

# US RETAIL PROMOS

## CYBER WEEK CAMPAIGNS

WEEK OF DEC 1, 2014

The image displays a grid of 12 retail promotional banners for Cyber Week, arranged in two rows of six. Each banner is a thumbnail of a retail website's promotional page, featuring various offers and product images. The banners include:

- JCPenney:** Friends & Family, Extra 25% off, Doorbusters.
- Macy's:** Friends & Family, Extra 25% off, Top-Name Designers.
- Kohl's:** Friends & Family, Extra 25% off, \$10 Cash.
- Walmart:** Cyber Week, Save money. Live better.
- Target:** Super Saturday, 50%-75% off storewide.
- Target:** Cyber Week Sale, Deals only at Target.com.
- Toys R Us:** Mega Cyber Week Sale, online & in store, too!
- eBay:** Cyber Week, Up to 70% off.

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This row contains four additional retail promotional banners:

- Home Depot:** Cyber Week, Save up to 50%.
- Amazon:** Cyber Week, Save up to 50%.
- Toys R Us:** Mega Cyber Week Sale, online & in store, too!
- Black Friday specials:** Free shipping every day!

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

**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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