharing and methods



THANK YOU!!!

