

Trade Sales Promotion Analysis  
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What do you think this store is trying to communicate to its shoppers about its pricing based on this assortment of offers?

I picked the Kroger weekly ad page. Some of the things they are trying to communicate to shoppers for this week is a lot of deals buying more than one package of something. The Oscar Mayer beef hot dogs are buy 2 /\$7, Cabo Guacamole buy 2 /\$7, Coca Cola, Pepsi, or Big Red 4/\$5. These help Kroger get more off their shelves and have customers buying more things. One of the deals is buy one get one free on frozen pizzas and that really targets people's eyes on wanting to buy that offer because they are getting two for the price of one.

What do you think this store is trying to communicate to its shoppers about its product offerings based on this assortment of offers?

Kroger is trying to offer enough things that anyone would want to buy. They are giving a wide range so that people have a lot of different options. There are a lot of offers ranging from drinks like soft drinks and alcoholic drinks. This helps age ranges as well so they can reach an older and younger audience while selling their products. They also have frozen items, candy, veggie tray, and even fresh food like bakery items. Kroger is also communicating to their customers that if you have a Kroger card you will get even more deals while shopping with them.

What do you think this store is trying to communicate to its shoppers in general with this assortment of offers?

I think in general Kroger is trying to show its customers that they can offer a lot of different deals and products. They are also showing their customers that they can have even better deals if they subscribe to the Kroger card. The Kroger card can give them better deals and more kinds of deals in the weekly ad page, so it gives the customers more incentive to get a card.

Which one stands out the most to you, and why? This might be something about the offer itself or the way it's presented.

I think one thing that stands out to me the most is the 10/ \$10 beef patties because it is at the top of the page and has a big picture of three hamburgers behind the deal. Since it is at the top of the page it is the first thing you see when you look at the weekly ad. The second biggest thing that stood out was the buy one get one free Screamin Sicilian Pizza. I think a lot of people would also enjoy this ad because they believe they are getting a lot for their money while only having to buy one pizza while getting two.

Which of the offers on the page do you find least appealing (or least interesting), and why?

I think the least appealing deal that Kroger's weekly ad is the Yucatan Authentic Guacamole. I think putting two of the same items just different brands on the weekly ad is not a good idea especially compared to the other deal being better. The other guacamole ad has more guacamole and for only a little bit more money. I just think they should stick to one product deal and not stick two deals with different brands on the same weekly ad.