

Ramp Up Your Mango Sales With A Store Contest!

Sales and display contests are a fantastic way to grow your mango sales. Contest benefits include:

- Getting your store associates excited about and focused on mangos
- Improving follow through on posting of POS materials
- Educating shoppers about mango ripening, cutting, nutrition and usage ideas
- Rewarding hard-working stores or department managers
- Producing higher mango sales and volume!

Steps to a successful contest

Running a store contest can be easy and rewarding, but it does take a bit of planning to ensure success.

1. Come up with a theme, timing and key objectives for your contest.
2. Establish the rules and judging criteria.
3. Promote the contest and the prizes in as many ways and as often as possible.
4. Provide POS kits from the National Mango Board.
5. Collect entries and conduct the judging process.
6. Reward the winners as quickly as possible and publish their names to everyone involved (this last step will help increase interest in your *next* store contest).

More about rules and judging criteria

Think about what type of contest you want to have. Sales contests are easier to judge because sales figures are objective. Sales contests can encourage big displays along with other tactics to drive mango movement. Display contests tend to encourage more creativity at the store level.

The rules should clearly state the following:

- What is the contest period? How long should displays be in place? Or, what time period will be used to compare sales figures?
- When are entries due and where should they be sent? Exactly what is needed to make the entry complete? Consider setting up an entry form if you need to collect specific details from each store.
- What support will the stores receive? Will you provide POS kits from the National Mango Board? Will mangos be on promotion during the contest period? Will a higher volume of mangos be forced out to support bigger displays?
- What are the judging criteria? For example, the National Mango Board runs a national display contest for small retailers where the scoring is based on 50% creativity of the display, 25% overall visual appeal and 25% effectiveness in educating shoppers. Your criteria could be much simpler than this. If you are running a sales contest, what calculation will be used to choose the winners? You could calculate % increase in mango dollars over previous year. Think about the measurements you typically use to evaluate store sales and stick with that.
- Make it clear that all decisions are final. We suggest when judging display contests that you have a group of judges that review the anonymous entries to ensure fairness.
- What are the prizes? Are there prizes awarded in different categories, such as districts, store groups or size categories?
- Who is eligible to win? Are the prizes for store teams, department managers or regional merchandisers?
- What happens if the company no longer employs the winner when the prizes are announced?



More about prizes

The prizes are the “hook” or the key motivator to get stores excited to participate in a contest. Generally, the better the prize, the better the participation. However, there are other factors. Here are some ideas for your consideration:

- Offer a basic prize to each produce manager that submits an entry. This might be a \$5 gift card to your own store.
- Set up a sweepstakes where everyone who enters gets a chance to win a prize by random drawing, in addition to the winners of the sales or display contest.
- Have a separate prize available for regional merchandisers, which will encourage them to support their stores and promote participation in the contest. This prize could be based on their store group’s performance or even the percentage of their stores that submit an entry.
- Sometimes, more prizes (more chances to win) is better than bigger prizes, so consider spreading out the prizes so there are more winners.
- Cash-value gift cards are easy and universally sought after. At the National Mango Board, we use American Express gift cards, which spend like cash anywhere American Express is accepted.
- Specific prizes can work well if there is something that would be valued by anyone who might enter. Lately, iPads have been very popular as prizes. The Kindle Fire is a lower-priced alternative that is very attractive. iPods or portable speaker systems for an iPod are good prizes as well. Think about how you will procure and distribute these prizes before setting up your contest.

More about themes and key objectives

Giving your contest a theme can help provide a creative spark for your store associates. It can also help you communicate your key objective for holding the contest.

- If you want to build awareness and sales for a particular variety, have your contest themed around that variety, but don’t forget the mango basics that apply to all varieties.
- A contest focused on customer education, such as how to cut a mango could yield benefits for much longer than just the contest period.
- Perhaps you want to theme the contest around a holiday or season. A winter mango contest could use a theme like “Bring Some Sunshine to the Season”. For a Cinco de Mayo event, consider using our ever-popular “Cinco de Mango” theme.
- Setting a theme for your contest is a great opportunity to get creative, but you can also just keep it simple. Mangos are fun, colorful, healthy and delicious. A general theme, such as “Mangos to the Max” or “Mad About Mangos” is all you really need to get your store associates headed down the right path.

The National Mango Board can help

Talk to your Retail Account Manager about using your promotion allocation to fund contest prizes. If that works out, we can help you simplify the entire process, including procuring gift cards as prizes. The National Mango Board can also create custom POS kits just for your contest, and we can even include your contest flyer and entry form right in the kit that you will distribute to your stores. Look to the retail section of mango.org for marketing messages, photos and other tools to help make your contest a huge success!

Tell us what works for you

We want to learn more about conducting contests at retail. Tell us what has worked for you in the past. What has failed dismally? Have you run a contest that was more trouble than it was worth? How do you streamline your contests to minimize the workload on you and your team? Let us hear from you and let’s learn together!