



TZG

THE ZIMMERMAN GROUP

Targeted Retailer Programs

TZG has developed and executed a wide range of retailer-specific programs:

- ▶ Developed new product concepts and consumer research to identify Costco shoppers' most desirable new products
- ▶ Package concept design for Tractor Supply Company
- ▶ Sent Email blasts to a specific consumer audience for Target
- ▶ In-store signage for Target, Walmart, Sam's Club, and other retailers
- ▶ Wrote and fielded consumer research with Walmart customers via an online survey to gain distribution for emergency and safety products

COSTCO

GEHL FOODS

OWN ORGANIC HIGH-PROTEIN SHAKES

Created new product concepts and used consumer research to identify the strongest concept to be exclusive to COSTCO.



PAPA CHARLIE'S

ITALIAN STYLE BEEF

Created new packaging for 5 pound plastic tubs to be sold exclusively at COSTCO.



TARGET

SUNBUTTER

TARGETED EMAIL

- ▶ Goal – gain distribution at Target.
- ▶ Identified 21 million households with kids from 5 - 11 with peanut allergies who lived within 5 miles of Target stores.
- ▶ Sent email with SunButter coupon.
- ▶ Distribution was gained.



SAM'S CLUB

Developed products, packaging, and merchandising for Downs Food Group Butterfield Farms brand of Organic White Chicken.



WALMART

ORION SAFETY PRODUCTS EMERGENCY ROAD FLARES

Survey of Walmart shoppers to find out which Orion products they would purchase.



ORION EMERGENCY ROAD FLARES THE MOST TRUSTED ROADSIDE EMERGENCY SIGNAL

- ▶ 5x brighter than electronic signals.
- ▶ Easy to use – requires no batteries.
- ▶ Lower cost than other safety signals.
- ▶ Preferred emergency signal of Police and First Responders for over 100 years.
- ▶ Effective both day and night and in all weather conditions.
- ▶ Greater visibility than other roadside safety signals.
- ▶ Universally recognized by all motorists.
- ▶ Proven to reduce speed and create a larger safety zone.
- ▶ Packed in resealable poly bag for long storage life.
- ▶ Environmentally safe formula requires no pick up and disposal.
- ▶ Made in the USA.

AVAILABLE IN WALMART AUTOMOTIVE SECTION

\$7.99 PER 3-PK
with FREE Light Stick



ORION PEST SCARE

KEEP UNWANTED ANIMALS AWAY FROM YOUR GARDEN, LAWN, TRASH BIN, CAMPSITE, BOAT, OR DOCK

- ▶ Produce loud 114 db bang and brilliant flash.
- ▶ Effective on geese, deer, raccoons, rabbits, coyotes, seagulls, and other pests.
- ▶ Easy to use – just load, cock, and fire.
- ▶ No projectile or harmful chemicals.
- ▶ Take with you while camping (environmentally safe) to scare away coyotes, bears and other predators before they get too close to campsite.
- ▶ Contains 1 Launcher with hammer safety lock and 10 Cartridges in a zippered nylon carry case.
- ▶ Made in the USA.

AVAILABLE IN WALMART OUTDOOR/CAMPING SECTION
\$24.99 Each



ORION RV ROADSIDE SAFETY KIT

EVERYTHING YOU NEED TO BE SEEN AND SAFE IN A ROADSIDE EMERGENCY

Designed Exclusively For RV, Trailer, and Camper Owners

KIT CONTAINS:

- ▶ 3 Professional-Grade 30-Minute Road Flares
- ▶ 1 Bright Orange Safety Vest
- ▶ 1 Reflective Triangle
- ▶ 1 Rain Porcho
- ▶ 1 Safety Guide
- ▶ 1 Storage Bag

AVAILABLE IN WALMART OUTDOOR SECTION **\$29.99**

ORION ULTIMATE OUTDOOR FIRE STARTER THE MOST EFFECTIVE WAY TO START AN OUTDOOR FIRE

- ▶ Burns up to 7 minutes in excess of 2,000°F – longer and hotter than other fire starters.
- ▶ Flame and intense heat will light even camp wood.
- ▶ Safe and easy to use – requires no kindling, matches or butane lighter.
- ▶ Windproof and weather resistant.
- ▶ Patented striker cap for easy ignition every time.
- ▶ Eco-friendly formulation with no harmful chemical residue.
- ▶ Perfect for camping or backyard fire pits.
- ▶ Made in the USA.

AVAILABLE IN WALMART OUTDOOR/CAMPING SECTION
\$14.99 PER 12-PK (\$1.25 each)



TRACTOR SUPPLY

PURINA SUPPLEMENTS

Redesigned existing packaging for exclusive distribution at Tractor Supply Co.



TRACTOR SUPPLY

PURINA CHICKEN FACTS
SOCIAL MEDIA POSTS




PECKING ORDER

We get this saying from chickens.

The new hens in the barnyard may be pecked into line by the others.



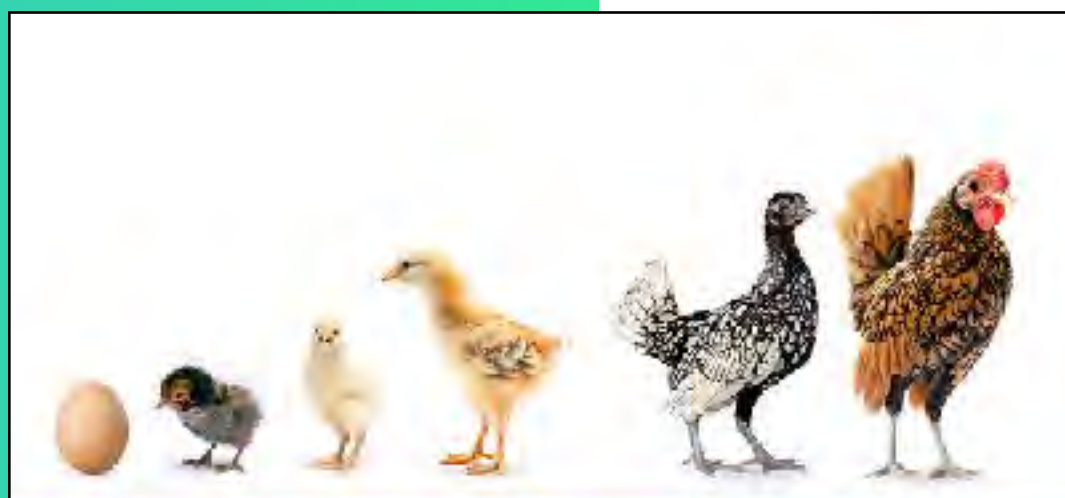
The average lifespan of a laying hen is **8 Years.**

The world record is 22 years!

THE EGG TOOTH


is a small, sharp horn-like growth on the tip of a newborn chick's beak used to crack and break through the eggshell during hatching.

The "tooth" later falls off or gets pecked off.


HATCH TO 18 WEEKS	18 WEEKS +
Feed with HIGHER PROTEIN LOWER CALCIUM to meet nutrient requirements of growing birds.	Feed with HIGHER CALCIUM LOWER PROTEIN to support hen health and optimal egg production.

High producing well-fed backyard hens can lay up to **250 Eggs** in the first year.



YEAR 1	100% of initial yield
YEAR 2	80% of initial yield
YEAR 3	70% of initial yield
YEAR 4	60% of initial yield
YEAR 5	50% of initial yield
YEAR 6	45% of initial yield
YEAR 7	35% of initial yield

Egg counts may naturally change as hens get older.




Did you know that a hen can lay **40 to 300 Eggs** per year?

(The bird variety will determine the lay amount.)

TRACTOR SUPPLY

CLUCK & CO

PATH TO PURCHASE SLIDES



TRACTOR SUPPLY

PRINT ADS IN STORE CIRCULAR



FEED GREATNESS[®]

Complete nutrition takes the guess work out of feeding your animals.

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FEED GREATNESS[®]

Purina[®] feed for healthy chickens and extraordinary eggs.

Complete nutrition takes the guess work out of feeding your flock.



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TRACTOR SUPPLY

THANK YOU VIDEO



CLICK IMAGE TO VIEW VIDEO IN YOUR BROWSER



TRACTOR SUPPLY

HORSE CARE SUPPLIES




CLICK IMAGE TO VIEW VIDEO IN YOUR BROWSER



RUNNINGS

HORSE ADS FOR STORE WEBSITE



 **PURINA** Feed for any horse's needs. [LEARN MORE](#)



 **PURINA**
Feed for any horse's needs.
[▶ Find Your Feed](#)



 **Feed for any horse's needs.**

BOMGAARS

CHICK DAYS WEBSITE ADS

bomgaars



Love + [®]
**PURINA[®] FEED =
ALL THEY NEED**

LEARN MORE



[®]
Love +
**PURINA[®] FEED =
ALL THEY NEED**

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Love + **PURINA[®] FEED =
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ALL THEY NEED**  **LEARN MORE**

BIG R STORES

HORSE ADS FOR STORE WEBSITE



 FEED GREATNESS®

**Spotlight Feed
Of The Month
\$3 Off**



**ON SALE
NOW!**



 FEED GREATNESS®

**Formulas
on the
cutting-edge
of equine
nutrition and
performance.**

**Spotlight Feed
Of The Month
\$3 Off**



ON SALE NOW!



TZG

We would welcome the opportunity to discuss how TZG could be a project or agency resource for you.

With our capabilities and experience, we can provide effective and efficient solutions with quick turnaround.

Thanks for your consideration.

For more information contact

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