



# NEW AND CLOSING SUPPORT GUIDE

MARCH 2021

VERSION 1.0

# ABOUT THIS GUIDE

The New Store Opening Guide was developed to help support stores through the closing of current stores to the opening of new stores. In this guide you will find all available and approved customer communications – including how to order them.

*\*No tactics should be developed or used that are not outlined in this guide. If your store has a specific need that is not addressed in the current materials please send an email to the retail stores mailbox with the specific request.*

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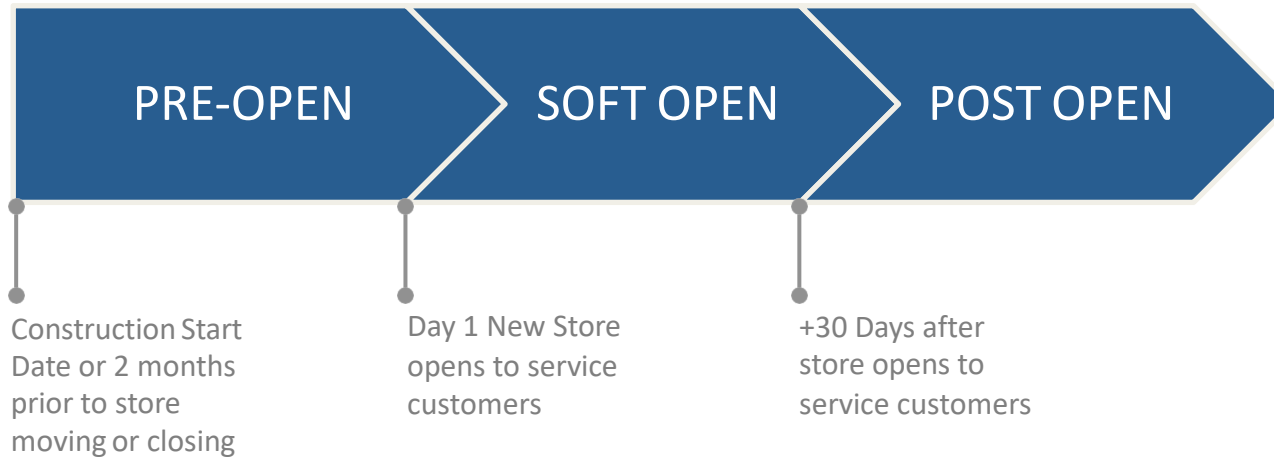
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# 1.0

## STORE OPENING PHASES



## 2.0

# PUSH TACTICS – CORPORATE MARKETING TACTICS

Items will be automatically sent to stores for printed pieces based on store POG in MCC by corporate marketing.

Communication tactics will automatically be triggered based on store soft opening date.

*\*Local teams do not need to do anything.*

# 3.0

## PULL TACTICS – LOCAL TEAM ORDERS

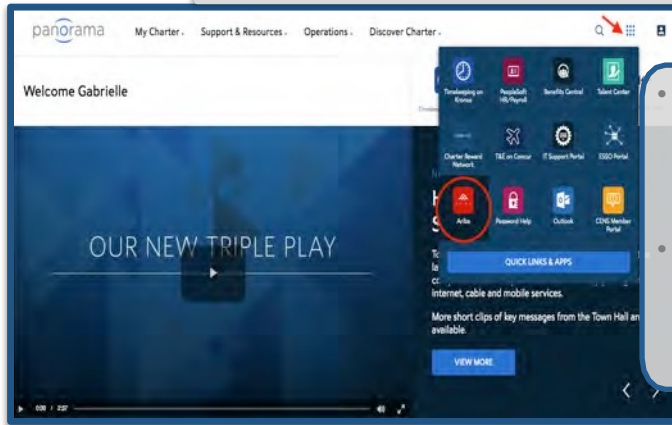
Many items will need to be customized to individual store needs. OneTouch will produce and ship to local team per direction given in order.

*\*Local teams will need to order via the Ariba system through the OneTouch ordering portal.*

# 3.1

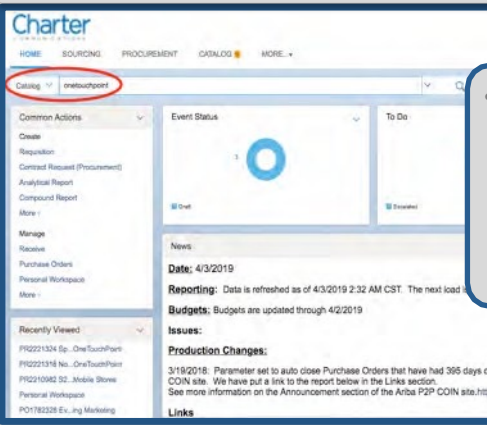
## ONETOUCH ORDERING PROCESS

### Step 1



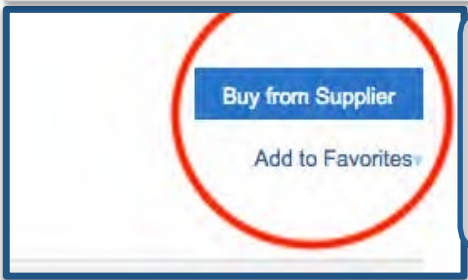
- Login into Ariba via Panorama by clicking on menu
- Select Ariba

### Step 2



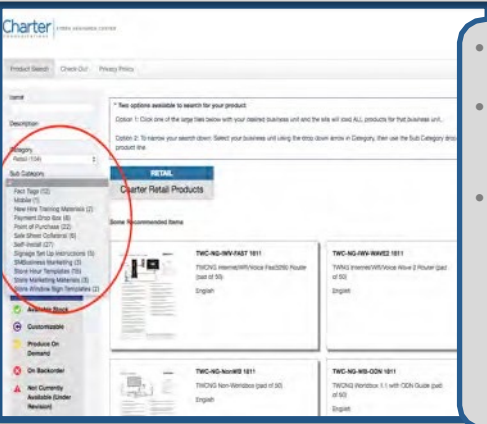
- From Ariba Homepage, search catalogs for OneTouch

### Step 3



- Click on Buy from Supplier

### Step 4

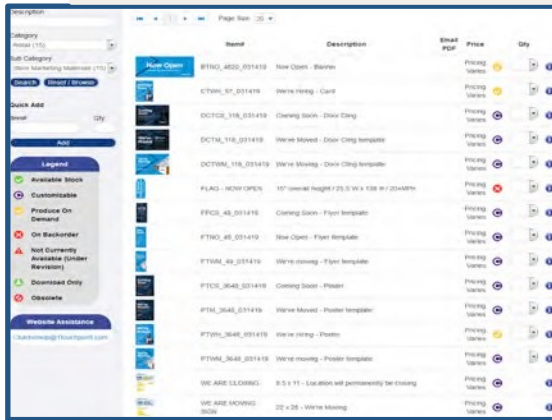


- Go to Category: Retail
- Sub-Category: Store Marketing Materials
- Click the 'Search' button

# 3.1

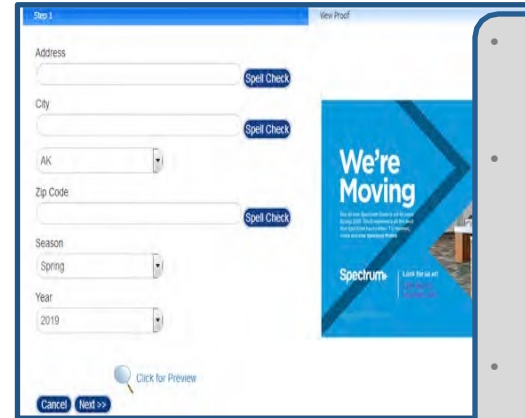
## ONETOUCH ORDERING PROCESS

### Step 5



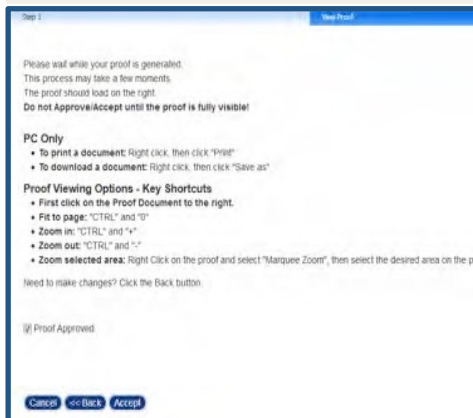
- Thumbnails: Click on them to enlarge for viewing only
- Select Quantity
- For static items just click 'Add'
- For variable items click 'Add & Customize'
- Note: User can view 10 or 20 items per page by using Page Size dropdown

### Step 6



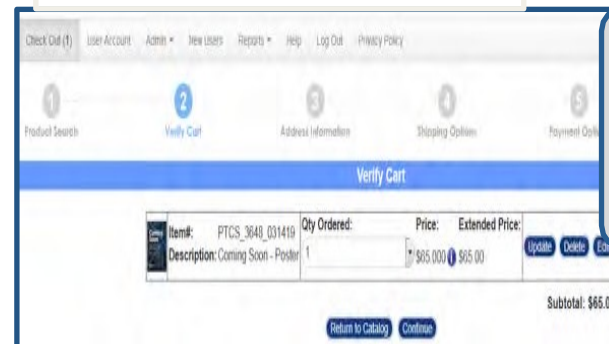
- This page comes up after selecting 'Add & Customize'
- Depending on art, items will require address, season & year or just season and year
- When done, select 'Next'

### Step 7



- Proof will automatically be generated to view and approve
- Must select 'Proof Approved' in order to move forward
- Follow instructions for completing order

### Step 8





- User can either continue to order more products or go to check out






# 4.0

## COMING SOON – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	CSP_3648_070120	36" x 48"	Front windows of store during construction in front of any paper covering windows	Pull (Local)	Season and year of opening	Prior to store starting construction until soft opening day	
Window Cling	CSC_118_070120	8" x 11"	Front door of store under construction	Pull (Local)	Season and year of opening	Prior to store starting construction until soft opening day	
Flyer	CSF_49_070120	4" x 9"	Hand out to neighboring stores while store is under construction	Pull (Local)	Address of new store	1-2 months prior to soft opening	



# 4.1

## COMING SOON BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Coming Soon Poster Bilingual	BCSP_3648_070120	36" x 48"	Front windows of store during construction in front of any paper covering windows	Pull (Local)	Season and year of opening	Prior to store starting construction until soft opening day	
Coming Soon Window Cling Bilingual	BCSC_118_070120	8" x 11"	Front door of store under construction	Pull (Local)	Season and year of opening	Prior to store starting construction until soft opening day	
Coming Soon Flyer Bilingual	BCSF_49_070120	4" x 9"	Hand out to neighboring stores while store is under construction	Pull (Local)	Address of new store	1-2 months prior to soft opening	

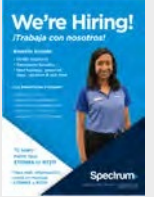

# 5.0

## WE'RE HIRING – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	HGP_3648_070120	36" x 48"	Front windows of store during construction in front of any paper covering windows	Pull (Local)	N/A	When hiring begins	
Card	HGC_57_070120	5" x 7"	Hand out to interested applicants	Pull (Local)	N/A	When hiring begins	

# 5.1

## WE'RE HIRING BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Now Hiring Poster Bilingual	BHGP_3648_070120	36" x 48"	Front windows of store during construction in front of any paper covering windows	Pull (Local)	N/A	When hiring begins	
Now Hiring Card Bilingual	BHGC_57_070120	5" x 7"	Hand out to interested applicants	Pull (Local)	N/A	When hiring begins	




# 6.0

## WE'RE MOVING - PUSH CORPORATE MARKETING ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Digital content	N/A	N/A	On store digital screens for stores with Reality network	Push (Corporate Marketing orders)	Address of new store	1 month prior to new store soft opening	




# 6.1

## WE'RE MOVING – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	MGP_3648_070120	36" x 48"	Front window of current store	Pull (Local)	Season and Year of opening New Address	2 months prior to new store soft opening	
Window Cling	MGC_118_070120	8" x 11"	Front door of store that will be closing	Pull (Local)	Season and Year of opening New Address	2 months prior to new store soft opening	
Flyer	MGF_49_070120	4" x 9"	Hand out to neighboring stores while store is under construction	Pull (Local)	Address of new store	Hand out to customers 1-2 months prior to new store soft opening	


# 6.2

## WE'RE MOVING BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
We're Moving Poster Bilingual	BMGP_3648_070120	36" x 48"	Front window of current store	Pull (Local)	Season and Year of opening New Address	2 months prior to new store soft opening	
We're Moving Door Cling Bilingual	BMGC_118_070120	8" x 11"	Front door of store that will be closing	Pull (Local)	Season and Year of opening New Address	2 months prior to new store soft opening	
We're Moving Flyer Bilingual	BMGF_49_070120	4" x 9"	Hand out to neighboring stores while store is under construction	Pull (Local)	Address of new store	Hand out to customers 1-2 months prior to new store soft opening	

# 7.0



## WE'VE MOVED – PUSH CORPORATE MARKETING ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/PULL	CUSTOMIZE	WHEN	CREATIVE
Email to customers	N/A	N/A	N/A	Push (Corporate Marketing orders)	New Address	After store has moved 30-60 days	 <p>The image shows a Spectrum advertisement for a store move. It features the Spectrum logo at the top left. The main text reads: "We're moving! Visit us at 123 Main St." Below this, it says "We're modern doctors, tech wizards and mobile gurus." There is a small circular photo of a man and a "CONTACT US" button at the bottom.</p>
Bill Message	N/A	N/A	N/A	Push (Corporate Marketing orders)	New Address	After store has moved 30-60 days	





# 7.1

## WE'VE MOVED – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	MDP_3648_070120	36" x 48"	Front window of current store	Pull (Local)	New Address	After store closes hang in old store window until Landlord removes	
Window Cling	MDC_118_070120	8" x 11"	Front door of store that will be closing	Pull (Local)	New Address	After store closes place on old store door until Landlord removes	




# 7.2

## WE'VE MOVED BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
We've Moved Poster Bilingual	BMDP_3648_07012 0	36" x 48"	Front window of current store	Pull (Local)	New Address	After store closes hang in old store window until Landlord removes	
We've Moved Door Cling Bilingual	BMDC_118_070120	8" x 11"	Front door of store that will be closing	Pull (Local)	New Address	After store closes place on old store door until Landlord removes	


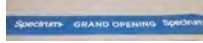


# 8.0

## NOW OPEN – PUSH CORPORATE MARKETING ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	NOP_3648_070120	36" x 48"	<b>NEW STORE</b> Front window of newly opened store	Push (Corporate Marketing orders)	N/A	Part of Day 1 merchandising kit. To be placed in front windows per MCC direction	
Window Cling	NOC_118_070120	8" x 11"	Front door of newly opened store	Push (Corporate Marketing orders)	N/A	Part of Day 1 merchandising kit. To be placed in front door per MCC direction	
Email to customers	N/A	N/A	N/A	Push (Corporate Marketing orders)	New Address	30-60 days after store opening	
Bill Message	N/A	N/A	N/A	Push (Corporate Marketing orders)	New Address	30-60 days after store opening	


# 8.0

## NOW OPEN – PUSH CORPORATE MARKETING ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Tablecloth	N/A	6 ft.	Use on 6 foot table set up in store	Push (Corporate Marketing orders)	N/A	Part of grand opening kit	
Branded Grand Opening Ribbon	N/A	10 ft.	Use as part of grand opening	Push (Corporate Marketing orders)	N/A	Part of grand opening kit	
Grand Opening Balloons	N/A	N/A	Use as part of grand opening	Push (Corporate Marketing orders)	A	5 per grand opening kit	
Mobile Balloons	N/A	N/A	Use as part of grand opening	Push (Corporate Marketing orders)	A	5 per grand opening kit	



# 8.0

## NOW OPEN – PUSH CORPORATE MARKETING ORDERS GRAND OPENING KITS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Mobile Phone Pallet with Grand Opening message inserts	N/A		Giveaway to customers	Push (Corporate Marketing orders)	N/A	100 Part of grand opening kit	

# 8.1

## NOW OPEN BILINGUAL – PUSH CORPORATE MARKETING ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/PULL	CUSTOMIZE	WHEN	CREATIVE
Now Open Poster Bilingual	BNOP_3648_070120	36" x 48"	<b>NEW STORE</b> Front window of newly opened store	Push (Corporate Marketing orders)	N/A	Part of Day 1 merchandising kit. To be placed in front windows per MCC direction	
Now Open Door Cling Bilingual	BNOC_118_070120	11" x 8"	Front door of store	Pull (Local)	N/A	From soft opening until 2-3 months after opening	



# 8.2

## NOW OPEN – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Now Open Flyer	NOF_49_070120	4" x 9"	Hand out to neighboring stores to draw attention to new store	Pull (Local)	Address	From soft opening until 2-3 months after opening	
Now Open Banner	BTNO_4820_031419	48" x 20"	See page 23 <i>*Requires property management/landlord &amp; city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.</i>	Pull (Local) *Limited Qty	N/A	From soft opening until 2-3 months after opening	
Feather Flags	N/A	15'H x 25.59"W	See Pages 15-16 <i>*Requires property management/landlord &amp; city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.</i>	Pull (Local) *Limited Qty	Address	From soft opening until 2-3 months after opening	
Balloons	N/A		See Page 25	Pull (Local) *Limited Qty	N/A	From soft opening for up to 7 days	

# 8.2


## NOW OPEN – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Now Open A-Frame	AB_2131_12251		Place on sidewalk in front of store  <i>*Requires property management landlord city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.</i>	Pull (Local) *Limited Qty	N/A	After opening to drive traffic to store	
Pull up Banner	LMPB_3189_100319		Beside event table	Pull (Local) *Limited Qty	N/A	Used at in store and community events  <i>*These should not be left up in store at all times</i>	





# 8.3

## NOW OPEN BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Now Open Flyer Bilingual	BNOF_49_070120	4" x 9"	Hand out to neighboring stores to draw attention to new store	Pull (Local)	Address	From soft opening until 2-3 months after opening	



# 9.0

## COMING SOON – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	CGP_3648_070120	36" x 48"	Front window of store that is closing	Pull (Local)	Date	4 weeks prior to closing	
Window Cling	CGC_118_070120	8" x 11"	Front door of store that is closing	Pull (Local)	Date	4 weeks prior to closing	

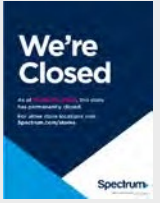

# 9.1

## COMING SOON BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	BCGP_3648_070120	36" x 48"	Front window of store that is closing	Pull (Local)	Date	4 weeks prior to closing	
Window Cling	BCGC_118_070120	8" x 11"	Front door of store that is closing	Pull (Local)	Date	4 weeks prior to closing	



# 10.0

## WE'RE CLOSED – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	CDP_3648_070120	36"x48"	Front window of store that is closing	Pull (Local)	N/A	After store closes until landlord removes	
Window Cling	CDC_118_070120	8"x11"	Front door of store that is closing	Pull (Local)	N/A	After store closes until landlord removes	




# 10.1

## WE'RE CLOSED BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/PULL	CUSTOMIZE	WHEN	CREATIVE
We're Closed Poster Bilingual ALT	BCDP_3648_070120	36" x 48"	Front window of store that is closing	Pull (Local)	N/A	After store closes until landlord removes	
We're Closed Door Cling Bilingual ALT	BCDC_118_070120	8" x 11"	Front door of store that is closing	Pull (Local)	N/A	After store closes until landlord removes	




# 11.0

## DURING RENOVATION – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Window Poster	RWOP_3648_070120	36" x 48"	Front window of store while under construction	Pull (Local)	N/A	During construction	
Window Cling	RWOC_118_070120	8" x 11"	Front left door of store while under construction	Pull (Local)	N/A	During construction	
Interior Poster	RISP_2228_070120	22" x 28"	In store on displays near work area	Pull (Local)	N/A	During construction	

# 11.1

## DURING RENOVATION BILINGUAL – PULL TACTICS LOCAL TEAM ORDERS

ITEM	AD CODE	SIZE	PLACEMENT	PUSH/ PULL	CUSTOMIZE	WHEN	CREATIVE
Renovated Exterior Poster Bilingual	BRISP_2228_070120	36" x 48"	Front window of store while under construction	Pull (Local)	N/A	During construction	
Renovated Door Cling Bilingual	BRW OC_118_070120	8" x 11"	Front left door of store while under construction	Pull (Local)	N/A	During construction	
Renovated Interior Poster Bilingual	BRISP_2228_070120	22" x 28"	In store on displays near work area	Pull (Local)	N/A	During construction	

# 12.0

## A-FRAME SIGNS

*\*Requires property management/landlord & city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.*

### Selecting a Location

Place A-frame sign on sidewalk near store to call attention to new store. Can be utilized around corner of store where there is high traffic.





# 13.0

## PULL UP BANNERS

Pull up banners may be ordered to help promote the store at indoor and outdoor events where there is a table set up.

Pull up banners should not be left up in store all the time and should be set up only with a table event.



# 14.0

## FEATHER FLAGS

*\*Requires property management/landlord & city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.*

### Selecting a Location

For the greatest impact, place flags in the highest traffic areas where traditional signage for your location doesn't exist. This is especially important if your location doesn't have strong visibility from the road.

If you are part of a large mall complex, it can also be helpful to place them on the sidewalk area so shoppers that visit other stores are aware of your location.



# 14.1

## FEATHER FLAGS

*\*Requires property management/landlord & city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.*

Click here for a video of the setup process  
[Feather Flag Setup Video](#)

### Setting Up Feather Flags

Setup instructions will be included in your kit, please reference those for complete details. Below is a summary of what you can expect.

Installation of the feather flags is a simple process. Each section of the pole slides into the larger section and the pole is designed to keep the sections from sliding all the way to the bottom of the larger pole. The largest section of pole slides into the mounting base.

# 14.2

## FEATHER FLAGS

*\*Requires property management/landlord & city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.*

### Setting Up Feather Flags

Select either the ground stake or the hardscape mounting base depending on where you plan to display your feather flags. Your kit will include both:

- Ground Stake – for use on lawn
- Hardscape – for use on sidewalks

**Ground Stake Setup:** When installing the ground stake, make sure the stake is hammered at least half-way into the ground. This will stabilize the setup and prevent the spike portion of the ground stake from bending. The poles and flags are designed to leverage windy areas. The poles will start to bow near the base in winds greater than 25 mph.

**Hardscape Setup:** Your kit includes a hardscape base and water weight to keep the base securely in place. Set the hardscape base on the desired place, put the water weight on top to stabilize it, and then attach the flag.



Sidewalk/parking lot stand with water weight used with hard surfaces.

# 14.3

## FEATHER FLAGS

*\*Requires property management/landlord & city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.*

### Caring for Your Feather Flags

The best way to clean the flags is to hand wash and hang them out to dry. Light soap can be used to maintain the flag color without fading. A washing machine can also be used on the delicate cycle using cold water.

**Do not put the flags in the dryer.**

### Reusing Feather Flags

- After 3 months, work with your local leadership team to determine if there is another location in your market that can benefit from using the feather flag.
- Coordinate the shipping locally. Reuse & Recycle.
- If the feather flags are not in good shape, please discard them.

# 15.0

## BANNERS

*\*Requires property management/landlord & city ordinance approval prior to ordering. Please work with your local facilities team to obtain these approvals.*

### Selecting a Location

For the greatest impact, hang the banner at front exterior of store utilizing grommets and provided string where it is visible by passing traffic.

When hanging, make sure the banner is high enough that it will clear customers heads. If a ladder is needed, please place ticket with facilities.

*\*Do not hang the banner where it is covering Spectrum exterior sign or front window hanging graphics. Do not hang banner inside of store.*



**DO**



**DON'T**



# 16.0

## BALLOONS

### Balloon Usage

Use balloons to generate excitement in store Day 1.

**HOW TO:** Purchase helium tank locally. Fill balloons with helium. Place at store entrances and throughout store from soft opening up to 7 days.

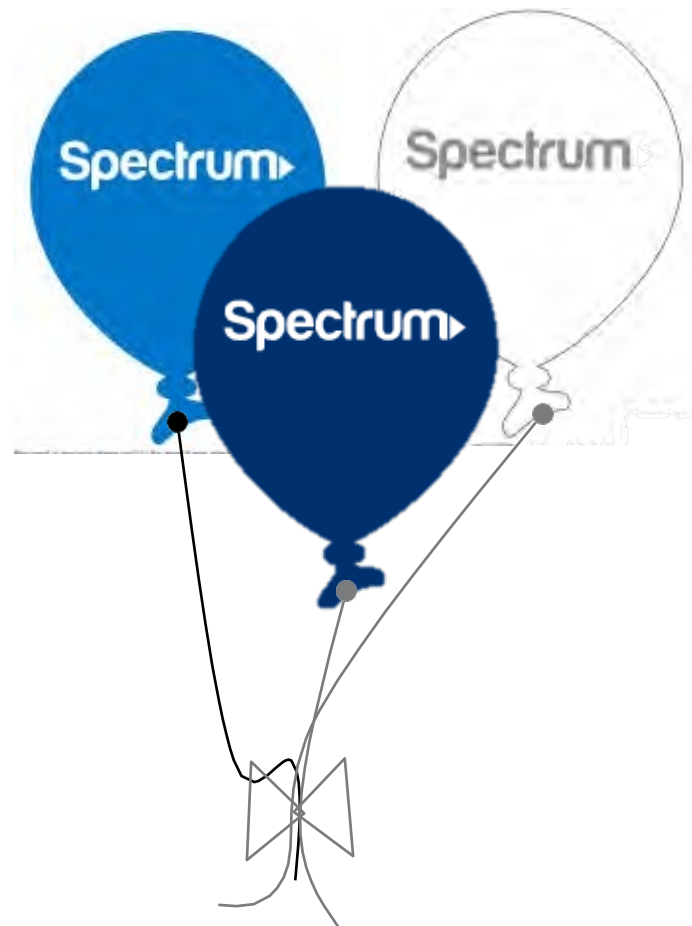
*\*Max one dozen balloons per store per color, but only order what is needed based on location size.*

### Latex Balloons:

- White Balloon – Dark Blue Spectrum logo
- Dark Blue Balloon – White Spectrum logo
- Light Blue Balloon – White Spectrum Mobile logo

### Mylar Balloons:

- White Balloon – Dark Blue Spectrum logo
- Dark Blue Balloon – White Spectrum Mobile logo



# 17.0

## GRAND OPENING KITS

GO Kits will be sent to each store from Digital Lizard for delivery during readiness week. The box will be addressed to “store manager” and will contain a “Spectrum Grand Opening Kits” label so it can be easily identified. All items will be sent in the same package.

Plan your event for the first day the new store is opened.

1. Unpack box and make sure you have received all components
  - a. One 10 ft. custom ribbon
  - b. One 6 ft. tablecloth (store can hold onto for future use)
  - c. Ten mylar balloons (5 of each type)
  - d. 100 Mobile phone pockets with information cards (given to the first 100 customers)
2. Buy a helium tank locally to fill balloons
3. Place balloons throughout the store to create a festive environment
  - a. The morning of opening do a ribbon cutting with the store team
4. Setup a 6 ft. table with the tablecloth and balloons (sourced locally):
  - a. Place table on sidewalk in front of store (landlord approval needed)
  - b. Or inside front door when customers come in



Please send an email to [spectrum.stores@charter.com](mailto:spectrum.stores@charter.com) if any items are missing or damaged.