FUNG GLOBAL RETAIL & TECHNOLOGY

# WEEKLY RETAIL PROMO UPDATE

## WHAT'S INSIDE

- Stores are offering sales on bathing suits, summer drinks and cosmetics.
- Many retailers are focused on promoting their biggest sellers this week.

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# US PROMO YOY HIGHLIGHTS

| RETAILER | 2016 | 2015 |
|---|---|---|
| **THE ESSENTIALS**<br>• This week, CVS is offering a sale on cosmetics such as eye shadow palettes, mascara and nail polish. There are also deals on sunscreen, hair products and liquid detergent.<br>• A year ago, CVS also promoted a sale on eye shadow palettes, mascara and nail polish. Lower prices were also offered on bottled water, Coca-Cola products and vitamins. | <br>**N/A** | <br>**N/A** |
| **MEMORIAL DAY SALE**<br>• This week, Kmart is promoting a summer sale on 2 Liter Coca-Cola products, CoverGirl cosmetics and sun care items.<br>• Last year, Kmart offered a similar sale on Coca-Cola and sun care products. The company also lowered prices on ice cream, liquid detergent and vitamins. | <br>**8 pages** | <br>**N/A** |
| **PATIO SALE**<br>• This week, Target is promoting a sale on all types of women's bathing suits.<br>• Last year during this week, Target also offered a sale on women's swimwear and flip-flops. | <br>**24 Pages** | <br>**N/A** |

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# WEEKLY US YoY COMPARISON

| RETAILER | 2016 | 2015 |
|---|---|---|
| bloomingdale's | • Online and In-Store Home Sale: Save 20–40%<br>• Loyalists get a $25 reward card for every $100 you spend<br>• Take an extra 25% off when you shop with a Bloomingdale's credit card | • Extra 25% off when shoppers paid with their Bloomingdale's card<br>• Shoppers got an extra 20% off no matter how they paid<br>• Shoppers saved 25–40% on select items<br>• Loyalists got a $25 reward card for every $100 spent on select items |
| JCPenney | • Extra 25% off select watches, salon products, furniture, mattresses, custom blinds and shades<br>• Free shipping anywhere for purchases over $99<br>• 50% off window treatments, bedding, bath and luggage<br>• 40% off home décor<br>• 30% off kitchen and dining | • 50% off bedding and bath, luggage and window treatments<br>• 40% off home décor and patio furniture<br>• 30% off kitchen and dining<br>• In Store Only: 30% off family apparel, accessories, home, jewelry and shoes |
| KOHL'S | • Flash Sale: Extra 20% off<br>• Mystery Savings: 40%, 30% or 20% off | • Extra 40%, 30% or 20% off<br>• Flash Sale: Extra 20% off<br>• Shoppers got $10 off entire purchase of $30 or more |
| ★macy's | • Free shipping at $50<br>• 40%–75% off women's clothing<br>• Summer skin care essentials set for $45<br>• Home essentials 40%–70% off<br>• Men's summer clothing 40%60% off<br>• Handbags and accessories extra 40% off clearance<br>• Fine jewelry clearance 60%–75% off | • Red Hot Sale: Extra 20% off<br>• Extra 15% or 10% off home<br>• Free coin purse with $75 online beauty purchase<br>• Free skin care duo with a $70 Clarins purchase<br>• Extra 20% and free shipping at $60 for lingerie |

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