



PLANTSGIVING 2023



After the success of the April 2021 Spring Into Plant Based & Nov 2022 PlantsGiving program & overwhelming support from members, join PBFA & Hannaford for the second annual PlantsGiving campaign in Nov 2023!

EXTRA PAGE



FRESH MAGAZINE



MHR EMAIL



PRODUCT COLLECTION



IN-STORE



In 2023, the PBFA event will run as subset within the Hannaford **Fall, Friends & Thanksgiving** Store Wide Shopper Marketing Event – bringing more scale and awareness to the campaign and new tactics including instore signage, a full-page print ad in Fresh Magazine, and custom lifestyle photography via Hannaford Marketing. There will still be a Plant-Based exclusive Extra Page Ad, influencer marketing/boosted social and PBFA industry PR.

2023 VENDOR PACKAGES INCLUDE:

- Inclusion in Plant-Based specific Extra Page Ad
- Inclusion in Fall, Friends & Thanksgiving Weekly Digital Flyer
- Inclusion in Fall, Friends & Thanksgiving product collection on Hannaford.com
- Inclusion in My Hannaford Rewards themed email and targeted coupon (**NEW - redemption now included – average \$1.5K- \$3K+ value**)
- Inclusion in Fall, Friends & Thanksgiving Thematic Digital Display Ads
- Campaign assets provided for your brand’s social channels
- Industry press release as well as a feature on PBFA website, email, and social media
- Hannaford shopping influencers to promote participating Plant-Based brands & targeted boosting
- **NEW** – inclusion in instore signage for & Thanksgiving (lifestyle photography)
- **NEW** – full-page plant-based print ad in Fresh Magazine (lifestyle photography)
- Post promotional analysis

SIGN UP HERE

Vendor Q&A Thurs 6/15 at 1-1:30pm ET to review May program highlights & PlantsGiving details. Contact Emily@ParabolicAgency.com for Zoom meeting invite and/or any questions.

PBFA + HANNAFORD
OCT 22 – NOV 25, 2023

FEE: \$12K/BRAND
\$10K/BRAND FOR PBFA MEMBERS

\$500 PER BRAND DISCOUNT FOR 2+ BRANDS SAME COMPANY/INVOICE

COMMIT BY: FRIDAY 7/7/23

