

**GIVE**

**PINK**

**GET**

**MORE**

**DIRECTIVE 2019**

bloomingdale's

In support of breast cancer  
research & awareness

# PINK Campaign 2019

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## Overview

For the 15th year Bloomingdale's continues its commitment to support Breast Cancer Awareness and Treatment during the month of October.

We will support Breast Cancer Awareness and our Philanthropic efforts toward this worthy cause through:

- Signage to announce the Give Pink, Get More campaign
- Pop up shop featuring product that benefits BCRF
- PINK highlights to support the stores' events
- Visual highlights that show our emotional ties to this cause

**NOTE: Celebrating 100% merchandise and Mix Masters is still the focus for the month of October. Pink layers onto the campaign, messaging our philanthropic & emotional support and reward offer to the customer.**

The Pink Campaign runs from 9/30-11/3

### Campaign Messages

Give Pink, Get More - 9/30-11/3 Customers can support the cause and get back a Give Pink Get More gift card

### Elements for Installation:

- Floor banners
  - Give Pink, Get More
  - Our Charity Partners
  - Breast Cancer Research Foundation
- 16" x 20" Give Pink Get More Offer Posters
- 5" x 4" supporting Product Inserts
- Pop up shop
- Rolling Wall

### Collateral:

All collateral will be in store by Wednesday 9/25

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**Installation Date: 9/30**

Graphics

**FLOOR BANNERS**

There are 3 different floor banners for this campaign:

1. Give Pink Get More banners speak to the way you earn rewards
2. Breast Cancer Research Foundation banners highlights the doctors we support through BCRF
3. Our Charity Partners banners speaks to the charities we partner with and support  
The Breast Cancer Research Foundation  
The Carey Foundation  
Maria Accocella Marchetto Foundation

**Placement:**

- Two thirds of the floor banners will have Give Pink, Get More banners
- The Doctor banner will be placed behind half of the GPGM banners
- The Charities banner will be placed behind the other half of the GPGM banners
- The remaining one third of floor banners remain with the generic collateral - Services and Loyalty

**NOTE:**

- During promotional events in October a portion of these banners must remain on the floor
- The store should use discretion on placement during those times

PINK begins in conjunction with Friends & Family TOL Early Access.

Following is the cadence for signing through Friends & Family:

Installation Date: 9/30

Graphics

TIME AND ACTION:

- Monday, 9/30
- Install Friends & Family TOL floor banners  
45% of all floor banner stands front and back
  - Install Give Pink, Get More floor banners  
45% of all floor banner stands front
  - Install Our Charity Partners floor banners  
23% of GPGM floor banner stands back
  - Install Breasts Cancer Research Foundation floor banners  
22% of GPGM floor banner stands back
  - Install Give Pink, Get More 16x20 Posters
  - Install PINK pop up shop
- Monday, 10/7
- Remove Friends & Family TOL floor banners
  - Install Friends & Family floor banners  
45% of all floor banner stands front and back
- Monday, 10/14
- Remove Friends & Family collateral
  - Install balance of PINK floor banners

The balance of October will be directed in each weekly update.

JOIN US IN THE FIGHT AGAINST BREAST CANCER!

## GIVE \$15 AND GET UP TO \$250

on a Give Pink, Get More Card when you join Bloomingdale's in the fight against breast cancer

**JOIN**

Enroll in the program by charging a \$15 fee on your Bloomingdale's Credit Card, 100% of which will fund research and support awareness programs of the Breast Cancer Research Foundation, The Cowy Foundation and the Marisa Accella Foundation.

**GET UP TO \$250 BACK IN REWARDS**

Shop from 9/20-11/2/2019 and earn **\$25 IN REWARDS** for every \$250 you spend on your Bloomingdale's Credit Card at Bloomingdale's stores and Bloomingdale.com (up to \$2,500 in spend). Based on the amount you spend, you'll receive a Give Pink, Get More Card worth up to \$250 in November—just in time for holiday shopping!

**HOW TO ENROLL**


See a sales associate at any Bloomingdale's store, sign up at [Bloomingdales.com/givepink](http://Bloomingdales.com/givepink) or call 1-800-524-5411. **Not a Cashback yet?** See a sales associate or visit [Bloomingdales.com/givepink](http://Bloomingdales.com/givepink) for details. Subject to credit approval.

**GIVE PINK GET MORE**

A) 18" x 32" Give Pink Get More


## BREAST CANCER RESEARCH FOUNDATION

Through a BCRF grant, we help fund **five** researchers focused on breast cancer prevention and treatment. Here's what they'll be working on in the upcoming year.




**DR. DAVID BRODY**  
Professor of Radiation Oncology, University of Michigan, Ann Arbor, Michigan

Developing the next generation of breast cancer prevention and treatment strategies for the breast.




**DR. JESSE J. SPARANO**  
Professor of Radiation Oncology, Memorial Sloan-Kettering Cancer Center, New York, New York

Developing the next generation of breast cancer prevention and treatment strategies for the breast.




**DR. JILL CLARKE**  
Professor of Radiation Oncology, University of Michigan, Ann Arbor, Michigan

Developing the next generation of breast cancer prevention and treatment strategies for the breast.




**DR. NANCY D. IQBAL**  
Professor of Radiation Oncology, Memorial Sloan-Kettering Cancer Center, New York, New York

Developing the next generation of breast cancer prevention and treatment strategies for the breast.



**DR. RICHARD D. GELBER**  
Professor of Radiation Oncology, Memorial Sloan-Kettering Cancer Center, New York, New York

Developing the next generation of breast cancer prevention and treatment strategies for the breast.



The largest provider of breast cancer research funding in the world. We fund research in the field of breast cancer to advance the field and create a better future for breast cancer patients.

**GIVE PINK GET MORE**

B) 18" x 32" Doctors

## OUR CHARITY PARTNERS

Last year, Bloomingdale's donated more than \$1.3 million to the Breast Cancer Research Foundation, The Cowy Foundation and the Marisa Accella Foundation. We are proud to continue supporting their exciting new initiatives.

**THE CAREY FOUNDATION**

The non-profit raises funds for women, men and their families to face the financial burdens that come with a breast cancer diagnosis. The "Safe Project" receives grants twice a year to create testing funds between relatives and healthcare organizations.

**MARISA ACCELLA FOUNDATION**

For women with breast cancer, this nonprofit funds treatments and services to help them get the best possible care without the financial ramifications. The Marisa Accella Empowerment Program, breast powder through a grant from Bloomingdale's, funds innovative breast care, early-stage services, nutrition classes and more.

**GIVE PINK GET MORE**

C) 18" x 32" BCRF & Charities

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**GIVE PINK GET MORE**

D) 16" x 20" Give Pink Get More

# PINK Campaign 2019

Delivery Date: 9/30

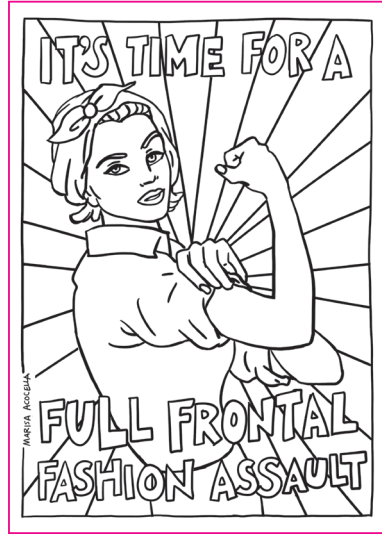
Graphic Collateral

	Item A	Item B	Item C	Item D	
01 / NYC	54	28	28	60	
02 / BRT	12	6	6	40	
03 / AVN	16	8	8	40	
04 / HNT	8	4	4	40	
05 / BCR	12	6	6	40	
06 / SHM	16	8	8	40	
07 / MED	14	8	8	20	
08 / NMA	20	10	10	40	
10 / PGA	14	8	8	40	
11 / CHM	28	14	14	40	
12 / WPL	14	8	8	40	
14 / TCC	16	8	8	40	
16 / KPR	16	8	8	40	
17 / WGP	18	10	10	40	
20 / ORL	16	8	8	40	
21 / MIA	12	6	6	40	
22 / SFX	24	12	12	40	
24 / BGW	14	8	8	40	
26 / ORC	12	6	6	40	
27 / RFD	24	12	12	40	
28 / CEN	12	6	6	40	
29 / SOA	12	6	6	40	
30 / NPB	16	8	8	40	
31 / STN	8	4	4	40	
32 / BEV	10	6	6	40	
34 / CVY	12	6	6	40	
37 / WBK	12	6	6	40	
53 / SOH	6	4	4	40	
55 / LNX	16	8	8	40	
58 / ALM	8	4	4	40	
59 / MCA	10	6	6	40	
60 / GLN	10	6	6	40	
61 / FVC	18	8	8	40	
62 / SCP	22	12	12	40	

VENDOR: Vanguard  
CONTACT: Michelle Orr  
morr@helloworldvanguard.com



46"x70" Rolling Wall Graphic  
VENDOR: Simple Shapes  
CONTACT: Sunho Choi  
schoi@simpleshapes.com

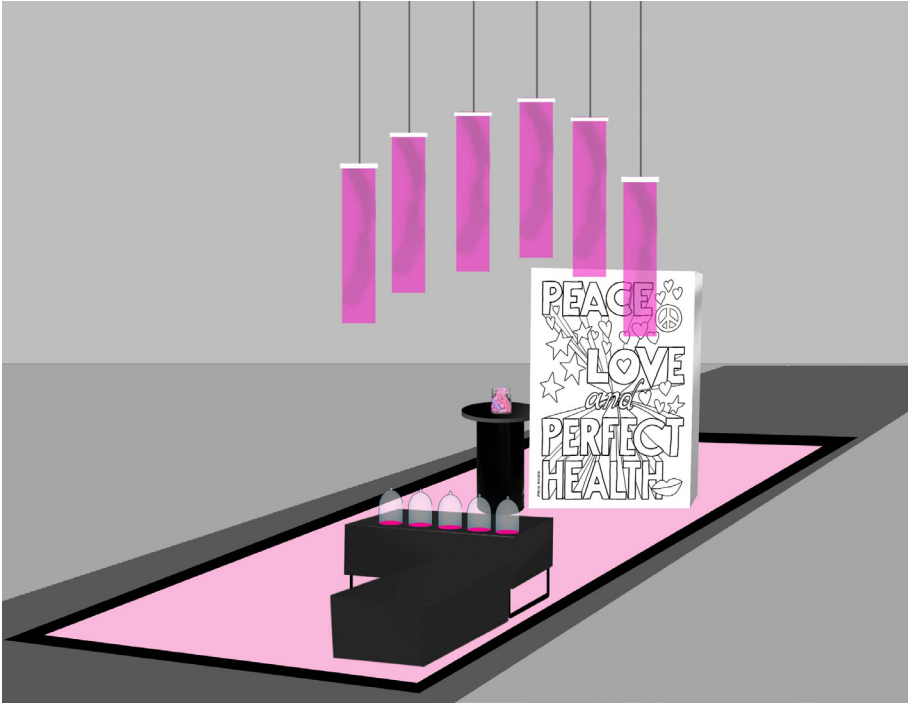


46"x70" Rolling Wall Graphic  
VENDOR: Simple Shapes  
CONTACT: Sunho Choi  
schoi@simpleshapes.com



Ultra Clean Washable Crayola Markers  
VENDOR: Simple Shapes  
CONTACT: Sunho Choi  
schoi@simpleshapes.com

Installation Date: 9/30



Equipment

- Black lay down tables / 1 on high legs, 1 on low legs
- Black pedestals / 1
- Plexi trays as needed
- PVC Strips hanging from ceiling
- Rolling Wall / 2 graphics
- Pink rug / Black border

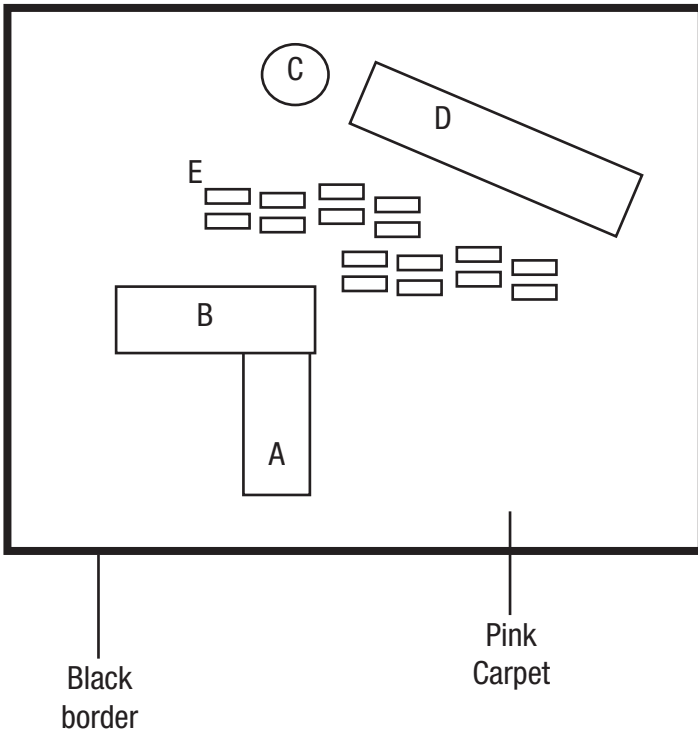
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**Installation Date: 9/30****Direction**

- Primary location / main floor in stores
- Shop will house product benefiting the BCRF
- Follow schematic for placement of merchandise
- Utilize plexi trays as needed to hold product
- A TOC vitrine should be incorporated to hold a Little Pink Gift Card highlight
- Cut pink PVC strips in half. Hang from ceiling to create canopy effect over the rolling wall activation area.
- Place rolling wall underneath the canopy to create a focal moment.
- Use all the pink, red and blue Crayola Ultra-Clean Washable markers in jar on pedestal adjacent to rolling wall.
- Place sample of each cosmetic product under glass cloche
- Place 5x4 signs adjacent to appropriate product

**Product**

- Little Pink Bag (new for 2019)
- Cancer Vixen Coloring Book
- Aerin Conditioner & Rollerball Set
- Bobbi Brown Lip Set
- Clinique Moisturizing Lotion
- Estée Lauder Lipstick Set
- Estée Lauder Night Repair
- Estée Lauder Pink Ribbon Pin
- La Mer Lotion



A - Lay down table on low legs / Little Pink Gift Card

B - Lay down table on high legs

C - Black pedestal / pink chalk markers for customers to color rolling wall  
D - Rolling wall / two sides with graphic chalk adhesive for customers to color

E - Hanging pink PVC strips

CHARITABLE POP UP SHOP PRODUCT:

- Stores will receive 2 sets of 5" x 4" signs for all cosmetic products and product highlighted in the pop up shop
  - 1 set for the pop up shop / 1 set for the TOC vitrines in cosmetics
- Please use plate racks to merchandise the coloring books in shop.

PRODUCT LIST:

- Cancer Vixen Coloring Book
- Little Pink Bag

- Product sample graphic below:



# Pink Campaign 2019

Installation Date: 9/30

Cosmetics

## CHARITABLE COSMETIC PRODUCT

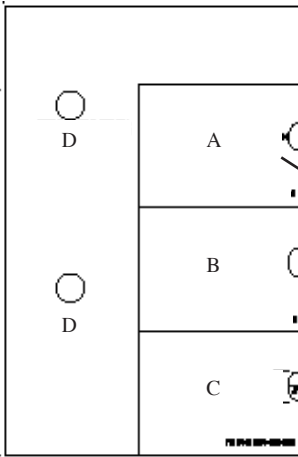
- Utilize existing TOC vitrine to highlight the product that will benefit BCRF during the month of October:

## PRODUCT LIST:

- Aerin Rose Lip Conditioner & Amber Musk Rollerball Set
- Bobbi Brown Proud to be Pink Lip Color Duo
- Clinique Dramatically Different Moisturizing Lotion+
- Estee Lauder Lipstick Set
- Estee Lauder Advanced Night Repair Recovery Complex II
- Estee Lauder Pink Ribbon Pin
- La Mer The Treatment Lotion

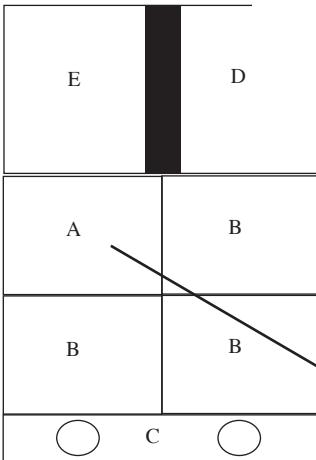


5" x 4" Cosmetics Inserts  
2 sets of 9 per store



### EGC Holder Merchandise Direction

- Setup at top register locations
- EGC holder converts to Little Pink Card (A) and 2 fall card designs (B and C)
- Little Brown EGC remains on pegs



### EGC Metal Panel Merchandise Direction

- Setup at top register locations
- EGC holder converts to Little Pink Card (A) and 3 fall card designs (B)
- Little Brown EGC remains on pegs (C)
- New Account Application remains in place (E)
- Loyallist Application remains in place (D)



### Give Pink Get More Application Direction

- Application are to be neatly stacked adjacent to EGC unit on register stand

**STRAWBERRY PINK FROZEN YOGURT @FORTY CARROTS**



Throughout the month of October, 50 cents\* from the sale of every strawberry frozen yogurt will benefit the Breast Cancer Research Foundation. (Up to a \$5,000 donation.)

**GIVE PINK GET MORE**

#BLOOMINGDALES

**ENJOY OWYN A NEW MEAL REPLACEMENT**

**ONLY WHAT YOU NEED.**

**OWYN**

The world's best tasting nutrition products, made from earth's finest ingredients. 100% Plant-Based. Uncompromised Taste. We bring together the essential elements of advanced nutrition - amazingly clean ingredients, functional superiority, and uncompromised taste.

**GIVE PINK GET MORE**

#BLOOMINGDALES

**GET FIT WITH PINK YOGA**



Enjoy a morning yoga class before our stores open!

Your \$10 reservation fee will benefit The Carey Foundation and the Maria Accolla Foundation. Plus, you'll take home a Bloomingdale's yoga mat and a gift bag\* just for attending.

Visit [bloomingdalespink.eventbrite.com](http://bloomingdalespink.eventbrite.com) to find your local Bloomingdale's & reserve your spot.

\*One per customer, while supplies last.

**OCTOBER 5**  
Check in at 8:30AM  
Class Starts at 9AM

**GIVE PINK GET MORE**

#BLOOMINGDALES

**GET FIT WITH PINK YOGA & CorePower YOGA**



Enjoy a morning yoga class before our stores open!

We teamed up with CorePower Yoga to bring you a morning yoga class before our stores open. Your \$10 reservation fee will benefit The Carey Foundation and the Maria Accolla Foundation. Plus, you'll take home a Bloomingdale's yoga mat and a gift bag\* just for attending.

Visit [bloomingdalespink.eventbrite.com](http://bloomingdalespink.eventbrite.com) to find your local Bloomingdale's & reserve your spot.

\*One per customer, while supplies last.

**OCTOBER 5**  
Check in at 8:30AM  
Class Starts at 9AM

**GIVE PINK GET MORE**

#BLOOMINGDALES

Event Posters  
16x20 posters for company driven events