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GLOBAL RETAIL RESEARCH & INTELLIGENCE PROMO UPDATE

WEEK OF DECEMBER 15, 2014

US RETAIL PROMOS

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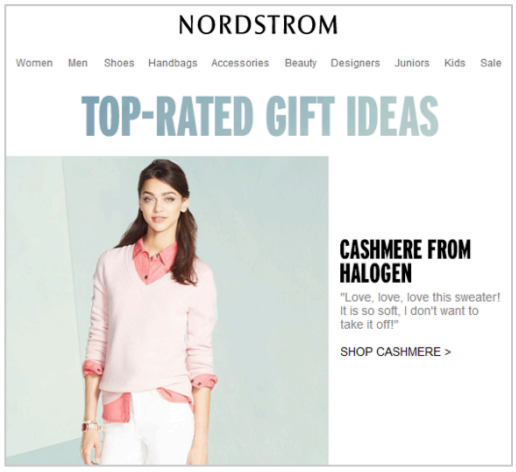
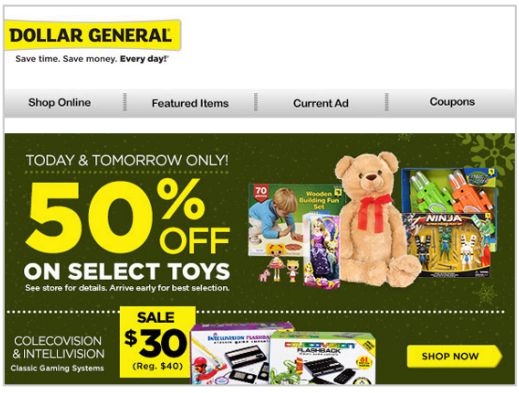
WINTER CATEGORIES DOMINATE DEPARTMENT STORE PROMOTIONS

- At Saks Fifth Avenue, shoppers can enjoy discounts up to 40% off on cold-weather apparel this week
- Bloomingdale's is offering a "holiday bow-nus," with sale prices starting at $199 on coats and at $70 on sweaters
- At Nordstrom, Halogen cashmere sweaters and UGG slippers are among the top "gifts for her"



FLASH SALES CREATE A SENSE OF URGENCY FOR HOLIDAY SHOPPING

- Bloomingdale's had a 16-hour sale on home items, with discounts up to 75% off
- Family Dollar and Dollar General have had frequent "Today and Tomorrow Only" sales in their email promotions
- Walmart flashed out a one-day-only free shipping offer with no minimum-purchase requirement



More Categories but Smaller Values on Sale this Year than a Year Ago

- In contrast to last year's brand-specific promotions, the deals this year are being offered across categories:
  Last Year: "Coach sales 40% off" and "40% off Guess Bernardo coats" at Macy's
  This Year: "Up to 40% off clothing, shoes and accessories" at Macy's

- Retailers are offering sales at a broader range of price points:
  Last Year: Boots under $200 at Bloomingdale's and "Gifts under $100" at Nordstrom
  This Year: Boots under $150 at Bloomingdale's and "Ready-to-Wear" starting at $49.50 at Nordstrom

	Dec. 11 – 16, 2014	Dec. 11 – 16, 2013
Bloomingdale's	Coats Starting at $199 + Mystery Money Savings!	Really Need a Gift Now? Save 20-55% + Double Points!
	Boots Under $150 + Extra Savings!	Boots You'll Love, All Under $200!
	bQuick! Online Secret Sale in Home: Save 20-75%	bQuick! Online Secret Sale in Home: Save 50-75%
	Sweaters Starting at $70 + How Much Extra Will You Save?	Now On: Save 20-55% + Double Points!
Nordstrom	Save up to 40% on Clothing, Shoes & Accessories	Save Up to 40% on the Season's Best Coats from GUESS, Bernardo & More
	Starting at $49.50: Weekend-Ready Styles	Gifts Under $100: Finish Your List This Minute!
JC Penney	Extra 20% off holiday styles	Doorbusters are back for 2 days only! Plus, get $10 off $25 in store.
	Up to 50% off home: Get Guest-Ready	Need a second look?
	Santa-approved gifts up to 50% off	Holiday Home Sale: 30-50% off! Deck the halls...and the closets, kitchen & bedrooms
Kohl's	Up to 30% off + 2-Day Christmas Bonus Buys	Extra 30%, 20% or 15% Off + A Great Big Gift (Sale!)
	Prep your kitchen for the holiday season & get Kohl's Cash!	Gourmet Gifts, Savory Savings with an Extra 30%, 20% or 15% Off!
	Up to 30% off + a whole bunch of holiday cheer!	Extra 30%, 20% or 15% Off + Shop Christmas Bonus Buys!
Macy's	We <3 Weekends! Extra 20% off Fave Fashion + Specials	Super Saturday: extra 20% off great gifts!
	Save 25-65% + extra 20% off to wrap up your gifting!	COACH shoe sale; walk away with 40% off!
Target	Save on electronics. Toys for grown ups.	
	Dress 'em up real nice at 30% off.	--
	Save on TVs, cameras & gadgety gift goodness.	--
Walmart	New ROLLBACKS just added + Free Shipping	HUGE Clearance on thousands of hot items
	It's Back! Cyber Monday 2.0 is here!	Tech the halls: hot HP products at amazing prices
	Save up to 30% on top-brand TVs	SPECIAL BUYS: latest tech at lowest prices
Costco	Deals of the Day #12 - CuisinartÂ® Multiclad Pro 10-pc Cookware Set and SamsungÂ® 48-inch LED Television	Deals of the Day #12 - Emeril Cookware Set and GarminÂ® Edge 800 GPS Bike Computer Bundle
CVS	Zuubu, 40% Off Canvas Prints, Order By December 16th! 30% Off Cards & More	Sift, our gift to you: $19 savings inside*

FBIC HOLIDAY TOY PRICE TRACKING: WEEK OF DEC. 15

	TOYS	Amazon	K-Mart	Toys "R" Us	Target	Walmart
1.	Disney Frozen Snow Glow Elsa Singing Doll	$44.99	$39.99	$37.99	$28.89	$28.88
2.	Teenage Mutant Ninja Turtles Battle Shell Leonardo/action figure 11"	$30.99	$21.99	$21.99	$19.99	$19.97
3.	Doc McStuffins Get Better Talking Mobile Cart	$92.00	NA	$36.99	$44.99	$30.00
4.	Leap Frog Leap TV Active Video Game System	$149.00	$149.99	$149.99	$149.99	$149.00
5.	Vtech Kidizoom Smartwatch ($49.99)	$81.94	$54.99	$49.99	$59.99	$49.96
6.	Zoomer Dino*	$79.88	$79.99	$79.99	$79.99	$79.88
7.	Simon Swipe Game*	$21.99	$14.99	$14.99	$19.99	$14.76
8.	Lego Minecraft: The Village	$64.99	$34.99	$39.99	$39.99	$34.99
9.	Nerf Zombie Strike SlingFire Blaster	$17.99	$19.96	$21.99	$24.99	$19.97
10.	Transformers Age of Extinction Voyager Class Evasion Mode Optimus Prime Figure	$29.96	$59.99	$20.99	$19.99	$23.99
11.	FurReal Friends Get Up & GoGo My Walkin' Pup Pet	$35.99	$49.99	$44.99	$49.99	$29.00
12.	Hot Wheels Street Hawk Remote Control Flying Car	$49.99	$49.99	$49.99	$59.99	$49.92

Price increased from last week Price decreased from last week Price remains the same as last week

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