

WEEKLY RETAIL PROMO UPDATE



WHAT'S INSIDE

- Bloomingdale's is running a similar number of promotional sales as it did last year. The retailer is running sales for more days this year: its Friends and Family sale lasts 11 days this year, versus nine last year. Bloomingdale's is using text message marketing this week, which it did not use during this week last year.
- JCPenney is also promoting a similar number of sales this week as it did this week last year. The retailer is offering up to two online-exclusive promotions this week, but did not run any last year.
- Kohl's is running fewer sales this year than it did during the same week last year. The company promoted its Kohl's Card and Cash last year, but is not promoting them this week. Kohl's is offering up to two online-exclusive promotions this week versus only one last year during the same week. The company did not use text message marketing this week, but did use it during this week last year.
- Macy's is also offering fewer promotions this year than it did during the same week last year. The company ran a unique Macy's Money promotion last year that it is not offering this week. Macy's is featuring a two-day designer pop-up sale this week, but did not offer a similar sale last year.



US PROMO YOY HIGHLIGHTS

RETAILER

2016

2015

BEAUTIFUL SAVINGS

- This week, CVS is offering sales on beauty products, including Aveeno, L'Oréal, Neutrogena and Maybelline. The retailer is also promoting vitamins, soft drinks, laundry detergent, paper towels and candy.
- A year ago, CVS featured beauty products such as CoverGirl, Pantene and Olay. The retailer also promoted vitamins, soft drinks, laundry detergent, paper towels and candy during this week last year.



LOWERED PRICES

- This week, Kmart is hosting a buy-one, get-one-50%-off promotion on kids' and baby apparel. The retailer is also promoting dry pet food, bottled water, laundry detergent, candy, family footwear and toys. For one day, Kmart is giving away free Play-Doh in-store to kids 12 and under.
- Last year during this week, Kmart ran a buy-one, get-one-for-\$1 sale on all footwear. The retailer also promoted double manufacturer coupons for members on laundry detergent. Bath towels and standard pillows were on sale, too.



IPHONE 7 IS HERE

- This week, Target is promoting the new iPhone 7, Apple Watches, Beats EP headphones and iTunes gift cards.
- Last year during this week, Target promoted household items, including paper towels, Swiffer Sweeper starter kits and Tide detergent. Neutrogena skincare items, Archer Farms snacks and soft drinks were also on sale.



WEEKLY **US** YOY COMPARISON

RETAILER	2016	2015
bloomingdale's	<ul style="list-style-type: none"> • 11-Day Online and 8-Day In-Store Friends and Family Sale <ul style="list-style-type: none"> ◦ Extra 25% off selection of items ◦ Extra 30% off green ticket reduced and red ticket clearance items ◦ Receive \$25 reward card for every \$100 purchase on almost everything else • 11-Day Online and 8-Day Beauty Treats <ul style="list-style-type: none"> ◦ Free gifts with beauty purchases ◦ Take \$15 off almost any beauty purchase of \$150 or more • Text Message Promotion <ul style="list-style-type: none"> ◦ Take \$20 off any \$100 purchase when subscribed to Bloomingdale's the Outlet Store alerts 	<ul style="list-style-type: none"> • 9-Day Online and 6-Day In-Store Friends and Family Sale <ul style="list-style-type: none"> ◦ Take 25% off almost all items • 6-Day Beauty Treats <ul style="list-style-type: none"> ◦ Freebies offered for men and women • Coats Sale <ul style="list-style-type: none"> ◦ Save 25%–30% on selected styles
JCPenney	<ul style="list-style-type: none"> • 9-Hour Online-Only Promotion <ul style="list-style-type: none"> ◦ Extra 30% off purchases of \$100 or more ◦ Extra 25% off purchases under \$100 • 9-Hour Online-Only Credit Card Promotion <ul style="list-style-type: none"> ◦ Extra 25% off purchases of \$100 or more when JCPenney credit card is used ◦ Extra 20% off purchases under \$100 when JCPenney credit card is used ◦ Extra 15% off purchases under \$100 with any other method of payment • 2-Day Online and In-Store Sale <ul style="list-style-type: none"> ◦ Extra 30% off purchases of \$100 or more ◦ Extra 25% off purchases under \$100 ◦ Extra 15% off selected watches, salon products, furniture, mattresses, and custom blinds and shades ◦ 30%–50% off bedding, kitchen and dining ◦ \$14.99 boys' and girls' Xersion fleece clothing ◦ 40% off dresses, St. John's Bay apparel, handbags and wallets, and boys' and girls' Arizona apparel ◦ Buy one, get one for one cent Van Heusen dress shirts ◦ 40%–50% off men's St. John's Bay apparel ◦ 30% off cold-weather accessories for women ◦ 20% off bras ◦ Buy one, get one half off boots for women ◦ Up to 30% off major appliances 	<ul style="list-style-type: none"> • Online and In-Store Markdowns Clearance <ul style="list-style-type: none"> ◦ 55%–80% off clearance items ◦ Additional 15% off when coupon is used • Online and In-Store Fall Sale <ul style="list-style-type: none"> ◦ Extra 25% off with JCPenney credit card or 20% off with any other method of payment (online orders over \$100) ◦ Extra 20% off with JCPenney credit card or 15% off with any other method of payment ◦ Extra 15% off furniture, mattresses, and custom blinds and shades ◦ Extra 10% off watches and salon products • 4-Day Shop and Save Event <ul style="list-style-type: none"> ◦ \$4.99 JCPenney bath towels ◦ 60% off all 10-piece comforter sets ◦ \$17.49 selected printed accent rugs ◦ \$10.99 Liz Claiborne Lisette 84" panel ◦ \$9.99 Cooks by JCPenney Home 1.5-quart slow cooker ◦ \$19.99 Cuisinart advantage 12-piece colored knives ◦ \$109.99 Protocol Simmons 5-piece luggage set ◦ \$19.99 12-cup Cooks coffeemaker ◦ \$49.99 Liz Claiborne any size 400 ct. ultrafine sateen sheet set ◦ \$59.99 JCPenney Home 40-piece set bead dinnerware



RETAILER	2016	2015
KOHL'S	<ul style="list-style-type: none"> • 5-Day Lowest Prices of the Season Promotion <ul style="list-style-type: none"> ○ \$10 and under tops ○ \$30 and under shoes ○ 30%–40% off indoor and outdoor games • 3-Day Online-Only Promotion <ul style="list-style-type: none"> ○ Extra 20% off already reduced merchandise • Electronics Sale <ul style="list-style-type: none"> ○ 50% off electronics from Sony, Monster, Garmin and Jawbone • 2-Day Online and In-Store Sale <ul style="list-style-type: none"> ○ 40%–50% off jeans and boots for the family ○ 50% off blankets, throws, comforters, and Halloween frames and décor ○ Extra 20% off already reduced merchandise (online exclusive) • 1-Day Online-Only Flash Sale <ul style="list-style-type: none"> ○ 40%–50% off jeans and boots for the family 	<ul style="list-style-type: none"> • 1-Day Online-Only Appliance Sale <ul style="list-style-type: none"> ○ Extra 10% off coffee brewers and espresso makers ○ \$99.99 Keurig K250 brewer • 10-Day Kohl's Charge and Cash Promotion <ul style="list-style-type: none"> ○ Extra 30%, 20% or 15% off purchase when Kohl's Charge is used ○ Get \$10 Kohl's Cash for every \$50 purchase ○ Extra 15% off without Kohl's Charge • 10-Day Fall for You Sale and Apparel Promotion <ul style="list-style-type: none"> ○ \$10 off women's apparel purchase of \$40 or more • 3-Day Home Sale Promotion <ul style="list-style-type: none"> ○ \$10 off home purchase of \$50 or more ○ 60% off bedding sets, sheets and quilts • Text Message Promotion <ul style="list-style-type: none"> ○ 15% off online promotion code when subscribed to Kohl's alerts • 2-Day Apparel Purchase Promotion <ul style="list-style-type: none"> ○ \$10 off women's apparel purchase of \$40 or more • 1-Day Online-Only Exclusive Offer <ul style="list-style-type: none"> ○ 40%, 30% or 20% off online purchase
★ macy's	<ul style="list-style-type: none"> • Lowest Prices Seasonal Sale <ul style="list-style-type: none"> ○ \$20 off purchases of \$50 or more ○ \$10 off purchases of \$25 or more ○ Extra 25%–40% off clearance items • Clinique Promotion <ul style="list-style-type: none"> ○ Free 7-piece gift with any \$27 Clinique purchase and get more with \$55 cosmetics purchase • Men's Semi-Annual Clearance Event <ul style="list-style-type: none"> ○ 70%–80% off and extra savings • 2-Day Online and In-Store Designer Pop-Up Sale <ul style="list-style-type: none"> ○ 40%–75% off selected styles ○ Extra 30% off women's clearance shoes ○ 40%–70% off home essentials ○ 25%–50% off handbags and wallets 	<ul style="list-style-type: none"> • 5-Day Specials Promotion <ul style="list-style-type: none"> ○ Extra 25% off clearance ○ \$29.99 selected women's boots ○ \$9.99 selected kitchen electrics ○ \$19.99 selected women's clothing • Fall Home Sale <ul style="list-style-type: none"> ○ 30%–50% off selected styles • Super Saturday Sale <ul style="list-style-type: none"> ○ Extra 15% or 10% off selected departments; excludes sales ○ \$10 off purchase of \$25 or more in selected departments; excludes furniture, mattresses and specials • Beauty Scene Promotion <ul style="list-style-type: none"> ○ Free 2-piece bag set with any cosmetics purchase of \$65 or more • 4-Day Online and In-Store Macy's Money Promotion <ul style="list-style-type: none"> ○ Buy more, get more Macy's Money • Men's Consolidation and Clearance <ul style="list-style-type: none"> ○ 65%–80% off selected styles



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