

BIC GLOBAL RETAIL RESEARCH & INTELLIGENCE PROMO UPDATE WEEK OF DECEMBER 1, 2014

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US RETAIL PROMOS

CYBER WEEK CAMPAIGNS

WEEK OF DEC 1, 2014





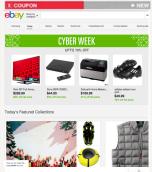












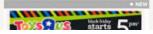
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We Are Family...& Friends!

As Cyber Monday extends into the Cyber Week, "Friends and Family" themed campaigns populate the front pages of the major retailers' store print ads, as well as their home pages online. According to the NRF's Cyber Monday Expectations Survey, 126.9 million shoppers (52.3%) planned to shop online on Cyber Monday, down slightly from the 131.6 million who planned to participate last year. Retailers had prepared for this what-turned-out-to-be a disappointing Cyber Monday with continued deep discounts and hope for the upcoming Super Saturday.

FRIENDS AND FAMILY DISCOUNTS AT MAJOR RETAILERS:

Department stores continue to push Friends-and-Family during the Cyber Week. Macy's extra 25% off for friends & family goes on through Dec. 8. JC Penney is matching up with the same offer with extra 15% off on watches, optical and family portraits.





CYBER MONDAY DEALS STARTED EARLIER IN 2014 AND EXTENDED TO A "CYBER WEEK"

- Bloomingdale's started Cyber Monday deals on Sunday, a day earlier than last year, although the same 25% off was offered.
- JC Penney's Cyber Monday deals were available the Sunday before a day earlier than last year.
- For the first time, Kohl's extended its online deals to a "Cyber Week", starting the Saturday before Cyber Monday.







FREE SHIPPING IS A POPULAR PROMOTIONAL STRATEGY THIS YEAR

- Macy's lowered the minimum purchase for free shipping to \$50 from \$75 last year.
- Target extends free shipping on any item throughout the holiday.





CYBER MONDAY PROMO COMPARISON CHART

	Cyber Monday 2014	Cyber Monday 2013		
Bloomingdale's	Cyber Monday Starts Today (Sunday)	25% Off SitewideCyber Monday is Here		
	Happy Cyber Monday	FINAL HOURS: 25% OFF Sitewide (45-60% Off Already Reduced)!		
Nordstrom	Cyber Monday steals are here!	Men's Cyber Monday Savings		
	Cyber Monday Savings! The Best Stuff from the Best Brands	Cyber Monday Steals: Boots from Frye, Stuart Weitzman & More		
Saks Fifth Avenue	It's Cyber MondayTHE DESIGNER SALE is here	40% Off Designer Items		
JC Penney	Our Biggest Cyber Sale Starts Now! (Sunday)	Cyber Monday deals start today! Plus, take an extra 30% off.		
	Cyber savings continue! EXTRA 30% off + \$2 shipping	Hurry! Cyber Monday deals end today.		
Kohl's	It's Cyber Week! 20% off online + free shipping with \$25 purchase	Extra 20% Off Online, Free Shipping & Shop Cyber Deals!		
Macy's	Cyber Monday starts now: shop amazing new Specials! Free Shipping at \$50 and Get Extra 15% Off	Cyber Monday: extra 15% off + Free Shipping at \$75!		
Target	Cyber Monday starts now. TVs, please.	Cyber Week Sale		
-	Happy Monday. Enjoy electronics deals this Cyber Week.	Buy one get one 50% off apparel, jewelry, accessories and shoes		
	Come play with our Cyber Week toy deals.			
Walmart	Cyber Monday starts early - big deals BEFORE the big reveal	Cyber Week specials START NOW		
	Cyber Monday more deals added! Save up to 50% + free shipping.	EARLY ACCESS: Cyber Monday specials		
	Cyber Week: More top tech. More great deals.	New items just added! Cyber Monday specials END SOON		



GLOBAL RETAIL RESEARCH & INTELLIGENCE WEEKLY UPDATE

FBIC HOLIDAY TOY PRICE TRACKING: WEEK OF DEC. 1

	TOYS	Amazon	K-Mart	Toys "R" Us	Target	Walmart
1.	Disney Frozen Snow Glow Elsa Singing Doll	\$57.99	\$39.99	\$34.99	\$29.99	\$28.88
2.	Teenage Mutant Ninja Turtles Battle Shell Leonardo/action figure 11"	\$23.95	\$10.99	\$19.99	\$19.99	\$19.97
3.	Doc McStuffins Get Better Talking Mobile Cart	\$76.03	\$49.99	\$44.99	\$49.99	\$44.97
4.	Leap Frog Leap TV Active Video Game System	\$149.00	\$149.99	\$149.99	\$149.99	\$149.00
5.	Vtech Kidizoom Smartwatch (\$49.99)	\$85.90	\$49.99	\$59.99	\$59.99	\$48.00
6.	Zoomer Dino	\$79.88	\$79.99	\$79.99	\$79.99	\$79.88
7.	Simon Swipe Game	\$14.76	\$11.25	\$14.99	\$14.79	\$35.27
8.	Lego Minecraft: The Village	\$59.99	\$29.99	\$39.99	\$31.99	\$31.99
9.	Nerf Zombie Strike SlingFire Blaster	\$16.97	\$22.49	\$22.99	\$24.99	\$16.97
10.	Transformers Age of Extinction Voyager Class Evasion Mode Optimus Prime Figure	\$16.99	\$19.99	\$20.97	\$19.99	\$24.99
11.	FurReal Friends Get Up & GoGo My Walkin' Pup Pet	\$35.00	\$49.99	\$39.99	\$49.99	\$35.00
12.	Hot Wheels Street Hawk Remote Control Flying Car	\$49.92	\$49.99	\$49.99	\$59.99	\$49.92

Price increased from last week Price decreased from last week Price remains the same as last week

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