

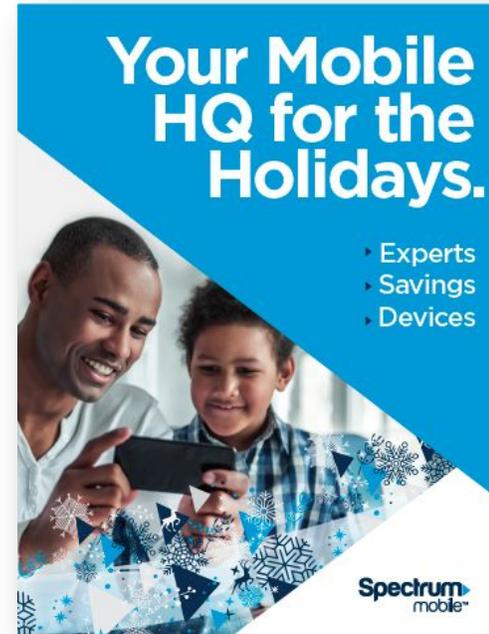
Holiday 2020

Retail Reset



Spectrum ▶

Winter Wonderland



- Reinforces brand with the use of forward symbols mixed with holiday/seasonal iconography
- Bright, white seasonal lifestyle photos

Timing

11/4/20

- Merchandising Call Delivered to stores by end of day
- Email will be delivered to Mobile and Legacy stores

11/9/20

- Complete information for reset will be on MCC

11/10/20

- Holiday merchandising kits arrive in store

11/13/20

- Window vinyls arrive in store

11/14/20

- Store completes installation of all holiday

Week of 11/23

- Customer premiums arrive in store

Q4 Mobile Reset

- Q4 Mobile Kits will arrive in store by 11/10
 - Window vinyls will arrive on 11/13
 - Customer Premiums arrive week of 11/23

- Displayed by COB 11/14

- Q4 Mobile Kits will include

- Window Posters

- *Note current Apple promo poster will remain up in priority #1

- Window Décor Vinyls

- 2 Large
 - 2 Medium
 - 2 Small

- Greeter Station Décor

- Rep Station Sneeze guard décor (4 versions)

- Rep Station placemat insert

- Accessory wall shelf panel

- Accessory wall décor items

- 2 Dark Blue
 - 2 Light Blue
 - 2 White

- Demo Bar wall decor items: Colors vary by store display

- 2 Dark Blue
 - 2 Light Blue
 - 2 White

- Employee buttons

- Back of House Stickers

***Check MCC for individual Store POG**

FRONT WINDOWS

Store Hours Window Cling

- Will not be in Q4 Holiday kit shipped to stores
- Store will need to order on OneTouch so the hours can be customized to store specific

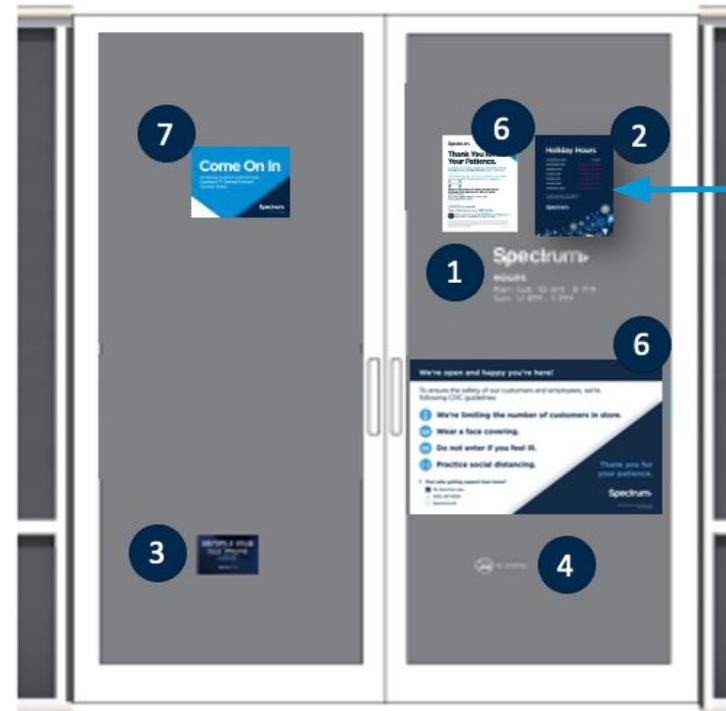
Storefront Elements & Priorities

Operational Signage

1. Store Hours
2. Temporary Holiday Hours sign
3. Recycle sign
4. No smoking sign
5. COVID cling
6. Capacity Sign *for stores that require

Marketing Decals

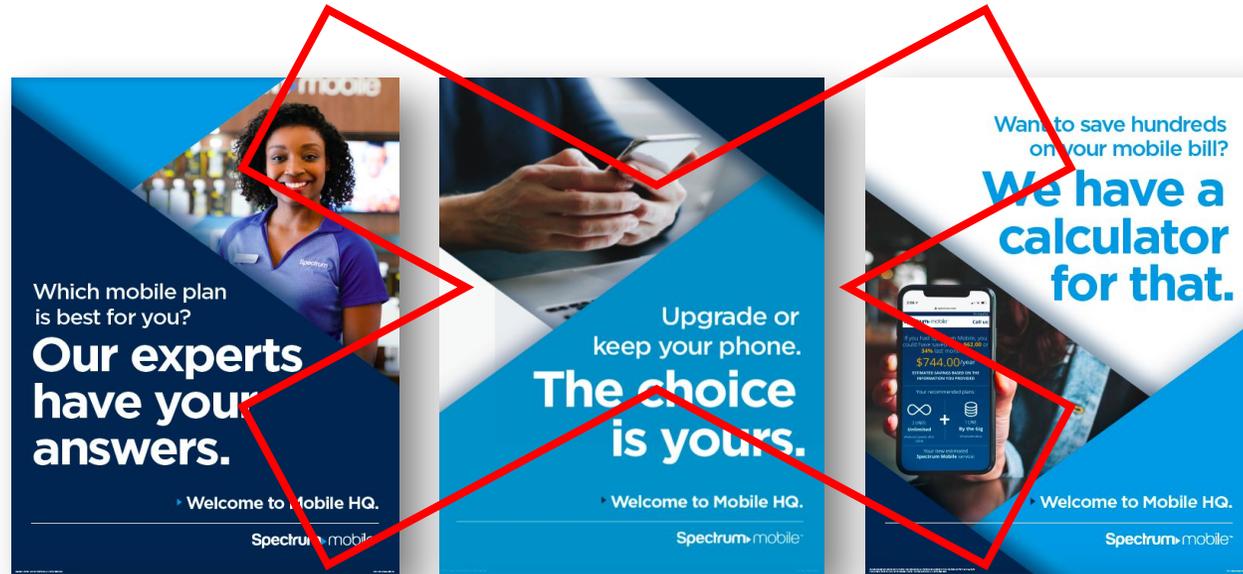
7. Now Open cling- ***For new stores only first 2 months**



***Check MCC for individual Store POG**

Window Posters

Remove the following Window Posters:



Keep the following Window Posters:



General Market

LA Market Only

Window Posters-General Market

PRIORITY 1

Meet iPhone 12 Pro.



iPhone 12 Pro

Trade in your phone and get
\$100 off
any iPhone.

Spectrum mobile

PRIORITY 2



5G

Nationwide
included in
every plan.

Check out
the latest 5G
phones here.

Spectrum mobile

PRIORITY 3

Save a little jingle.
**Mobile plans
start at
\$14/GB.**



Your mobile HQ
for the holidays.

Spectrum mobile

PRIORITY 4

**Your Mobile
HQ for the
Holidays.**



- Experts
- Savings
- Devices

Spectrum mobile

***Check MCC for individual Store POG**

Window Posters-LA Market Only

PRIORITY 1

Meet iPhone 12 Pro.



iPhone 12 Pro

Trade in your phone and get
\$300 off
any iPhone.

Spectrum mobile

PRIORITY 2



5G

Nationwide
included in
every plan.

Check out
the latest 5G
phones here.

Spectrum
mobile

PRIORITY 3

Save a little jingle.
Mobile plans
start at
\$14/GB.



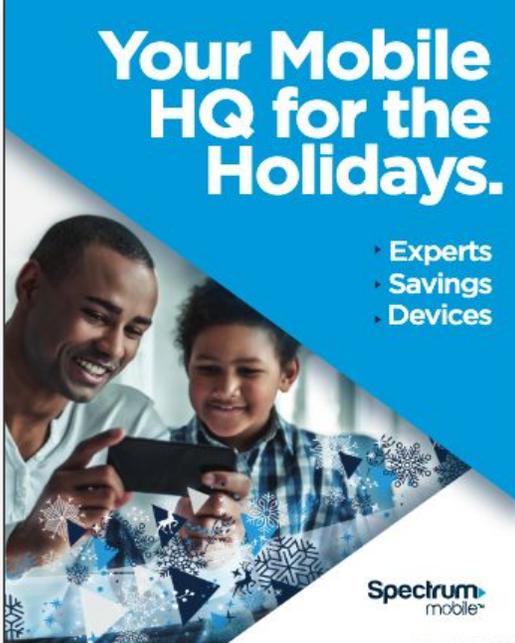
Your mobile HQ
for the holidays.

Spectrum
mobile

PRIORITY 4

Your Mobile
HQ for the
Holidays.

- Experts
- Savings
- Devices



Spectrum
mobile

***Check MCC for individual Store POG**

Window Décor Vinyl

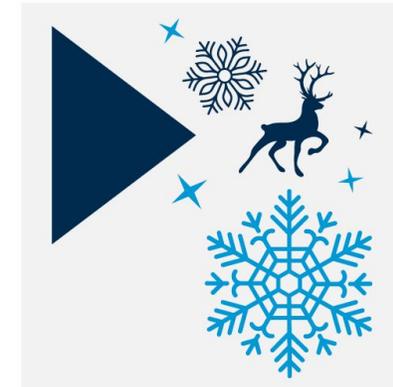
- Holiday vinyls are intended to be in addition to window posters and promotional window vinyls to bring in the winter wonderland décor to store fronts
- Each store will receive by 11/13:
 - 2 Large vinyls
 - 2 Medium vinyls
 - 2 Small vinyls
- MCC will give general direction on placement of vinyls but store will need to place based on:
 - If store has large promo vinyls in window see following pages on placement guidelines
 - Overall size of windows
- Vinyls will come packaged with install instructions and a squeegee to properly install and remove bubbles

***See how to video on installation on MCC**

25"x35"



25"x25"



18"x18"



Window Decor Vinyl- Mockup Poster only stores



Place holiday vinyls in open store window areas.

Two vinyls of each design should be shown on your storefront.

- *2 Large vinyls*
- *2 Medium vinyls*
- *2 Small vinyls*



Window Décor Vinyl- Mockup (5G Stores)



Place holiday vinyls in open store window areas that will not overlap the 5G vinyl creative.

Holiday vinyls can also be placed on windows where the 5G vinyl, or window posters are not present.

Window Décor Vinyl- Mockup (HQ Stores)



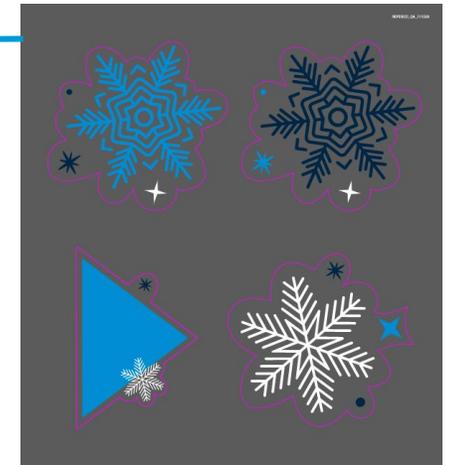
Place holiday vinyls in open store window areas that will not overlap the 5G vinyl creative.

Holiday vinyls can also be placed on windows where the 5G vinyl, or window posters are not present.

INTERIOR UPDATES

Rep Stations: Sneeze Guards

- Each store will receive clings to be placed on plexi rep station dividers based on how many rep stations store has
- Clings will be in a variety of 4 designs on one sheet
- Clings should be placed in upper right hand corner of divider plexiglass (see images)

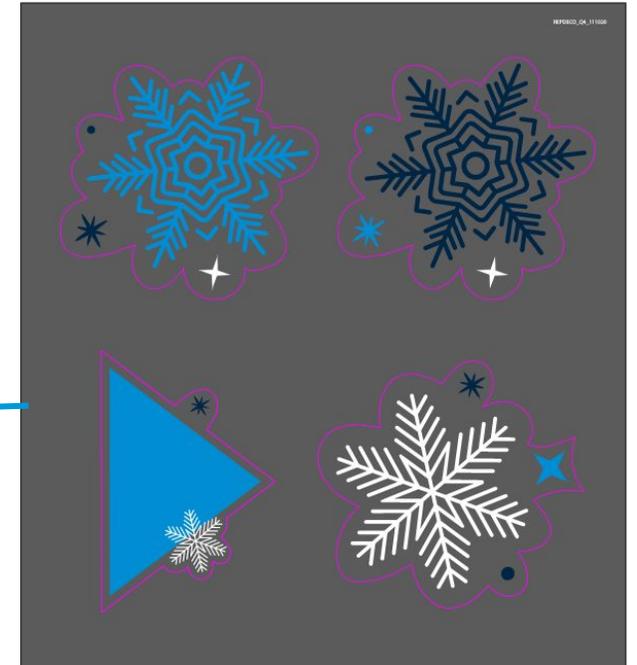
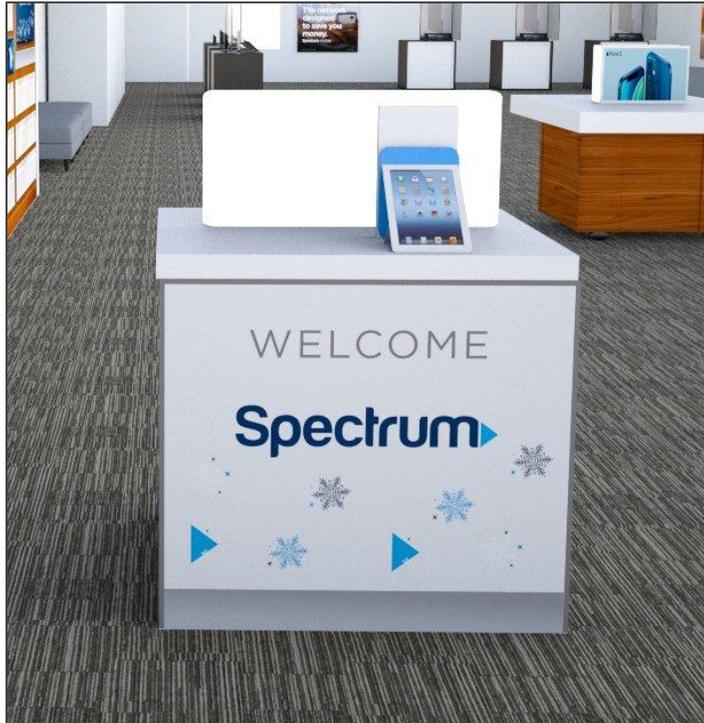


Rep Station Clings. *Grey area is clear

***Check MCC for individual Store POG**

Greeter Station

- Stores with *single and double greeter stations* will receive clings that can be applied on the front of the greeter station.



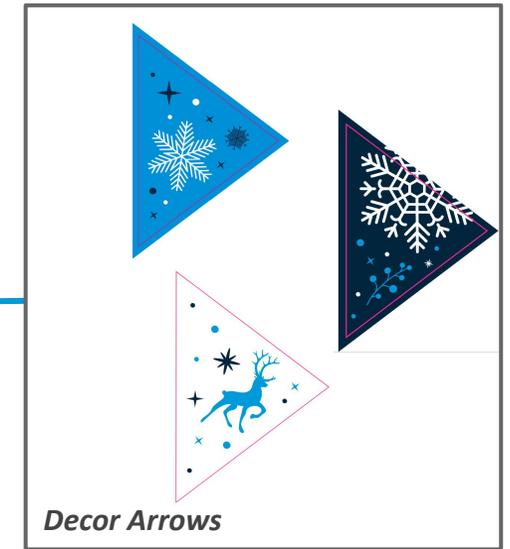
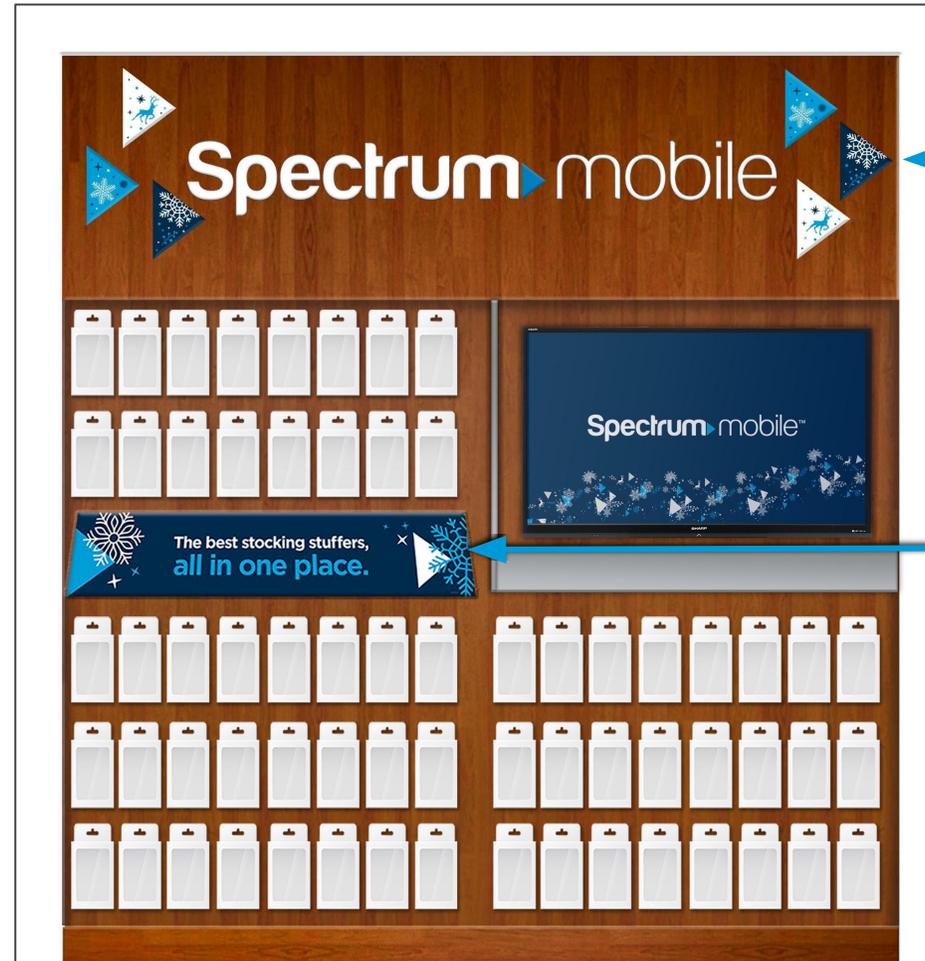
***Check MCC for individual Store POG**

Accessory Wall Updates

ACCESSORY WALL DECOR

Stores with accessory wall will receive decor arrows:

- Arrows are to be added to either side of the Spectrum mobile sign on the accessory wall as shown.
- **Decor Sizes 9"**:
 - (1) Light Blue
 - (1) White
 - (1) Dark Blue
- **To Install:**
 - See instructions in Appendix



Decor Arrows

ACCESSORY WALL SHELF

Stores with a shelf will receive updated creative:

- **Remove and discard** existing shelf sign, and **replace** with new holiday sign using provided double stick tape.



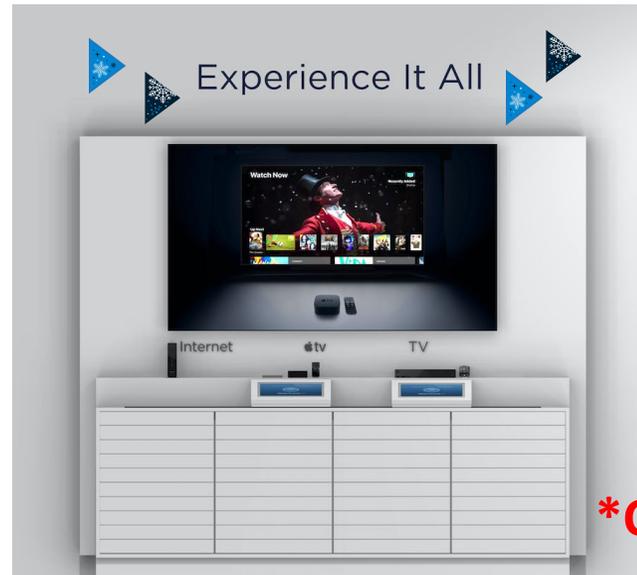
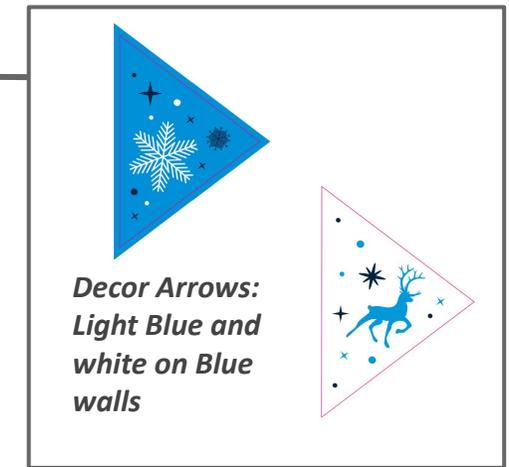
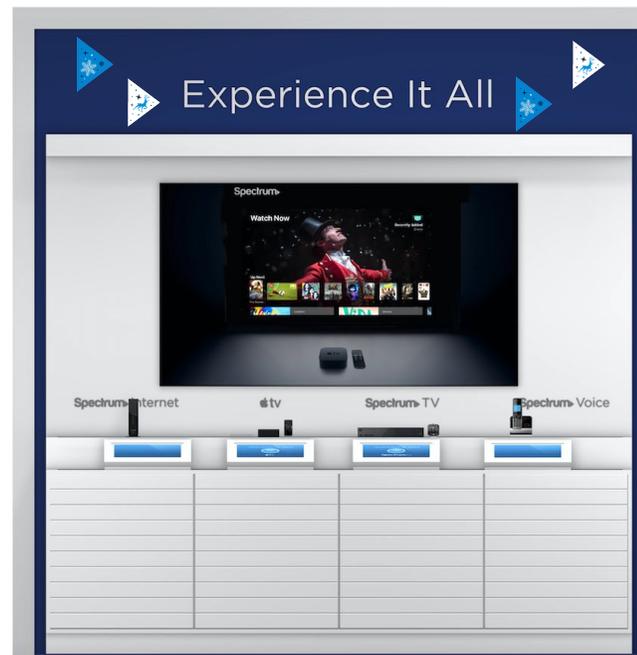
***Check MCC for individual Store POG**

Demo Wall Updates

Demo Wall Updates

Stores with select demo walls will receive decor arrows

- Arrows are to be added to either side of the Experience it all sign above the demo bar TV
- **Decor Colors:**
 - Light Blue
 - White
 - Light Blue
- **To Install:**
 - See instructions in Appendix



***Check MCC for individual Store POG**

LEGACY STORES

Legacy Store Kits

- Legacy store Q4 Holiday kits will have one of the following items:
 - 1 Holiday Poster
 - or 1 Vinyl Cling

EXTERIOR AND INTERIOR WINDOW POSTERS FOR STORES WITH WINDOW HANGING HARDWARE



EXTERIOR AND INTERIOR WINDOW CLINGS FOR STORES WITH NO WINDOW HANGING HARDWARE

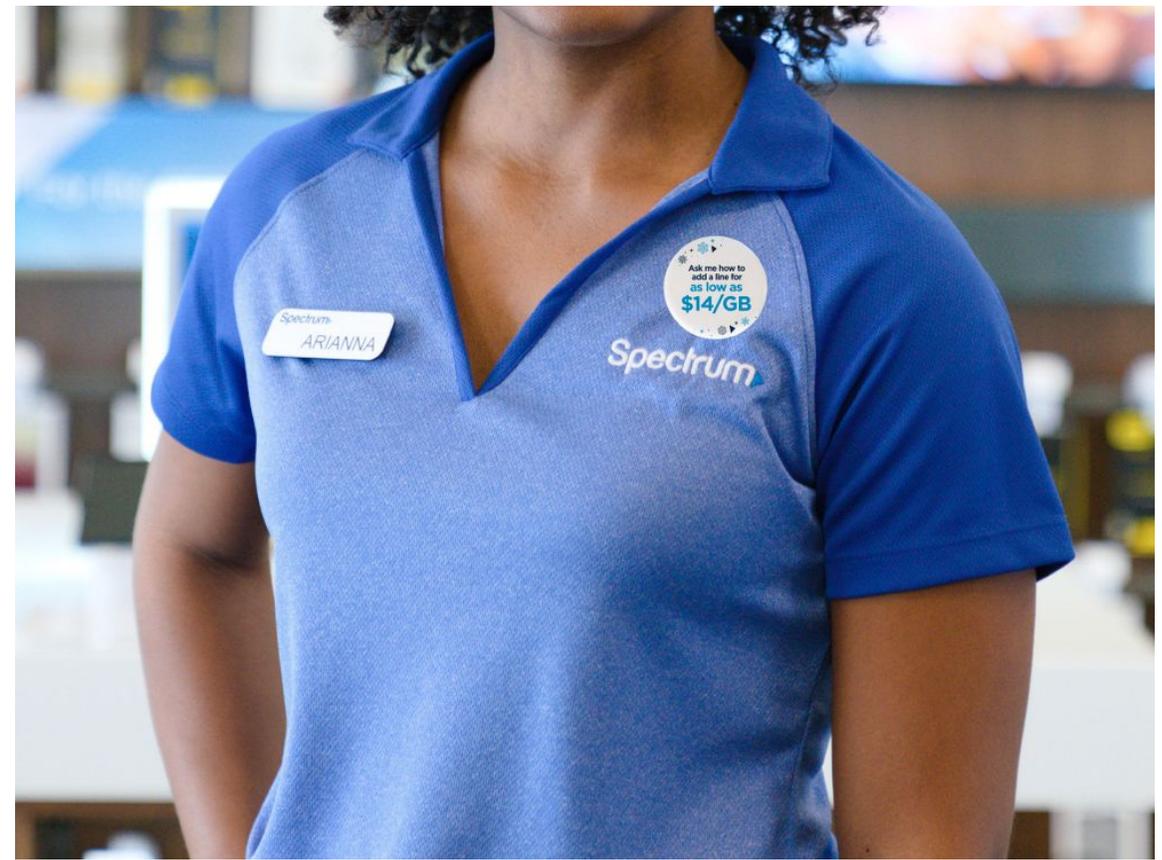


**EMPLOYEE
BACK OF HOUSE**

Employee/Back of House

Stores will receive:

- **Holiday buttons:**
 - 3" holiday buttons for employees to wear on uniforms throughout the holiday season
 - \$14/GB
 - \$100 off (General market)
 - \$300 off (for LA stores only)
 - 5G nationwide



Employee/Back of House

Stores will receive:

- **Holiday stickers:**
 - Stickers that can be used in back of house to create excitement for employees



PREMIUMS

Premiums

- An assortment of customer giveaways will be sent to stores in a separate kit the week of 11/23
- Starting the day after Thanksgiving stores can give out premiums to all customers until they are gone

APPENDIX

Cling Install Instructions- Rep Stations and Greeter Stations



Step 1

- Clean area where cling will be applied and let completely dry



Step 2

- Gently peel cling off of sheet



Step 3

- Firmly press cling in place
(Placement can be adjusted as needed)



Step 4

- Smooth cling with hand to get out any air bubbles



***Check MCC for individual Store POG**

Arrow Décor Install Instructions- Merchandise Wall and Experience it All Display



Step 1

- Clean area where arrow will be applied and let completely dry



Step 2

- Put provided double stick tape to back of arrow



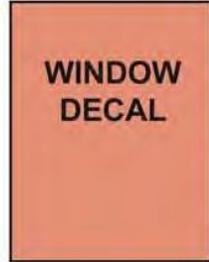
Step 3

- Firmly Place arrow on wall in place per MCC direction



***Check MCC for individual Store POG**

Window Vinyl Install Instructions



TOOLS REQUIRED: (not included)

- Window Cleaning Gear

WINDOW DECAL GRAPHICS KIT:

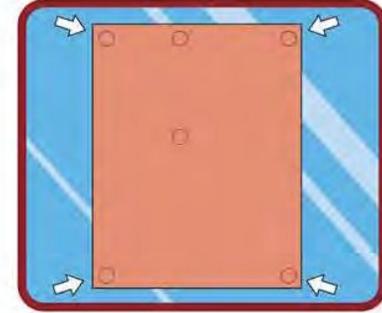
- Window Decal
- Squeegee



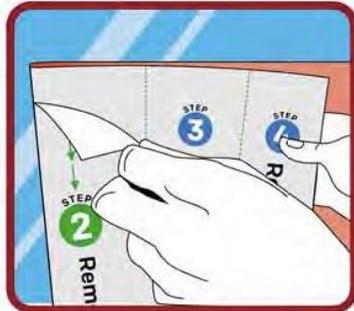
1. Clean windows with soapy water and thoroughly dry glass. Do not use detergent or ammonia based window cleaner. Make sure window is dry before installing graphic.



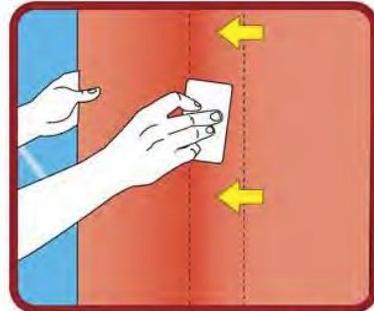
2. Peel off the STEP 1 Red Positioning Dots from the back of the decal.



3. Position graphic on window using the Red Positioning Dots to temporarily adhere it to the glass. Stand back and make sure the graphic is properly positioned. If necessary, re-position the graphic.



4. Pull the LEFT SIDE of the decal away from the window and remove the middle liner labeled STEP 2 (Green Dot).



5. Gently squeegee that section to the window removing bubbles and creases.



6. Continue removing one liner at a time and squeegee to the window in numerical order.



7. Pull the RIGHT SIDE of the decal away from the window and start removing one liner at a time and apply graphic in numerical order.



8. Note that you can remove bubbles and creases by peeling the last adhered strip off the window and reattaching.

Window Vinyl Install Instructions

HELPFUL HINTS

1. Temporarily place graphics to ensure correct positioning before installing.
2. Work slowly and methodically with the help of an assistant.
3. Follow all instructions carefully.

WARNINGS

1. Do not install graphics in temperatures below 40F.
1. Do not install graphics during high wind, rain, or snow.
1. Do not use detergent or caustic cleaners (Windex, 409, Spic&Span, Chinch, Glass Plus or Simple Green) when cleaning windows.
1. Do not expose large sections of the graphic's adhesive.
1. Do not install graphics on dirty or frozen windows.



Thank You