

# NEW MOVER MAIL

New residents (recently moved households) are highly active when it comes to looking for a new grocer:

- **Grocery is consistently ranked in the top 3 most urgent items purchased when moving.**
- **New residents are 5 times more likely to become long term customers.**
- **90% of movers are willing to try new brands!**

UNFI's New Mover Direct Mail program sends oversized postcards with coupons you provide to new residents in your specified markets. This allows you to capture those few important weeks while residents establish new/permanent shopping patterns.

## PROGRAM DETAILS

- Utilize the US Postal Service to reach new residents in your designated area(s) by mailing an oversized color postcard to residential addresses with their name and offers.
- Postcards are created and mailed daily to new movers within the first 7-10 days of their move-in date.
  - New movers identified by NCOA, County & Courthouse Records, Utilities, Phone and Cable connects and more
- Program requires a one-time set-up fee of \$150 per store and a one-time mapping fee of \$40 per store

## CUSTOMIZATION

- Choose from two postcard templates for your postcard
- Provide your own store information & coupon details.
- Mailed daily! New Mover postcards are printed and mailed daily and will reach the new resident within the first week of moving into the community.
- Movers targeted geographically by zip code or store radius.

## SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: [Lynn.M.Johnson@unfi.com](mailto:Lynn.M.Johnson@unfi.com)

To discover our portfolio of services, visit [Services.UNFI.com](https://Services.UNFI.com) or [view our brochure](#).

## RETAIL MARKETING



## WHY NEW MOVERS?

- Capture new business by offering potential new customers a coupon with a welcome message to shop at your store.

## REACH THEM FIRST!

- Postcards are created daily and mailed to new movers within the first 7-10 days of their move-in date.

## CASE STUDY

This example followed one retail group using the program for 3 months:

- Mailed 31,030 pieces
- Redeemed 8,277 coupons
- 26.7% response rate
- Return per \$1 spent:
  - YEAR 1: \$1.37
  - YEAR 2: \$2.32

# TEMPLATE OPTION 1

## RETAIL MARKETING



I want to use template option 1 (above) for my mailers.

### LOGO COLOR (SELECT ONE)

- Your Logo in RED
- Your Logo in BLACK
- Your Logo in FULL COLOR

### COUPON INFORMATION

Each mailer features 2 coupons. Please fill in your coupon information below.

Coupon Offer #1 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., Free Dozen Essential Everyday Eggs): \_\_\_\_\_ (5-word max)

Coupon Offer #2 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., "Free Gallon Essential Everyday Milk): \_\_\_\_\_ (5-word max)

# TEMPLATE OPTION 2

# RETAIL MARKETING



I want to use template option 2 (above) for my mailers.

## LOGO COLOR (SELECT ONE)

- Your Logo in RED
- Your Logo in BLACK
- Your Logo in FULL COLOR

## COUPON INFORMATION

Each mailer features 2 coupons. Please fill in your coupon information below.

Coupon Offer #1 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., Free Dozen Essential Everyday Eggs): \_\_\_\_\_ (5-word max)

Coupon Offer #2 PLU# \_\_\_\_\_

\$20.00 OFF your next purchase of \$80 or more

Other (i.e., "Free Gallon Essential Everyday Milk): \_\_\_\_\_ (5-word max)

## SERVICES OFFERED (choose MAXIMUM of 10):

- |                      |                                  |                      |
|----------------------|----------------------------------|----------------------|
| ATM                  | Fresh Produce                    | Pharmacy             |
| Beer, Wine & Spirits | Fresh Seafood                    | Postage Stamps       |
| Catering             | Full-Service Deli                | Propane              |
| Certified Angus Beef | Gift Cards                       | Quality Store Brands |
| Coffee Kiosk         | Hardware                         | Rug Doctor           |
| Double Coupons       | Hot Food/Grab 'n Go Meals        | Self-Checkout Lanes  |
| EBT                  | International Foods Selection    | Store Pickup         |
| Floral Department    | Lottery Tickets                  | Sushi                |
| Fresh Bakery         | MC, Discover, Visa & Debit Cards | USDA Choice Beef     |
| Fresh Dairy          | Natural/Organic Foods Selection  | Utility Payments     |
| Fresh Meat           | Online Shopping & Delivery       | WIC                  |

**If no services are selected, then the following sentence will appear on your postcard:**

"In addition to the fresh, delicious food that makes every meal special, our store offers a variety of services that make your life easier every day. Stop in today and see for yourself."



# NEW MOVER MAIL PROGRAM SIGN UP

RETAIL  
MARKETING

## SELECT ONE

- Start New Program
- Change Current Program

## SELECT ONE

- Template 1
- Template 2
- Custom Design (fees apply)

## YOUR CONTACT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## STORE DETAILS

Store Name: \_\_\_\_\_ UNFI Store#: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

## SIGNATURE TO APPEAR ON MAILER

Store Owner \_\_\_\_\_  
Store Manager \_\_\_\_\_  
Other \_\_\_\_\_  
None \_\_\_\_\_

If this option is chosen, the signature will be your STORE NAME, i.e., Sincerely, Your Staff at The Market

## TRADE AREA

Mspark will work with you to finalize your recommended geography to target and market.

\*1-year program commitment required

\*\*30-day written notice for program cancellation

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