

# Shoppers Drug Mart-Holiday brief

## sheblogs

### Blog Post:

draft due: **Nov 3, 2014 / \*9am**

live (blog, Fb, tw): **Week of Nov 12-19 / \*9am**

Notes: Drafts due in word doc / \*your time zone

### Social Media:

Live (FB&Tw): **Same day as your blog post by 3:00pm EST**

sheblogs contact: [julia@sheblogsmedia.com](mailto:julia@sheblogsmedia.com)

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## overview

product overview: Shoppers Drug Mart has an abundance of inspiring gift ideas for all your friends, family and neighbors- or anyone else on your nice list this holiday season. This year shopping is even easier with the new gift finder available online. With so many fabulous fragrances, gorgeous gifts, delectable treats, and latest toys and electronics, Shoppers Drug Mart has **GIFTS MADE EASY** for everyone... so easy you might go a little overboard!

blogger objective: Get your readers shopping! Showcase and educate them about the **GIFTS MADE EASY**, upcoming holiday in-store and online promotions, gift guide and contest this holiday season at Shoppers Drug Mart.

### angle:

*This is your opportunity to share with your readers why you are excited for the **GIFTS MADE EASY** event at Shoppers Drug Mart this holiday season.*

- Are you a prepared shopper or do you wait till the last minute?
- Do you have a long list of people to buy for this season?

# mandatory components

**copy points** – ensure that your post includes all the following copy points in your own words so it doesn't look or read 'copy and paste'.

## 1) *Your gift selection: Cool Kid and Trendy Tots*

- Feature and discuss **at least 3 items** from your gift selection list\* (Cool Kid and Trendy Tots) with pictures and descriptions at the bottom of this brief. Touch on who you will be buying these gifts for and why you think they would love it.  
**\* ensure you include items from both Cool Kid and Trendy Tot lists**
- **In addition let your readers know about:**
  - The gifts for the Modern Man. Everything he needs from fragrance to grooming essentials, such as the Gillette ProGlide Holiday Pack.
  - The right sweets available for The Entertainer this season. An array of chocolates for friends, co-workers or for that holiday party you have been planning.

## 2) *Shoppers Drug Mart this Holiday Season*

- Has created an online destination that allows you to filter hundreds of gift ideas by price, categories, or the type of person you are shopping for
- Each location has exciting in-store sales, promotions & exclusive holiday gifts sets
- November 12 to December 25
- You can earn Shoppers Optimum Points on every purchase and most stores are open late
- Holiday Gift guide launches:
  - "Give Beauty, beautyBOUTIQUE by Shoppers Drug Mart" - November 8<sup>th</sup>
  - "Get Set for the Happiest Holidays!" - November 15<sup>th</sup>
  - Keep an eye out for 3 additional gift guides/beauty books available in late November and December
- Join the conversation at #giftsmadeeasy

## 3) *Unwrap to Win Contest*

- From December 1<sup>st</sup> to 24<sup>th</sup>
- Visit the Shoppers Drug Mart website for a chance to win fabulous prizes ranging from beauty, fragrances, skin care sets to toys, electronics and gift cards.
- Giving away **15 great prizes every day** (360 in total) and one could be yours!

## 4) *Retweet to win*

- Join the #SDMHolidays retweet to win contest for a chance to **win 1 of 10**, \$100 Shoppers Drug Mart gift cards.
- Contest ends November 21, 9:00am EST
- Redirect: <http://bit.ly/SDMblog2>

**disclaimer:** do not use "sponsored" in the title of your post. Instead, use this disclaimer at the bottom of your post.

*Although this post has been generously sponsored by Shoppers Drug Mart, the opinions and language are my own, and in no way do they reflect Shoppers Drug Mart.*

**images** – Please include the following:

- a) a minimum of 3 images to match the gifts you have discussed in your post- **Attached**
- b) GIFTS MADE easy logo: **logo.jpg**

**call to actions**

- a. Get your readers to visit the Shoppers Drug Mart Holiday website to browse the **GIFTS MADE easy** this Holiday season AND to enter their contest for a chance to win gifts! REDIRECT: **WILL BE INSERTED BY SHEBLOGS INTO YOUR DRAFT**
- b. Encourage your readers to enter the Retweet to Win contest for a chance to win 1 of 10, 100 gift cards from Shoppers Drug Mart...REDIRECT: <http://bit.ly/SDMblog2>

**snippet / tracking code** – you must embed this tracking code/snippet in your blog post.

**important: When you return to your blog post to edit or make changes, the snippet can disappear. Always check that it is still there and a implement again if needed. Once implemented correctly you should see a campaign related big box as appear directly beside your post**

**wordpress:** paste the snippet into your blog post. The snippet will not display anything when the post is viewed/previewed.

**\*note\*:** If there are two tabs in your editor "Visual" and "Text" make sure to paste the snippet in the "text" tab

**blogger:** paste the snippet into the "HTML" tab of your blog post. The snippet will not display anything when the post is viewed/previewed.

```
<span id='SheBlogsSponsorshipID' class='sdmholiday2014' style='display:none'></span>
```

## facebook & twitter

### Facebook

- post to go live at **the same day as your blog post by 3:00pm EST**
- Encourage your readers to explore what Shoppers Drug Mart has online and shop in-stores for **GIFTS MADE EASY** this holiday season. *Share one gift idea and description that you intend to purchase from the list you were selected for.*
- redirect: <http://bit.ly/SDMhFB>
- include an image of one the gifts

### Twitter

- post to go live at **the same day as your blog post by 3:00pm EST**
- Image: **To be provided before the live date**
- share this exact message:

holiday GIFTS MADE EASY @ShoppersDrugMart. Retweet to Win 1/10 \$100 gift cards  
[#SDMHolidays](http://bit.ly/SDMHolidays) <http://bit.ly/SRT2Win>

## do's

- Ensure that **Shoppers Drug Mart** is spelled in full and correctly every time
- Include the **GIFTS MADE EASY** logo and ensure the name spelled as shown each time
- Only include the hashtag #giftsmadeeasy in your post.

# my Shoppers Drug Mart checklist

## my DRAFT submission has:

- ☐ mandatory copy points in my own words
- ☐ call to action
- ☐ disclaimer at the bottom of the post
- ☐ images
- ☐ hyperlinked redirect
- ☐ grammar and spell check
- ☐ submitted in word document

To be submitted by **November 3, 2014** to [julia@sheblogsmedia.com](mailto:julia@sheblogsmedia.com)

## my LIVE blog post has:

- ☐ all client changes accepted and changed
- ☐ snippet implemented
- ☐ redirect(s) included
- ☐ all links have been tested and work

## my TWITTER post has:

- ☐ Retweet image
- ☐ Message

## my FACEBOOK post has:

- ☐ photo
- ☐ redirect
- ☐ I have submitted all my urls/ links to [julia@sheblogsmedia.com](mailto:julia@sheblogsmedia.com) by 3:00 PM EST

Let's go shopping! **And...thank you for participating in this campaign!**

# Featured Gifts: Cool Kid and Trendy Tots

- Cool Kid
    - Acer 8" Tablet
    - Captain America Super Soldier Stealthfire Shield
    - La Ferrari 458 Spider Racing Wheel
    - Teenage Mutant Ninja Turtles Combat Gear
  - Trendy Tot - Find the perfect gift for your energetic little elf
    - LeapFrog My Pal Scout
    - V-Tech Shake & Move Puppy
    - B. Wheels
    - Disney Frozen Olaf
- 
- The Entertainer –The happiest surrounded by good food and great friends
    - Hershey Kisses Milk Chocolate
    - President's Choice Mini Cheesecake Cupcakes with Chocolate Icing
    - Carnaby Sweet Luxury European Biscuit Collection
    - Simply Food Deluxe Mixed Nuts (Only at Shoppers)
  - The Modern Man – He's into the latest technology and looking sharp
    - Fragrance Sampler & Certificate Collector's Edition For Him (New & Exclusive)
    - Philips Sonicare Diamond Clean Power Toothbrush
    - Gillette ProGlide Holiday Pack
    - Sony Micro Hi-Fi Stereo
    - Jawbone UP24 Wristband
    - Shoppers Drug Mart Gift Cards