



# HOMeward BOUND

EXCHANGE™



In 2014, thousands of US troops will return to their homes and their families. The Exchange has been by their side down range during war and now the Exchange will continue to be there for them as they are...Homeward Bound.

# HOMeward BOUND

## MISSION

The Exchange has developed a year-long campaign that ties together all marketing platforms to go above and beyond-creating a new emotional connection with returning troops and their families.

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## OUR PLAN





# OUR PLAN

Build on our Emotional Connection	Deliver A Sincere Thanks	Connect Your Brand	Significant Promotions And Savings
<ul style="list-style-type: none"> <li>• Tell their Story and use their Pictures and Video</li> <li>• Identify our tie with them – We go where you go!</li> <li>• We are part of the Military Family</li> </ul>	<ul style="list-style-type: none"> <li>• Plain and Simple – “Thank you for your Service”</li> <li>• Acknowledge Sacrifice by Families</li> <li>• Welcome them Home</li> <li>• Welcome Home Events</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight of our Strategic Partners</li> <li>• Tell your story of commitment to Military</li> <li>• Value of your Brand</li> <li>• Create an emotional tie to your products</li> </ul>	<ul style="list-style-type: none"> <li>• Contests and Monthly Giveaways</li> <li>• Homeward Bound Weekly Savings</li> <li>• Year Long Momentum</li> <li>• Maintain their relationship with the Exchange</li> </ul>

# HOMeward

# BOUND

## How Can YOU Be Involved?

- *Put together a Promotional Package*
- *Develop an Ad Campaign*
- *Identify Your Story – Hiring Veterans, Savings for Military, Your Employee Commitment to Military*
- *Share with us your ideas!*
- *Could you Support Installation Welcome Home Events?*
- *Can we offer new products as a Military only special*
- *Brainstorm how you can demonstrate commitment to Military*
- *Work with Buyers to identify promotion opportunities, product launches, ad campaigns, marketing materials, celebrity endorsements, etc. that could be tied to this campaign*
- *Set up a formal plan, or be more event driven*

# HOMeward BOUND

**BOUND FOR SAVINGS** >>

Your logo

Your logo

Your choice \$3.99

A. Military pants, casual fit, khaki, sizes 28-34

B. Military brand cut jeans, 100% cotton

Your choice \$9.99

C. Military double tank, 100% cotton, 100% polyester, sizes 28-34

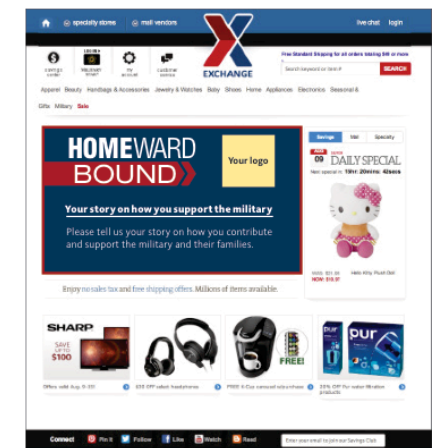
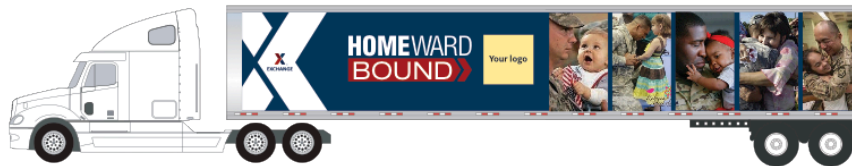
Your logo

**Your story on how you support the military**

Please tell us your story on how you contribute and support the military and their families.

**HOMeward BOUND**

Thank You!



Like us.  
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Blog w/ us.  
salutetoyourservice.com

Visit [shopmyexchange.com/doingbusiness](http://shopmyexchange.com/doingbusiness) to be apart of Homeward Bound Celebration.



# HOMeward BOUND

- Become Part of Welcoming Home and Serving Those Who Serve
- Open to Your Ideas - We want you to tell your story
- We have been with them as they served and we are with them as they return
- Create Lifetime Loyalty to Your Brand and Products