



**DEFENSE COMMISSARY AGENCY**  
HEADQUARTERS 1300 E AVENUE FORT LEE, VIRGINIA 23801-1800

MPM

January 28, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20 – 25

SUBJECT: Relaunch of CLICK2GO at Fort Eustis and Oceana

The purpose of this Notice to the Trade (NTT) is to notify our Industry partners that the CLICK2GO program is being relaunched at both the Fort Eustis and Oceana commissaries on Tuesday, March 31, 2020. There will not be any changes to the program itself but rather an enhanced and vibrant marketing plan to promote the benefits of CLICK2GO at these locations.

The vision of the Defense Commissary Agency (DeCA) is to create a carnival type atmosphere that will attract patrons, especially busy parents, and allow us to educate them on the benefits of CLICK2GO.

Remember that we have been testing our new Customer Relationship Management (CRM) tool in Zone 28. It allows industry to run specials that have not been the norm with our old system; for instance, Buy 1, Get 1 Free or Buy 2 of one item and get another item free.

As an added incentive, the Agency will create a maximum two-page sale's flyer specifically for those items approved for the CRM tool. Once an item is approved for CRM, companies will have until close-of-business, Friday, February 28, 2020 to provide us with images and other information located in NTT 20-09, Digital Platform Collaboration. Any assistance in printing the flyer is appreciated.

The marketing team will create a social media blitz to promote the event.

Point of contact for this notice is Michael A. Pulley, [Michael.pulley@deca.mil](mailto:Michael.pulley@deca.mil) or (804) 7348000, extension 48521.

Hector Granado  
Director, Marketing

PROUD, COMMITTED AND MORE.