

# EXCLUSIVE NEW ADVERTISING CHANNEL BY

**SBF** SHOPPINGBAGS  
**FREE**.COM



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# CARRYING YOUR **BUSINESS** TO THE NEXT LEVEL...

Targeting....Exposure....Repetition

**with**

***shoppingbagsfree.com***

You Get Them all

Winn<sup>✓</sup> Dixie **SUPER<sup>✓</sup>VALU<sup>®</sup>**



**ShopRite<sup>®</sup>**



**Pick'n Save<sup>®</sup>**



**SAFEWAY** 



**DISTRIBUTION DOES NOT**  
Equal Readership

**WITH**

**SHOPPING BAGS FREE...**

**DISTRIBUTION DOES = READERSHIP**

**224 MILLION AMERICANS HEAD TO THE  
GROCERY STORE PER WEEK ON AVERAGE**



GROCERY SHOPPERS MAKE THE DECISION ON

**WHERE,  
HOW and WHY**

THEY SHOP AND BUY

FROM SCHOOLS TO CARS TO CLOTHES,  
WE HAVE THE BUYERS/DECISION MAKERS



## Exposure

With  your ad:

- Doesn't have to be picked up
- No page to turn
- No site to look up
- No hearing or reading necessary

## Retention

**Shopping Bags have great retention rate for the following reasons.**

- It is a mini billboard as folks carry grocery bags to their home, car and neighborhood.
- The bags are re-used, for lunch bags, school supplies, the message is constantly being shown.
- The message is in their face loading, unloading at the grocery store, at home, as they carry their bags!

# Here are the Facts

- Our free eco-friendly shopping bags targeted reach and frequency and **Guaranteed Exposure** to the shopper in the grocery stores of **YOUR CHOICE**
- Opportunity to reach and influence the target audience at the store level, right at point-of-purchase
- Repetition seeing your message each visit

## Shopper Behavior Information

- 70% of purchase decisions are **made while shopping**  
(Nielsen Report)
- The average shopper **visits their supermarket 1.6 times per week**  
(US Grocery Shopping Trends ,2016 FMI)
- Shoppers spend an average of **41 minutes per store visit**  
(Grocery Shopping Trends, 2016 FMI)
- Shoppers shop multiple channels; however, 85% still almost always shop at a regular/full-service supermarket (U.S. Grocery Shopping Trends 2016 FMI)
- Consumers are **2.5x** more alert when they are out than at home consuming media  
(Outdoor Media Association)

## Shopper Profile

EACH DEMO GROUP'S		PERCENT EACH DEMO GROUP RESPRESNETS OF 18+ POPULATON (CENSUS)	INDEX
PERCENT OF ALL GROCERY VISITS			
MEN 18-34	12.3%	13.9%	89
MEN 25-54	23.9%	26.2%	91
MEN 35-54	17.5%	18.2%	96
MEN 55+	13.8%	16.4%	84
WOMEN 18-34	13.3%	14.0%	95
WOMEN 25-34	30.5%	27.1%	91
WOMEN 35-54	21.8%	18.8%	116
WOMEN 55+	21.2%	18.8%	113



# WHO WE ARE

ShoppingBagsFree.com is dedicated to creating sustainable profits for our clients. We are a privately held company based in Palm Beach Gardens, Florida. We've seen the damage that plastic can do to our environment and to our balance sheets. We work with stores all over the United States and offer our services providing free, eco-friendly shopping bags to stores who qualify.

## Ban Use of Plastic Bags



Use ShoppingBagsFree.com eco-friendly bags instead of plastic bags as they are less harmful to the environment. Being non-degradable, plastic bags are lethal. Plastic kills nearly 2 million birds, whales, turtles every year. These plastics choke or get tangled which lead to internal infections, starvation and death.



# PEOPLE ARE SAYING NO TO PLASTIC!

HERE ARE SOME RECENT ARTICLES FROM AROUND THE U.S.A

## The Boston Globe

May 20, 2016

Mass. Senate moves to ban plastic shopping bags

## The Mercury News

August 13, 2016

In Palo Alto, few miss banded plastic grocery bags!

## San Francisco Chronicle

California becomes first state to ban plastic bags  
September 9, 2016

## PHOENIX BUSINESS JOURNAL

March 14, 2016

Arizona Legislature approves ban on plastic bag bans, energy mandates (again)

Coral Gables votes to ban plastic bags – a first in Florida  
March 14, 2017

## Miami Herald

## U.S. News & World Report

Rhode Island Town Considers Plastic Bag Ban  
Apr 30

## Star Advertiser

May 3, 2016, on Page A24

How New York Can Put an End to the Plastic Bag

## The New York Times

Plastic Bags Banned on All Hawaiian Islands  
May 8, 2017

## The Oregonian

Plastic bag ban: Portland stores and customers prepare for switch to paper

The Detroit News  
Detroit Free Press

December 1, 2016

Ban on plastic bag regulation gets final passage in House



