



IN REPLY
REFER TO

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

MPM

June 23, 2021

NOTICE TO THE TRADE - DeCA NOTICE 21-88

SUBJECT: Joint Industry Promotion “Come Home to Savings”

The purpose of this notice is to invite Industry to participate in an upcoming Joint Promotion with the theme “Come Home to Savings” that is intended to encourage our patrons to shop at their local commissary. The Defense Commissary Agency (DeCA) and its Industry partners have joined forces to drive our most deserving patrons back “home” to our stores to shop and receive the benefits they most richly deserve.

Industry will provide an “in-store excitement” day on August 14, 2021 in CONUS stores leading up to the first campaign. The first campaign sponsored by the National American Logistics Association (ALA) is a contest to “Win a \$500 Shopping Spree” awarded in commissary gift cards to ten (10) patrons that make a purchase in a worldwide commissary August 1-31st. DeCA will provide marketing kits to stores and employees will be ready to greet patrons that are coming home. Our Exchange resale partners will assist in communicating these events via their social outreach programs.

Interested Industry partners should review the details below from the ALA:

- Incorporate Logo and “Come Home to Savings!” theme
 - #ComeHomeToSavings on social media platforms and other communication channels
 - The link to the DeCA Come Home to Savings logo files:
 - <https://drive.google.com/drive/u/0/folders/13eK5yQ39D7T8TTR7T-9Cc5nIkPGByy17>
- Amplify patron awareness by working with your 3rd party media partner to leverage the theme and promote ALA’s contest
- Contribute to “in-store excitement day” at CONUS stores: **commitment due July 9th**
 - Examples: swag, samples, coupons, gift cards, dead stock (dry), trial size, etc.
- Contact List:
 - ALA subcommittee leader Christine Roussey (Christine.Roussey@iriworldwide.com)
 - In-store excitement lead Amanda Herold (AHerold@Eurpac.com)
 - Examples of Media Partners:
 - bBig Communications, Mark Igo (migo@bbigcommunications.com)

- D&R Communications, Rich Carroll (rcarroll13@comcast.net)
- Family Media, Michael Perrino (mperrino@familymedia.com)
- Maxi-Saver, Linda Sharlin (linda@maxisavergroup.com)
- MilitaryLife, Vince Santoro (vsantoro@militarylife.com)
- Military Media, Marc Michals (mmichals@militarymedia.com)
- Sandboxx, Shane McCarthy (shane@sandboxx.us)

Our sincere thanks for all you do for our military members and their families and to you for all our support. The Commissary's "Come Home to Savings" will highlight the value of the commissary benefit for those who have protected our country and our freedom throughout the years. We appreciate your participation in this unique and heartfelt program.

Norman E. Brown
Director, Marketing

Your Commissary ... It's Worth the Trip!