

AAFES Marketing & Advertising Update

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(rev Apr 09)

NEW!

- Corporate Branding
- Sales Flier:
 - Sales & margin / sq”
 - Seeking \$ drivers
- 2009 Rate Card
- New media channels



Targeting the <2 Years Service Demo

Core

\$2 billion
+ \$1b opportunity

**Secondary
Core**

Fringe

Active Duty

**Enlisted Ethnic
Male/Female/
Spouses/Families
Lives On Base
HHI: \$50K-\$75K
Casual Dress/
Lifestyle**

**Empty Nester Young Retiree
HHI: \$75K-\$150K**

Officers/Live Off Base



Weekly Pagination

2009 Pagination Master

Week: 02
Sale Dates: 2 Jan 09 - 8 Jan 08
Strategy: Merchandise that fulfills the most common New Year's Resolutions
Theme: New Year's Resolutions Solutions
Targeted Demo #1: All demographics
Targeted Offerings: Fitness - Weight Loss - Look Better - Health - Christmas clearance

Details:
Direct Mail: No
Press Run: 9999999
Military Payday: No
WW: Yes
Pagination Due:
Bulletins Due: Revisions to existng
Samples Due: Revisions to existng
Holidays:
Military Star Promotion: Yes
Column Ads:
Stitched Insert - 4 Pages: Storage items NOT a Pop-up!



Week 2 will focus on the two most common New Year's resolutions: "Look Better/Healthier" and "Get Organized". The WK02 tab caters to customer's needs in meeting those resolutions.

FITNESS:

The most common resolution among all age groups and demographics is to look better. Normally that is defined as lose weight, exercise, diet, and feel better. Two distinct segments of customers emerge: those who buy home equipment—normally a treadmill—and those who join a gym. Treadmill sales and gym membership grows significantly after New Years. For the budding "gym rat" we can cater to their common needs: clothing, gym bags, water bottles, iPods/MP3 players and accessories, Power Bars, smoothies, etc. This is NOT gender specific.

Page	Content	Items Per Page	Commodity	aafes.com	Remarks	Dept	FY09 Sq"	Sales Goal/ Sq"	GM Goal/ Sq"	FY08 Sales	FY08 GM	GOAL: FY09 Page Sales	GOAL: FY09 Page GM
Cover		6 = 3 big, 3 small	8	2	• EPP fitness equipment, treadmill(s), small hand weights, pushup bars. • Tag Line: Want more? aafes.com	491	80	\$376					
2	Fitness	6	4	2	• Heart rate monitors, body fat monitors. • high-end Polar and Suunto from aafes.com • Tag Line: Want more? aafes.com	491	80	\$376					
3		6	6		• duffle / gym bags (his / hers) • sweat bands, head wraps, • Nike and or Under Armor "jock stuff" exercise accessories	488	80	\$574					
4	Health	6 - 8	6		Tech sports wear: • exercise wear / gym wear • More Under Armor "jock stuff" if appropriate	470	80	\$418					
5	Fitness Apparel	up to 10	4	2	Apparel for women	472	40	\$244					
			4	2	Apparel for men	471	40	\$1,795					
6	Footwear	6 - 8	6	2	Athletic Footwear. Use "want more?" tag line. Brick and mortar should have "sweet spot" price points, aafes.com should have some uppper end to show we have it.	477	80	\$574					

A New Look

- **Branded:**
 - Stars & Bars
 - Blue
- **Value:**
 - Tax Message
 - Savings
- **Revenue**
 - Seeking Limited SKUs that generate significant earnings



NO SALES TAX!

Winter White SALE

Get a \$50 or \$100 AAFES Gift Card

Receive a \$50 AAFES Gift Card with the purchase of any Serta mattress set at \$599 and above or a \$100 AAFES Gift Card with the purchase of any Vera Wang mattress set. Gift card to be used on future purchase.

Serta

Simply perfect
PARTNER HOME
by SERTA

Serta Mattresses starting at **\$99**

Bonus
\$100 instant rebate on Simply Perfect for the Home by Serta Collections.

Vera Wang by Serta
4 Free Pillows and 6 Piece 300 Thread Count Sheet Set with any Vera Wang Queen or King set. *With in all in coupon

Bonus Free Sheep
with the purchase of any Serta set. *With mail in coupon

See inside flap for mattress savings.

See page 8 for a special offer from MILITARY STAR

MILITARY STAR

EEAT

Get a good night's rest!

Many channels. . . ONE STORE



+



= One Store

ONE STORE

- Multi-channel
- Gear-centric
- 18-25 demo

SONY



\$119 Reg \$135
Only \$10* per month on your MILITARY STAR™ Account
Sony 7" widescreen digital photo frame. #DPF-D70
Also available online: P009D

10.1 MP 5X ZOOM 2.7" LCD



Save \$70!
\$175 Reg \$245
Only \$10* per month on your MILITARY STAR™ Account
Sony Cyber-shot digital camera. Red, gold or black. #DSC-W170

NEW AAFES

Save \$20!



Kodak \$155 Reg \$175
Only \$10* per month on your MILITARY STAR™ Account
Kodak Z16 HD pocket video camera. Easy upload to YouTube™ with built-in USB.

19.50 *Our everyday low price!*
Sony soft carrying case for Cyber-shot® camera. #LCS0SJ



11.99 *Our everyday low price!*
Sakura digital camera starter kit. #D-C-315
19.95 57" tripod.



JWIN

Save \$20!
\$79 Reg \$99
JWIN iLux DVD player w/ built-in iPod dock. #11258
iPod sold separately.
Also available online: P002D



Save 35% off cover price!
"One Day at a Time" by Danielle Steel
On Sale February 24th
Date of availability subject to change.



These offers available at aafes.com!

Lowepro



Save 40%! \$14.95 Reg 24.95
Lowepro® Edit 120 Video Bag. Tremendous storage in a lightweight compact size. Item K819R

DANE-ELEC



Save 25%! \$32.95 Reg 44.95
Dane-Elec 4GB High-Capacity Compact Flash Card. Compatible with all CF-slotted devices. #DA-CF4086-R Item K812K

10 MP 5X ZOOM 3.5" LCD



Save \$50! \$295 Reg \$345
Only \$10* per month on your MILITARY STAR™ Account
Nikon® Coolpix® S60 Digital Camera. Item K825U

Save \$100!
\$1195 Reg \$1295
Only \$38* per month on your MILITARY STAR™ Account
Nikon® D90™ Digital SLR Camera. Includes lens. Item K825Z



*Monthly payment amount may change with interest rate. Take advantage of our ongoing **FREE Standard Shipping** offers, see details at aafes.com!



Your purchases at AAFES support the Morale, Welfare and Recreation funds and programs in your military community.



ONE STORE

- Density
- Drivers + passengers
- Offerings/Density
 - Promotional
 - EDLP in the mix
- aafes.com on cover



Available only at aafes.com!

Save \$10!
\$89 (Reg \$99)
Leg Magic Ultra.

Save \$10!
84.99 (Reg 94.99)
Ab Rocket.

AS SEEN ON TV

BOWFLEX®
Save \$150!
\$1249 (Reg \$1399)
Only \$38* per month on your MILITARY STAR™ Account!
Bowflex® 7-Series Treadmill with 15 programs. #3940015
■ Item I259C
■ Delivery to CONUS only.

Save 25%!
\$119 (Reg \$159)
Only \$10* per month on your MILITARY STAR™ Account!
Sumto 3c Heart Rate Monitor. Assorted colors. Item 0310F

Resolution Solutions!

Save \$50!
299.99 (Reg 349.99)
Only \$10* per month on your MILITARY STAR™ Account!
Total Gym 1700. Strengthens and tones every major muscle group.
*Monthly payment amount may change with interest rate.

AS SEEN ON TV

NO SALES TAX!

POLAR®

Save \$20!
\$125 (Reg \$145)
Only \$10* per month on your MILITARY STAR™ Account!
Polar F11 heart rate wrist monitor.
Also available online: A335B

Save \$10!
\$89 (Reg \$99)
Polar F6 fitness monitor.
Also available online: A335A

See pages 3 & 10 for a special offer from MILITARY STAR™

ONE STORE

- Drivers and passengers



Valentine's Day Sale!

They'll love you for saving money at AAFES!

SEALED WITH A



Apple Authorized Reseller

\$149 *Our everyday low price!*
Apple 8GB iPod nano 4th generation. Assorted colors.
Also available online: X615J

\$199 16GB iPod nano 4th generation. Assorted colors.
Also available online: X615H

Each only \$10* per month on your **MILITARY STAR™ Account**
All colors not available in all locations.
*Monthly payment amount may change with interest rate.
See page 5 for a special offer from **MILITARY STAR™**

BELKIN.
Save 15-25%!
14.99 - 24.99 Reg. 19.99-29.99
Belkin iPod nano accessories.

NO SALES TAX!

This offer available only at aafes.com



Save 50%! \$99 Reg \$199
14KW Black Diamond Stud Pierced Earrings. 1/4 ct. TDW. Item 1803W



\$149 *Our everyday low price!*
Only \$10* per month on your **MILITARY STAR™ Account!**
Black Hills Gold 10K/12K tricolor gold heart pendant.



19.20 *Our everyday low price!*
Godiva Valentine the Bear with heart shape box of chocolates, 6-pc.
\$20 True Love Heart gift box, 15-pc.
22.40 Valentine ballotin gold gift box, 19-pc.



Home Office SALE!

Sale Dates: Friday, February 20 thru Thursday, February 28

NO SALES TAX!



SAUDER
Save \$100!
149.99 Reg 249.99
Only \$10* per month on your **MILITARY STAR™ Account!**
Sauder LS Executive Workcenter. Measure: 30" H x 70" W x 70" D.
Save 30% on entire stock of Presidential Seating office chairs.
Selection may vary by store. Limited to stock on hand.
*Monthly payment amount may change with interest rate.

Logitech
24.99 *Our everyday low price!*
Logitech V220 cordless optical notebook mouse. Assorted colors.

Microsoft
Save \$30!
49.95 Reg 79.95
Compare at 399.99
Microsoft Office Standard 2007 Military Exclusive Edition.
Also available online: X683C

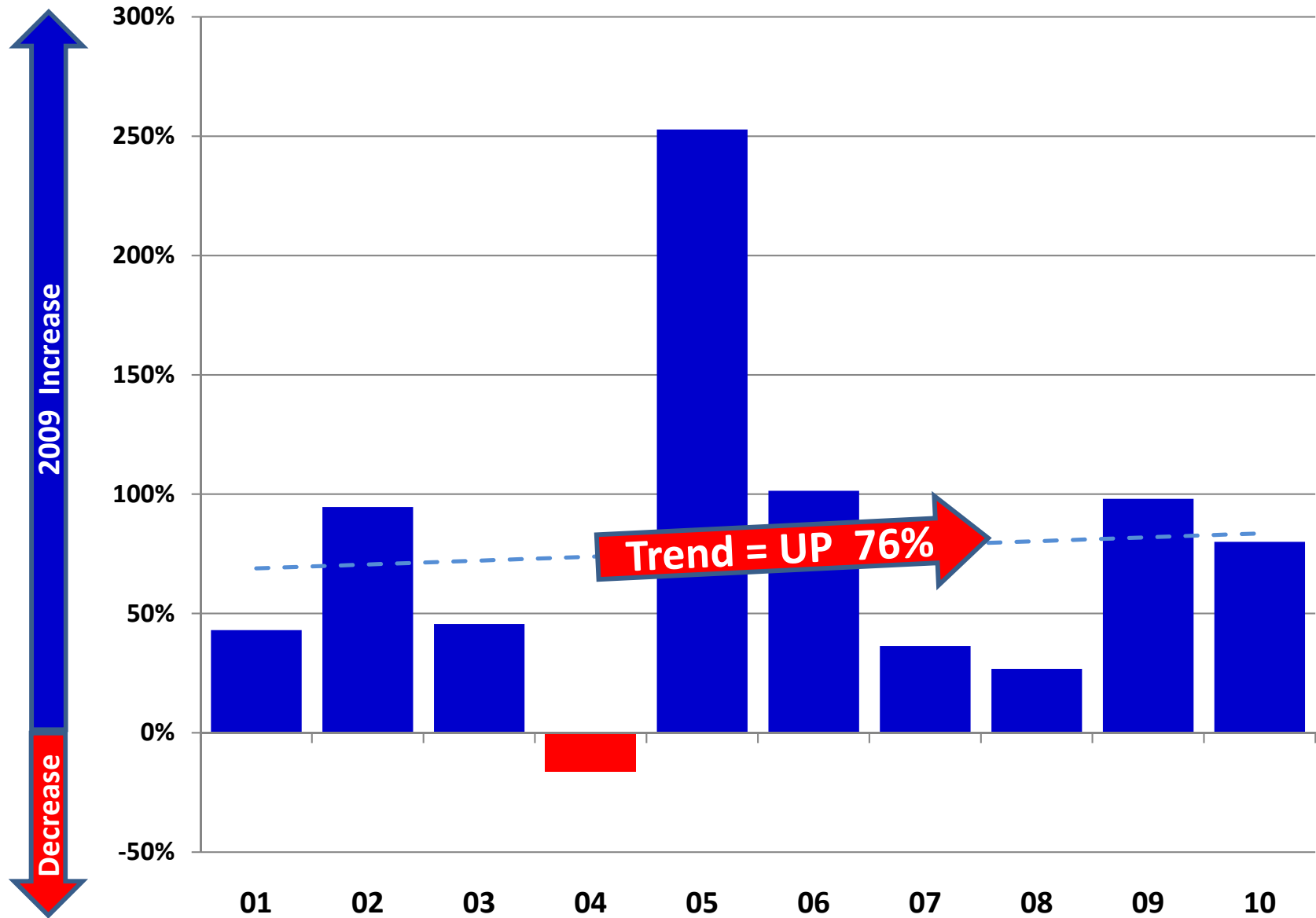
HP
59.95 Your final price after \$40 instant rebate with the combined purchase on the same day with any PC.
99.95 *Our everyday low price!*
HP PhotoSmart printer. #HP C4400
Also available, **14.99** HP #74 black printer ink.
18.95 HP #75 tri-color printer ink.

COMPAQ
Save \$100!
\$489 Reg \$589
Only \$15* per month on your **MILITARY STAR™ Account!**
Compaq Notebook computer. #C0060-220US
+ 15.6" Pentium Dual Core T3400 processor
+ 2GB RAM/250GB hard drive
+ DVD RW with LightScribe
Destination varies slightly from image shown.

See page 8 for a special offer from **MILITARY STAR™**

Tabloids: Results YTD

Tabloid Sales % Change





Questions?