



KERRITS®

Retail Partner Support

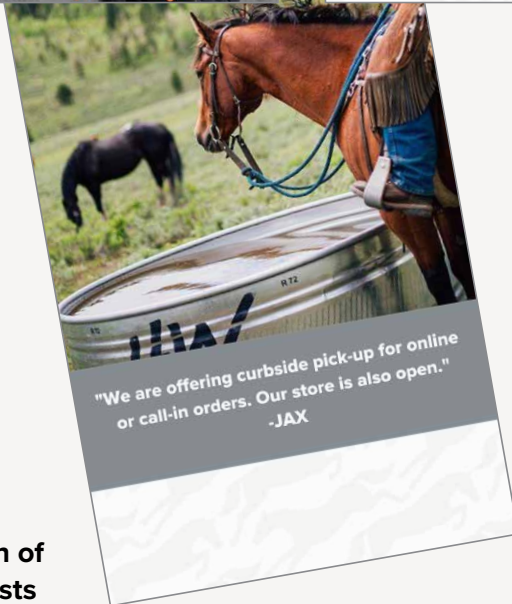
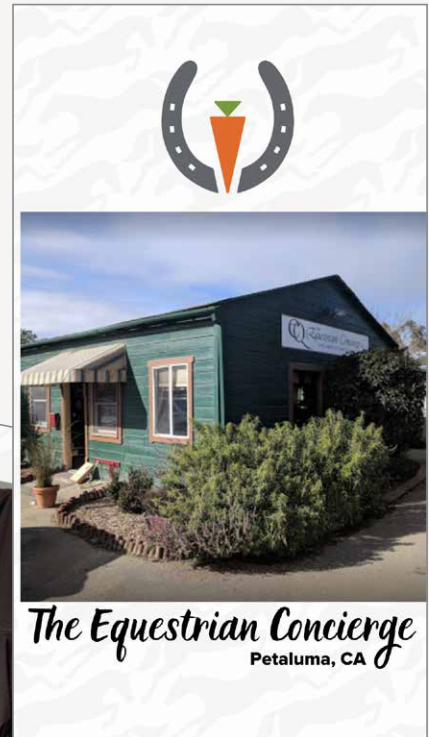


Initiative: Retailer Spotlights

Key Details:

- Ongoing series of stories shared on Facebook and Instagram
- Highlights Retail Partners, their store history, and how to shop with them
- To be featured, contact Mary Hallissey, mary@kerrits.com

Marketing Support From Kerrits



Selection of Story Posts



Initiative: Small Business Saturday Giveaway

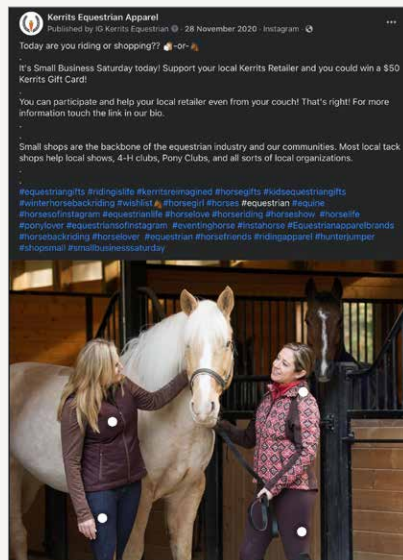
Key Details:

- November 2020
- Retail Partners could opt-in to a COVID-friendly promotion to giveaway a \$50 Kerrits Gift Card in the way that worked for them. Customers were encouraged to shop local or contact their local Kerrits Retailer for a chance to win.
- Retail Partners had access to pre-made promotional assets and gift certificates

Marketing Support From Kerrits



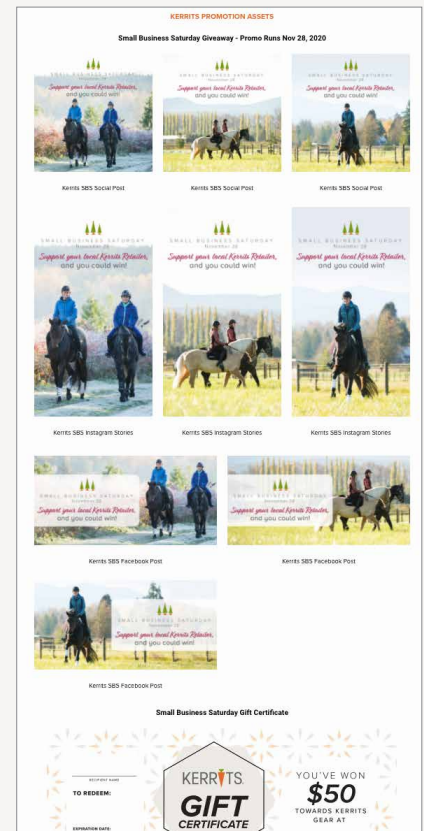
Facebook posts



Instagram post



Consumer Email



Pre-made promotional assets

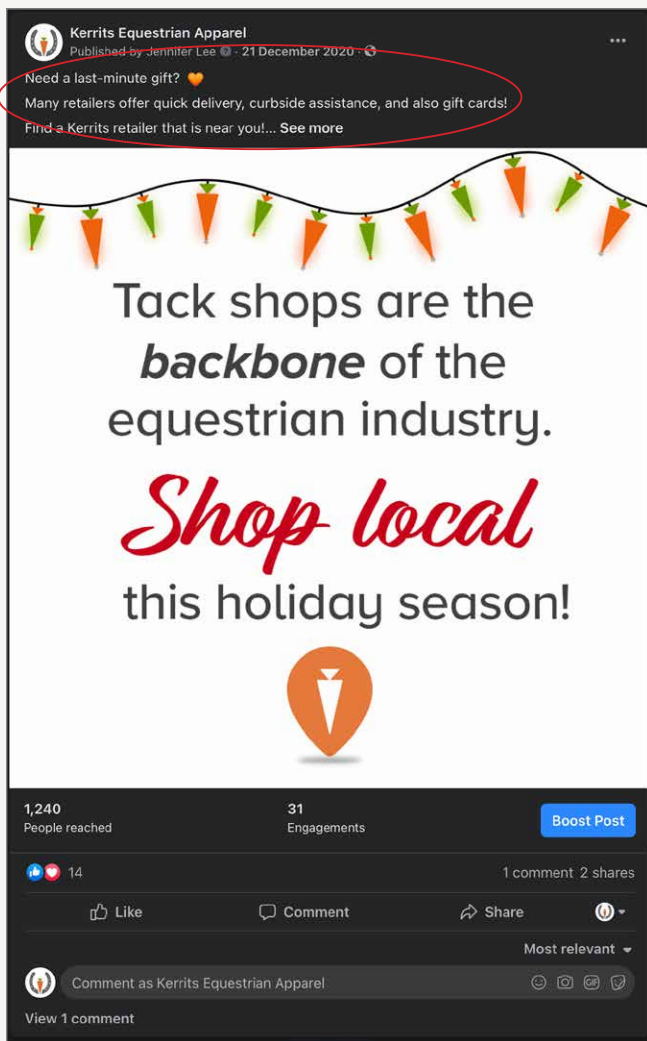


Initiative: Shop local for last-minute gifts campaign

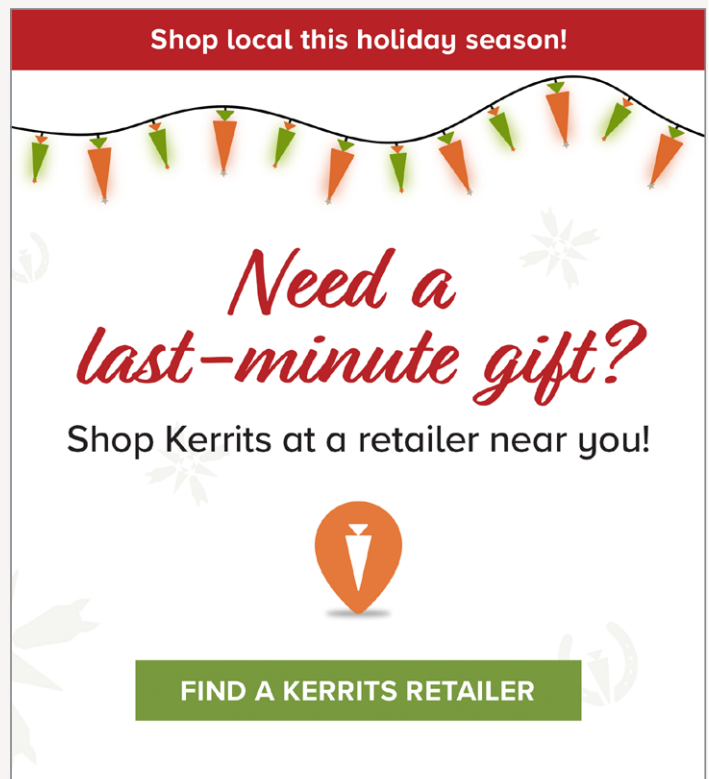
Key Details:

- December 2020
- Marketing on social and email encouraged customers to shop local during peak holiday shopping season

Marketing Support From Kerrits



Facebook post



Consumer Email

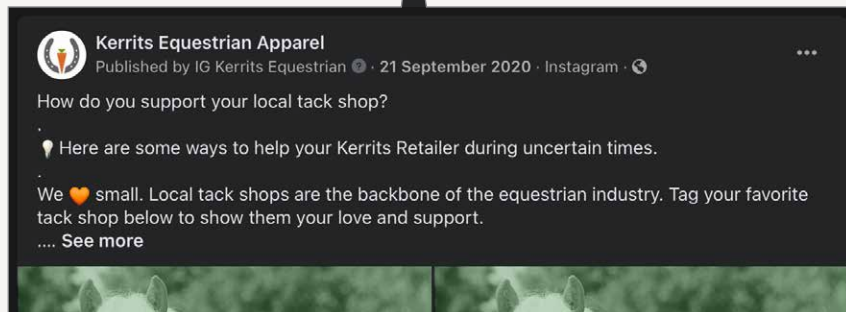
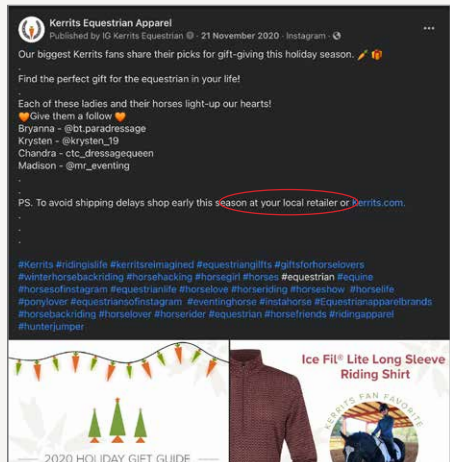
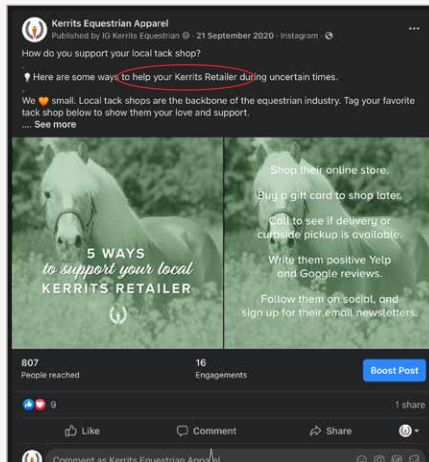
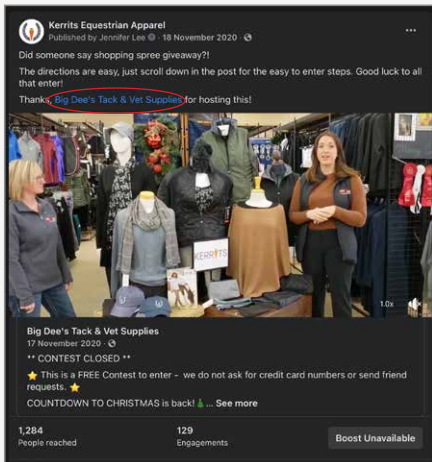
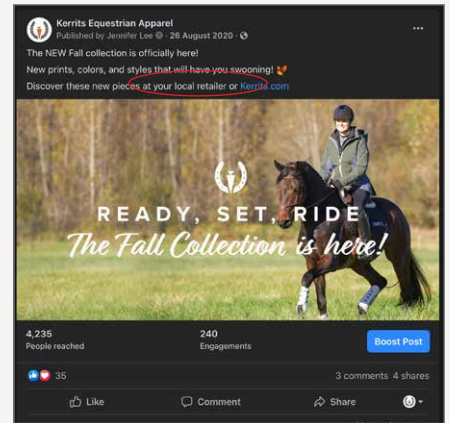
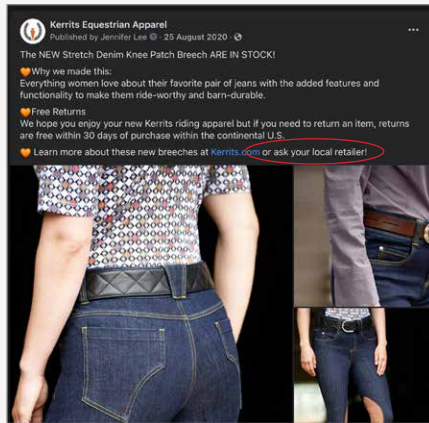
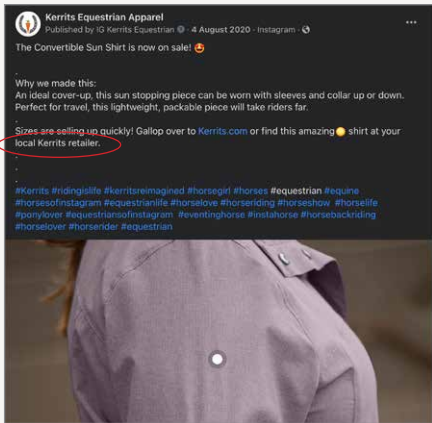


Initiative: Social Media Support

Key Details:

- Social marketing directs customers to support local retailers, with shoutouts to specific Retail Partners and shares of in-store and online events.
- To be featured, contact Jennifer Lee, jenniferl@kerrits.com

Marketing Support From Kerrits





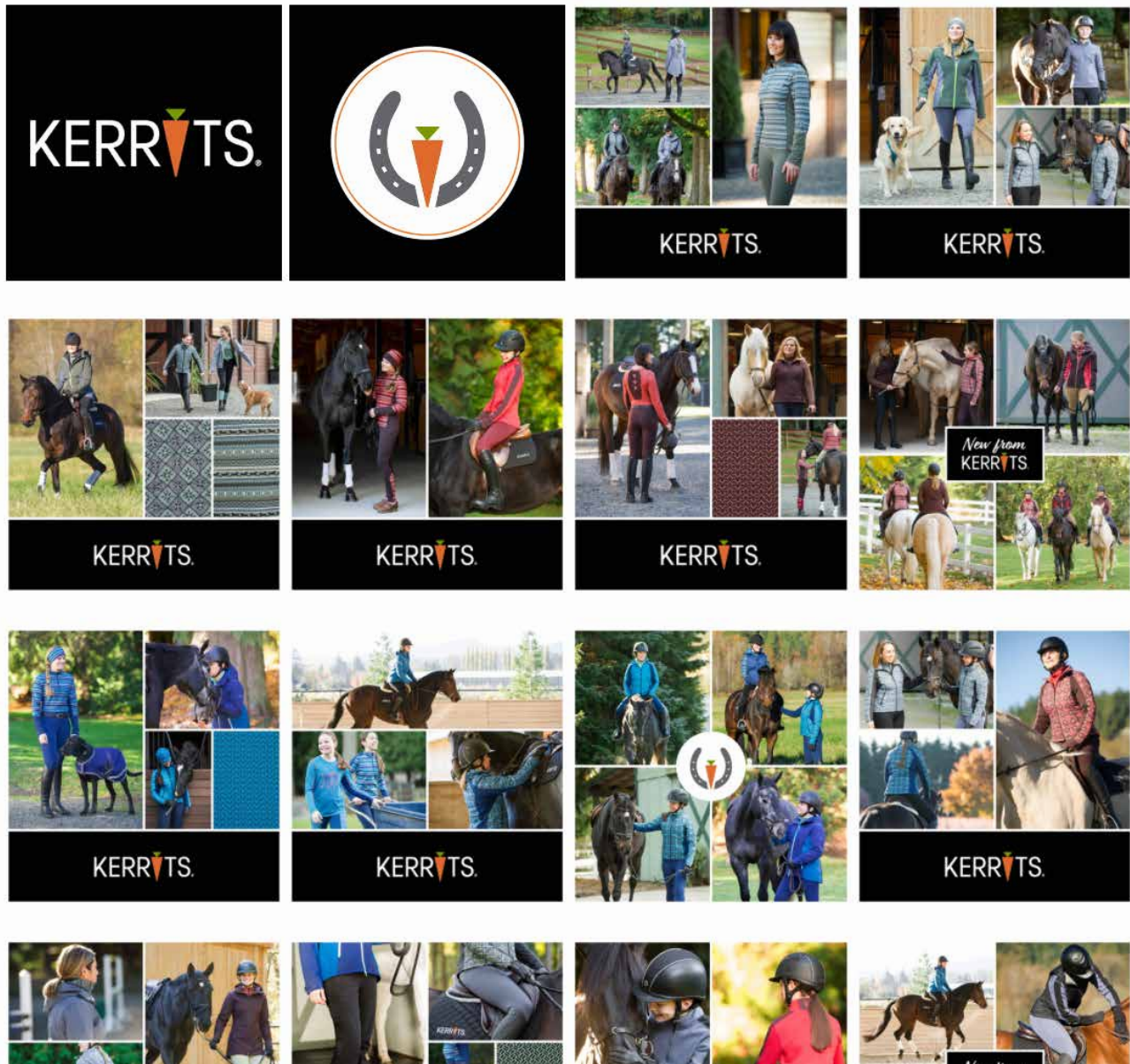
Initiative: Turn-key Social Assets

Key Details:

- Seasonal social posts images pre-made and ready to post—available on the Retail Partner Portal
- Need a pre-made social post for your upcoming event or Kerrits promotion?
We would love to help! Simply reach out to your sales rep for more details.

Marketing Support From Kerrits

Fall / Winter 2020



Pre-made social posts

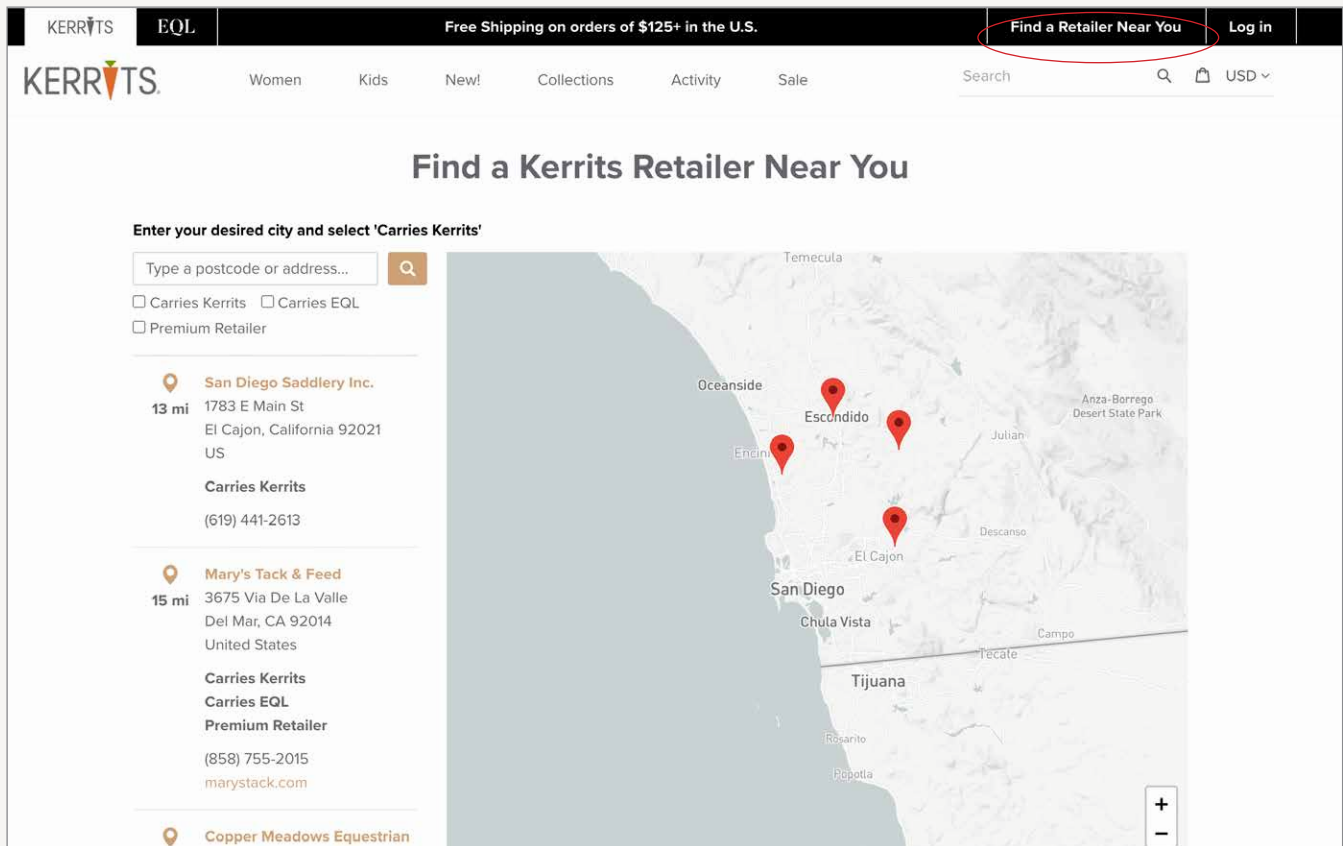


Initiative: Retail Partner Locator

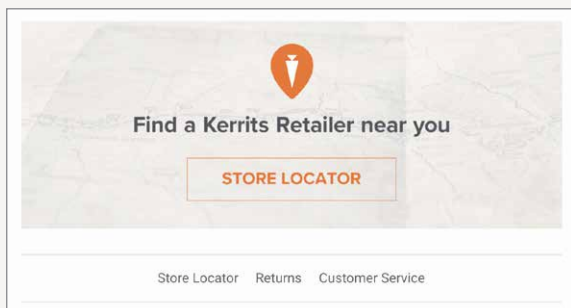
Key Details:

- Updated Retail Partner locator app within the Kerrits.com website with an easier-to-use interface and ability to separate Kerrits and EQL
- Banner in all direct-to-consumer emails that links to the locator

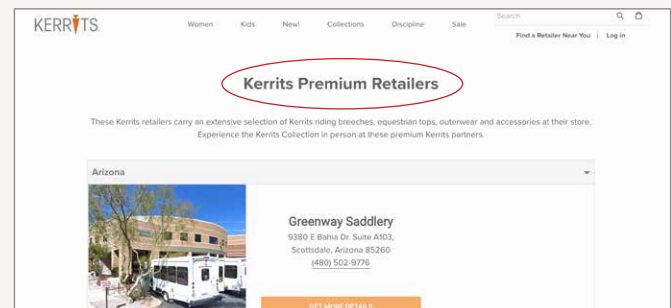
Marketing Support From Kerrits



Locator on Kerrits.com



Banner in all consumer emails



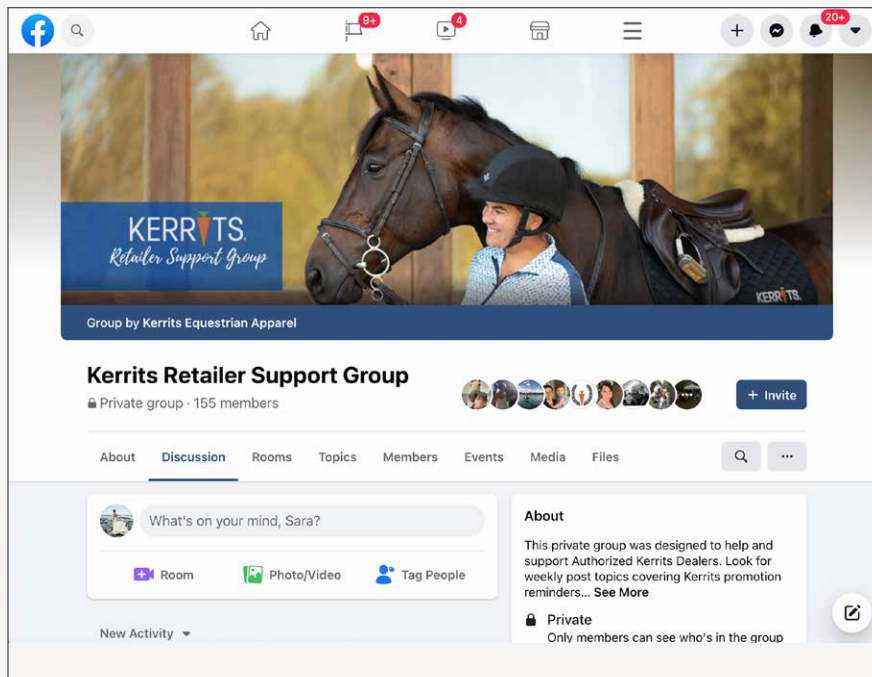
Premium Retailers Page



Initiative: Facebook Retailer Support Group

Key Details:

- It's a quick and easy way to stay current with all things Kerrits. We post Retail Partner-specific promotions, product highlights, video blurbs, surveys and helpful tips. Facebook's feed format allows you get the most up-to-date information at a glance without having to dig through endless emails. Comments and questions are welcomed, and we're excited to build a community of retailers.
- Want to become a member? Send a friend request to Mary Hallissey or ask your rep, and we will add you to the group!



Private Facebook Group to support authorized Kerrits Retail Partners



Get notifications on Monthly Product Promos, Special Offers & Giveaways

Access video content to help you merchandise and cross-sell Kerrits apparel