

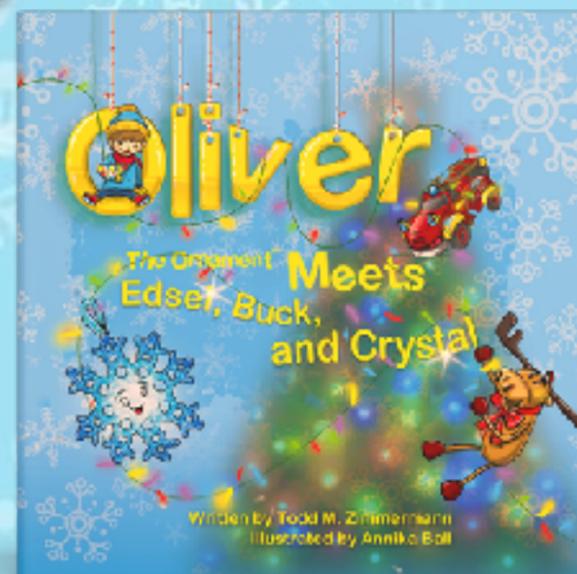
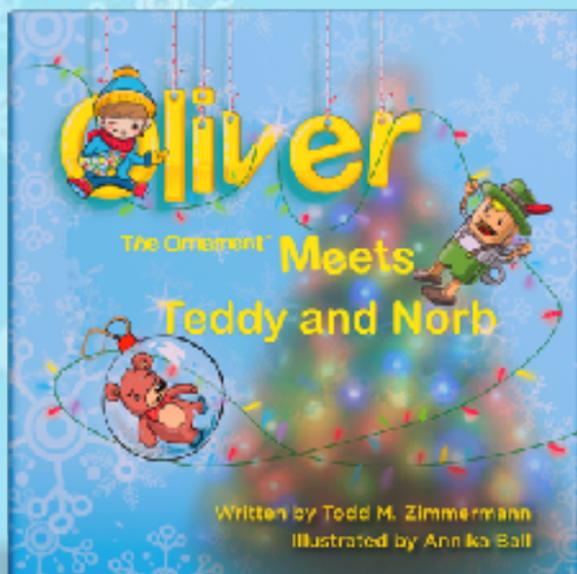
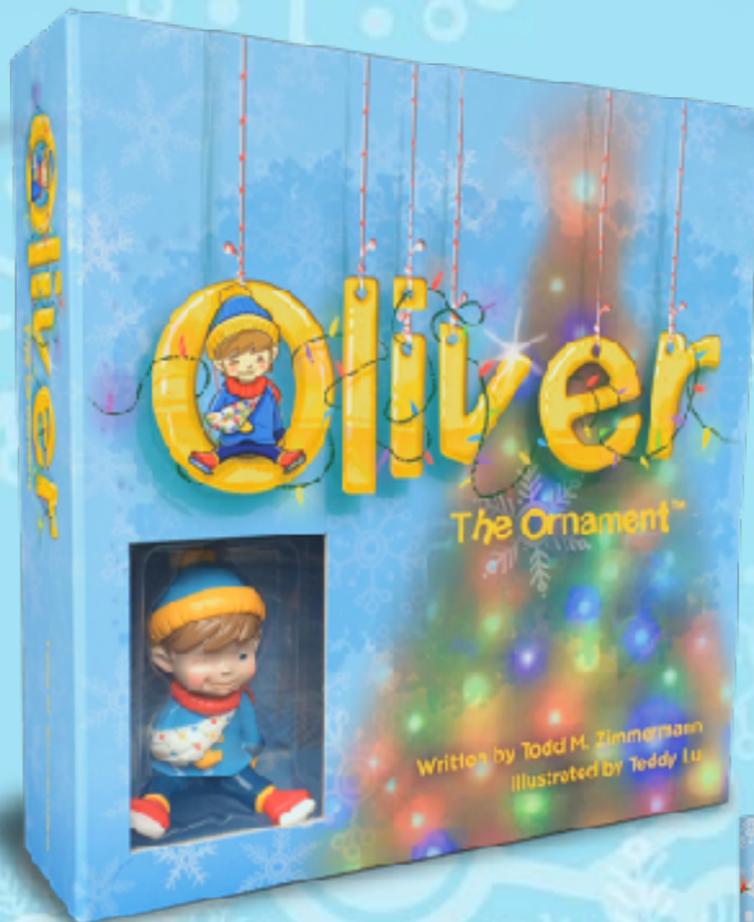
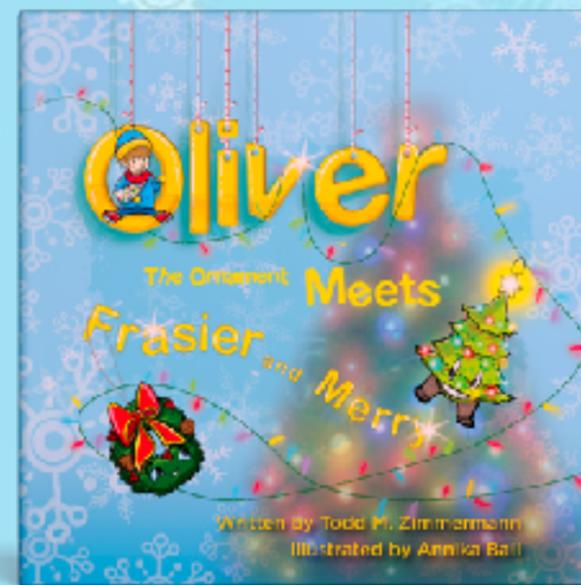
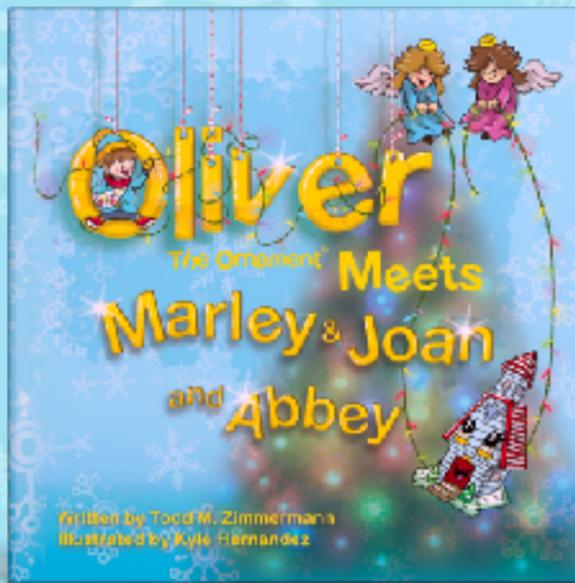
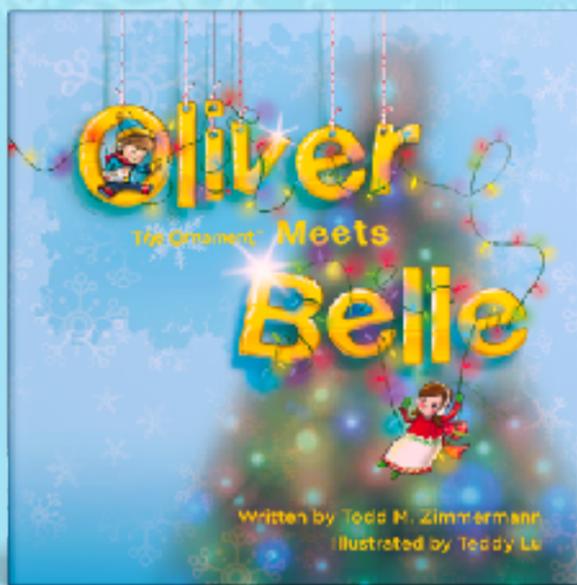


# Oliver



The Ornament™

## Retailer Kick-Off Kit





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## Steps to Success of Selling Oliver the Ornament

- Host story time at your store (use our program, Oliver's Day of Fun, or Oliver's Day of Kindness)
- Have your staff read the books (we think they'll love them)
- Host a staff kick-off Oliver the Ornament Trivia Contest
- Sell the entire line as a collection with free product and discount
- Reach out directly by phone or FaceTime to your best customers who have children or grandchildren, telling them about the line (this has worked amazingly!!!)
- Partner with a local school using Oliver's Day of Kindness
- Utilize social media posts on website with images (we've done all the work for you)
- Have your marketing person spend time with Retailer Resources
- Display one open book and ornament. Place the book on an easel so customers can page through it, with the ornament sitting next to it
- If your store is carrying ornaments, take one ornament out of each box, displaying on a tree as part of your Oliver the Ornament display
- If you're selling puzzles, put one together and use the puzzle sign in Retailer Resources
- If your store has the ability to use a video monitor, place one at the display with one of our videos
- Promote Oliver as the perfect Baby's First Christmas Gift
- Like and follow Oliver the Ornament on Facebook, Instagram and Twitter and share our posts with your own comments to help drive traffic into your stores
- Watch our training video located in Retailer Resources
- October is National Bullying Prevention Month. Many stores have hosted anti-bullying events featuring story-time with Oliver in October with a portion of proceeds going to a local anti-bullying organizations



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## Story-Time Tips for Oliver the Ornament

Here's some simple tips that will make a reading of Oliver the Ornament a big hit at your store

- Make sure whoever is reading the book has read it several times prior to the reading
- Contact a local school teacher, librarian, celebrity / politician, etc.... to do the reading
- If possible, project the story on a large screen (digital version of the book available in Retailer Resources)
- If a large screen is not available, make sure whomever is doing the reading has the book turned towards the children so they can see the illustrations
- If Santa visits your store, consider having Santa do a reading prior to children visiting with him
- Encourage the reader to be as animated as possible. The more animated, the better
- Think about doing a story-time event at a local school, church group or youth organization
- Promote story-time on all of your social media outlets
- Broadcast the reading on Facebook Live to generate more interest.
- Send out Press Release announcing event / story-time (example that can be customized available on website)



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## Price List

Item Number	Product	Cost Per Unit	Item MSRP
319319	Oliver the Ornament Regular Edition Gift Set	\$14.75	\$29.95
319345	Oliver the Ornament Meets Belle	\$9.50	\$19.95
319352	Oliver the Ornament Meets Marley & Joan and Abbey	\$9.50	\$19.95
319354	Oliver the Ornament Meets Frasier and Merry	\$9.50	\$19.95
319357	Oliver the Ornament Meets Teddy and Norb	\$9.50	\$19.95
319358	Oliver the Ornament Meets Edsel, Buck, and Crystal	\$9.50	\$19.95
319321	Oliver the Ornament Snow Globe - Oliver	\$12.50	\$24.95
319346	Oliver the Ornament Snow Globe - Frasier	\$12.50	\$24.95
319327	Oliver the Ornament Family Puzzle	\$9.50	\$19.95
319328	Ornament - Oliver	\$8.00	\$16.95
319329	Ornament - Buck	\$8.00	\$16.95
319330	Ornament - Merry	\$8.00	\$16.95
319331	Ornament - Norb	\$8.00	\$16.95
319332	Ornament - Teddy	\$8.00	\$16.95
319333	Ornament - Frasier	\$8.00	\$16.95
319334	Ornament - Crystal	\$8.00	\$16.95
319335	Ornament - Edsel	\$8.00	\$16.95
319336	Ornament - Abbey	\$8.00	\$16.95
319337	Ornament - Belle	\$8.00	\$16.95
319338	Ornament - Marley & Joan	\$8.00	\$16.95
319356	Ornament - Nelle	\$8.00	\$16.95
319353	Oliver Doodle Dandy	\$9.50	\$19.95



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## Frequently Asked Questions

- What is Oliver the Ornament about?
  - Oliver the Ornament is a seven-book series about one family's collection of Christmas ornaments. The story centers on Oliver who's been with this family since Mom and Dad's first date. Years later, even though Oliver is injured and bullied he still has the magic and kindness of Christmas in his heart. It's that magic that allows Oliver to overcome all odds to save the day.
  - Each book in the series tells how the different ornaments entered the family's collection, while also teaching children important lessons, like friendship, kindness, and forgiveness.
  - The first book begins on Thanksgiving night, while the last book will end on Christmas Day, following one family's entire Christmas season. Each book also ends with a really fun cliff-hanger, which leads in to the next book
- Are there other products available besides the book?
  - Yes, we've introduced each of the ornaments featured in the story, snow globes, puzzles.
- How do you recommend selling the line?
  - There's really two ways. The first is to sell the entire collection as a package. This makes for a wonderful Christmas tradition where the family reads books 1 through five throughout the holiday season, hanging each corresponding ornament as they read that book, then the children receive book six as a Christmas gift along with those ornaments. The other way is starting a family off with the first book, however, we always recommend that family's read the first book on Thanksgiving night, because that's when the book starts. That encourages parents and grandparents to return to your store to purchase more Oliver product.
- What's a family puzzle?
  - A puzzle with three different sized pieces, so the entire family can work on the puzzle together.
- How are the books and ornaments sold?
  - the first book is sold as a gift-set that includes the book and ornament. books #2 through #6 are sold as stand alone books with the companion ornaments available for sale as well. Book #7 will sell as a gift-set.
- Where will Oliver the Ornament merchandise be available for sale?
  - Oliver the Ornament merchandise is being sold at independent retailers, card shops, gift stores, garden centers, and toy stores



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## Frequently Asked Questions

- How did Oliver break his arm?
  - Please read the sixth book to find out.
- Can you help with social media?
  - Yes, we have an entire spreadsheet of social media posts that you simply have to cut and paste into your social channels. This spreadsheet includes links to images and videos, so it makes it easy for you.
- Are there other surprises along the way in the story?
  - Yes, the reader will learn why the bullies bullied Oliver, they'll meet several new ornaments, and there will be a number of "A-Ha" moments, making the story fun for the whole family.
- What's the suggested age for Oliver merchandise?
  - It's really for the whole family. Many people purchase Baby's First Christmas Ornaments for new-borns, so it's a wonderful gift to start for a new-born.
- Can you tell us about Book #7, the last book in the series?
  - The last book in the series is titled, Oliver the Ornament Meets... This book will be sold as a gift-set but there will not be a window displaying the ornament. Instead the cover will say "Surprise ornament included. Then, when the child opens the gift box they'll see the ornament box face down with a removable sticker saying do not open until you've read the book.

The last book is a longer book, with two parts. Part one takes place entirely on Christmas Eve, and Part 2 takes place on Christmas Day. Towards the end of Part Two, the children on our story receive an ornament from Santa. The children that are reading book seven, will receive that exact same ornament.

- What kind of recognition has Oliver the Ornament received?
  - In just the last several years, Oliver the Ornament:
    - Was named by People Magazine as one of their Best New Books
    - Was featured on Fox & Friends as one of the Hottest Toys
    - Was selected by former First Lady Melania Trump to be read three years in a row at the annual gathering at Children's National Hospital in Washington DC. This continued a 70-year tradition begun by Bess Truman.

# Oliver

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## Display Ideas

