

The ACE logo is rendered in a bold, red, sans-serif font. The letter 'A' is stylized with a sharp, upward-pointing triangle on its left side. The letters 'C' and 'E' are solid and blocky. A small registered trademark symbol (®) is located at the bottom right of the 'E'.

ACE[®]


The **helpful** place.

“5 Surefire Tips”

to Increase Hispanic Traffic

August 9, 2009 Las Vegas, NV

The Basics



**Identify clear
long-term goals and objectives**

Identify Hispanic Stores

Identify a Leader of the Brand

Top 5 Tips: **HACER**

Hispanic Store Visits *(Perception vs. Reality)*

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Carefully observe store surrounding trading area

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Hispanic Store Visits (*Perception vs. Reality*)

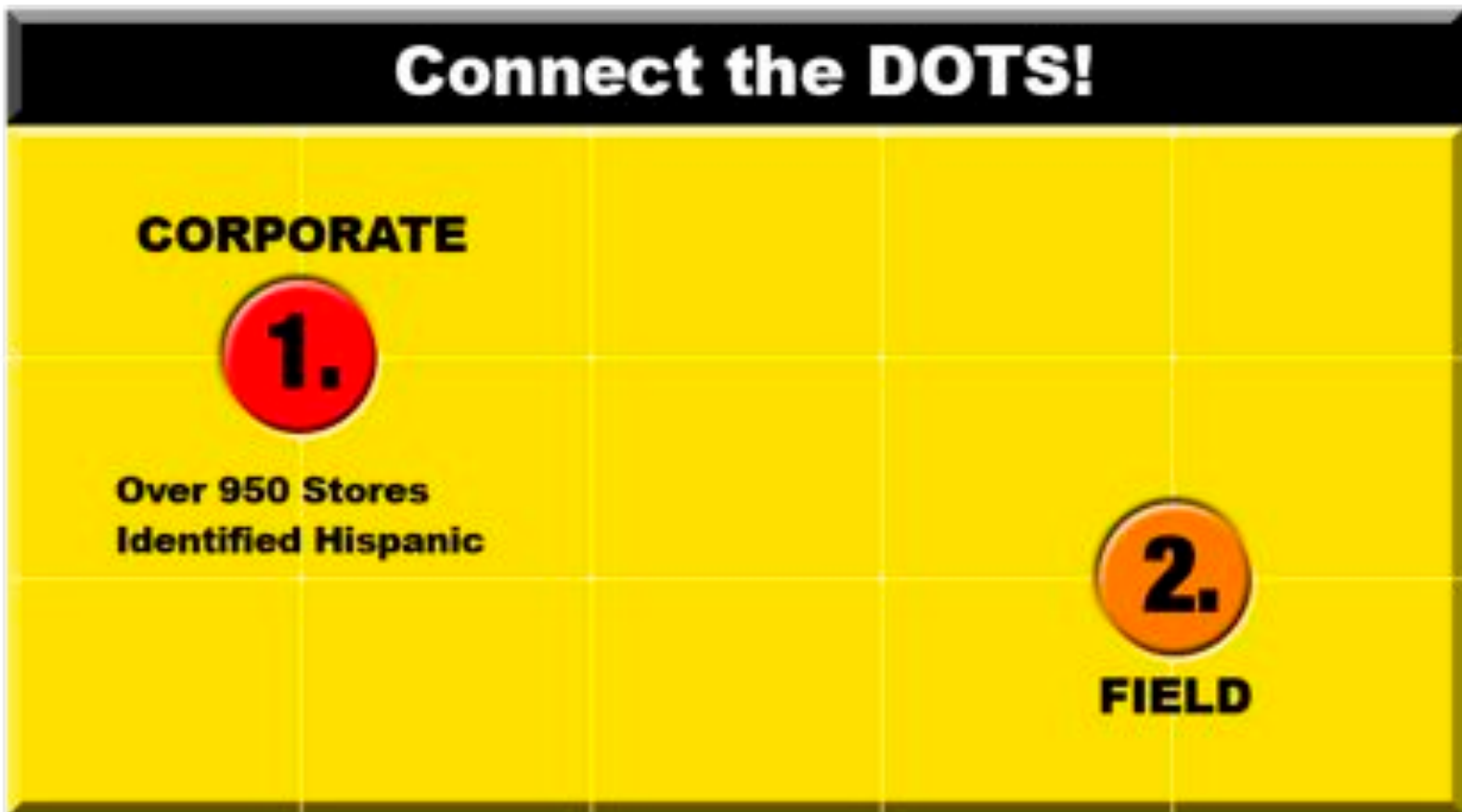
Acknowledge the insights of Managers and Associates

Carefully observe store surrounding trading area

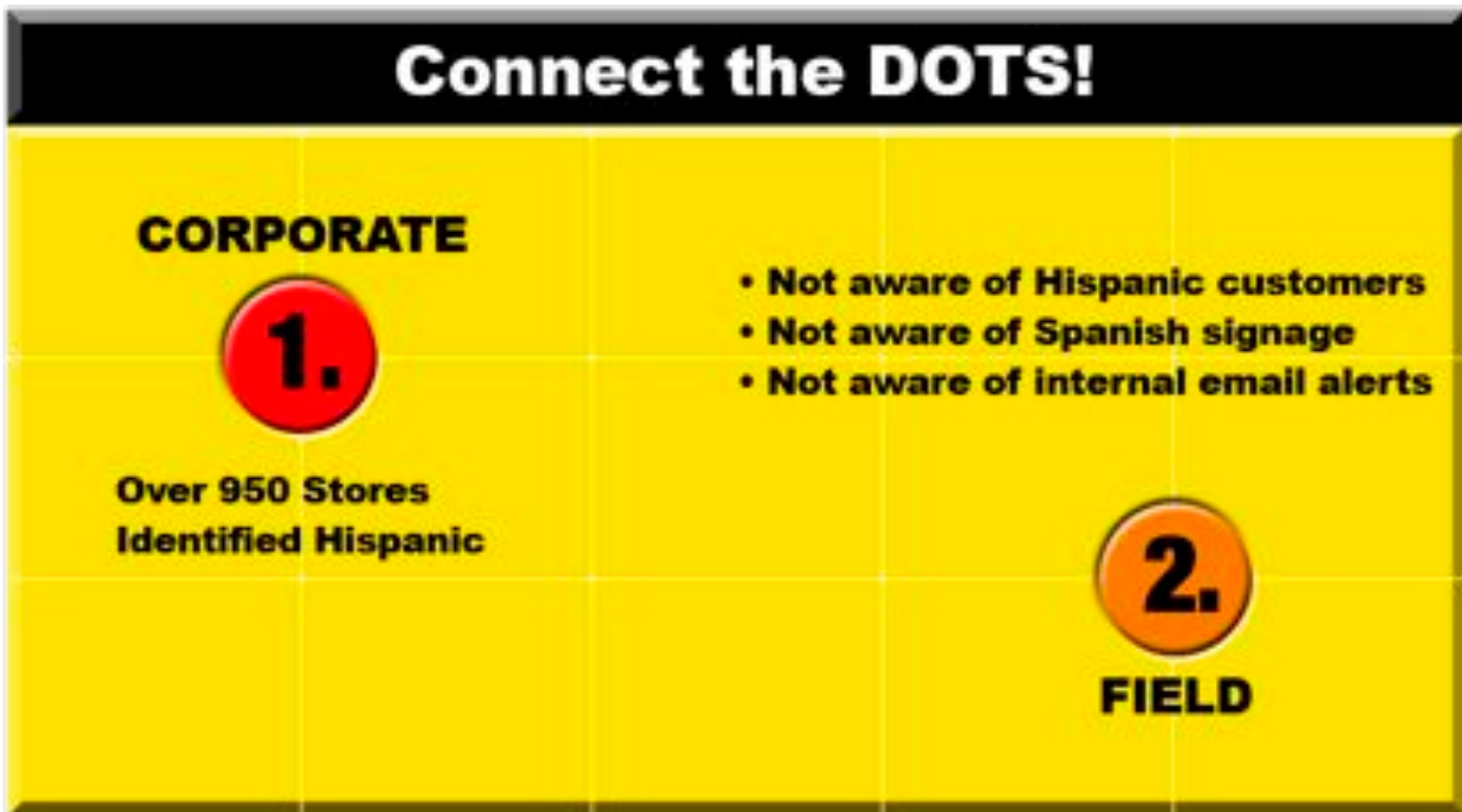
Educate yourself about the Latino Shopper

Reach out to drive sales--**Welcome Customer**

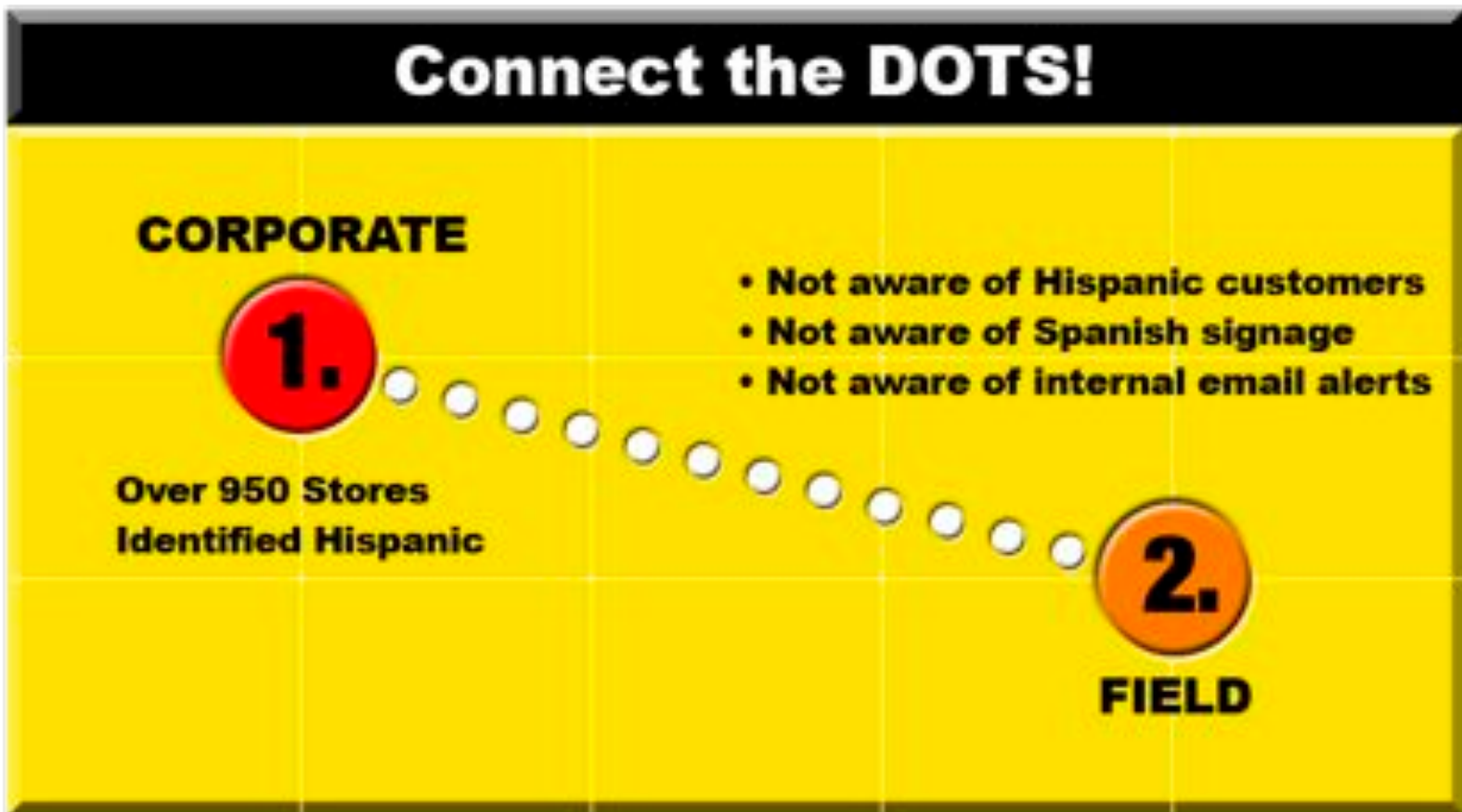
Hispanic Store Visits *(Perception vs. Reality)*



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Must Provide Resources for Associates



Acknowledge Managers and Associates

To Win at Retail You Have to Win the Retailer



- Show that corporate understands that it's about **THEIR** bottom-line
- Develop the program *"Inside-Out"*
- Not just a :30 spot

Acknowledge Managers and Associates

It's not perfect!

Get the business ready and get people in the store

- There is a need to drive traffic



Acknowledge Managers and Associates



Carefully Observe

Don't make assumptions about the brand equity



Carefully Observe

- **Consumer Lack of Ace Hardware Awareness** = confusion with other Ace brand
- Surrounding Neighborhoods were Hispanic, but not always obvious



Educate: Latino Shopper

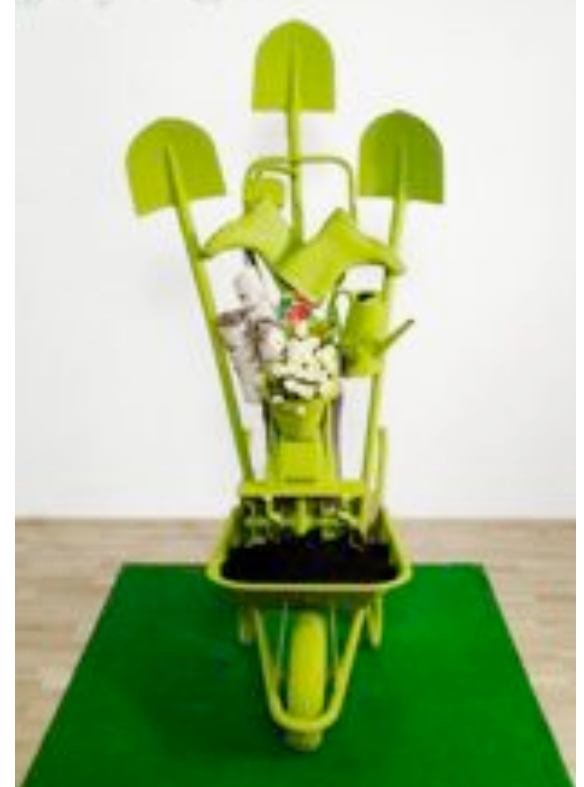
Julio is motivated by *'cultural'* acceptance among family and friends

- This drove sales periods and products selection



Educate: Latino Shopper

The way Julio gets his projects completed is the local **Ace Hardware** store



Reach Out to Drive Sales: Welcome Customer

Environment, Communications and Results

Environment

- In-store signage
- Monthly Displays

Communications

- Television
- Radio
- Added Value
- Direct Mail

Results

In Store

Communicate to the Retailer and Field

- Copies of the Preprint Single Sheets
- 2 Spanish Posters
- ROP Ads available to download from ACE internet
- Radio Scripts available upon request
- Custom bilingual postcard available on ACE internet



Communications

Building Awareness and driving traffic



- Television Spots
- Radio Spots
- Added Value
- Bilingual Post Cards

Communications

Television Spots



Communications

Added Value



Market Results

- Increased Hispanic store sales versus YAGO
- Sales out-performed non-Hispanic stores
- Higher transactions versus non-Hispanic stores
- Store feedback *“increased Hispanic traffic”*

Top 5 Tips:



Hispanic Store Visits (*Perception vs. Reality*)

Acknowledge the insights of Managers and Associates

Carefully observe store surrounding trading area

Educate yourself about the Latino Shopper

Reach out to drive sales--welcome Customer

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For the five tips and more:
Text HACER to 87415