



IN REPLY
REFER TO

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

MPM

January 25, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-29

SUBJECT: NEW Marketing Support Form

The purpose of this Notice to the Trade is to share with Industry DeCA's new and improved Marketing Support Form, designed specifically for our Industry members. This form should be used, effective immediately, for promotional savings events, contests, sweepstakes, giveaways, celebrity visits, etc. We coordinate this pertinent information with the Marketing Team, the Sales Directorate, the Public Affairs Office, and the Store Operations Group, highlighting the overarching themes for that month such as seasonal events, national celebrations as well as special military recognitions.

Our government reach is in the tens of millions through "military-focused" publications, websites, social media, e-newsletters, and private organizations. This distribution network also includes all military services' public affairs offices worldwide, military newspapers, and through the local Spouses Clubs, Financial Offices, and Newcomer's briefing packets. And, of course our own publicity venues: www.commissaries.com; our in-store radio; Armed Forces Network TV (AFN); and our social media platforms.

As you know, timing is of the utmost. Please submit your information NLT 45 days prior to the effective date of the event. We are excited to begin promoting 2022, working together to publicize your company's products and the commissary benefit! Your outstanding promotions further accentuate our everyday savings to our great military patrons.

Please forward this Marketing Support Form to Ms. Sallie Cauthers, sallie.cauthers@deca.mil, (804) 734-8000, extension 48769. She will insure that this form is distributed to all pertinent DeCA personnel for action. Thank you for your continued partnership in all our military savings efforts!

Norman E. Brown
Director, Marketing