



## Meeting Customer Expectations

### IFC

100% pure Monster sound

### Page 1

Find the ultimate camera for the people under \$100

### Page 2

Essential products to keep up with this year's marble trend

### Page 3

Upgrade the everyday with Aladdin



## OFFER A SEAMLESS EXPERIENCE

It's imperative to offer a smooth "omni-channel" customer experience across all retail channels from brick & mortar to online to social.

Source: Chain Drive



# ACT LIKE A MONSTER



## Monster SuperStar BackFloat Bluetooth® Speaker

### The Waterproof Bluetooth Speaker that Floats

Sing along in the shower or tub or float this powerful speaker in the Jacuzzi, the BackFloat is engineered to keep pumping out high-performance Pure Monster Sound® no matter what.

### Rugged Design for Active Lifestyles

The BackFloat rugged Bluetooth speaker is made with tough silicon casing that keeps water out, but is completely shockproof. The transparent case lets users hang it, wear it, or simply protect it. Oh, and it doubles as a charger via USB.

### 100% Pure Monster Sound®

Powerful, precise sound outdoors, gets the high volume without distortion. Two front full-range drivers, bass radiators, and realistic soundstage.

Color	DSC#	Vendor#	Min	SRP	Cost
Black/Blue	76362	MSP SPSTR BKF BT BK N-BL WW	1	\$186.30	\$125.75
Black/Green	76363	MSP SPSTR BKF BT BK N-GR WW	1	\$186.30	\$125.75

## Monster Adidas Sport Response by Monster Earbuds

- Delivers Pure Monster Sound while keeping users tuned in to your surroundings
- Patented SportClip™ stays in the ear
- Works great with helmets, goggles and glasses
- Comfortable, non-isolating design lets users hear outside sound during all activities

Purple | DSC# 76449

Vendor# MH ADS-P EBUD PU WW | Min 1

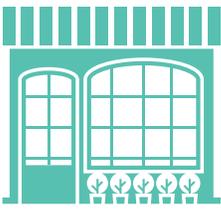
SRP \$49.63 | Cost \$33.50

Gray | DSC# 76450

Vendor# MH ADS-P EBUD GY WW | Min 1

SRP \$49.63 | Cost \$33.50





## CONSISTENCY OF SERVICE

Consumers expect you to be a multi-channel retailer meaning you need to offer in-store returns of online orders. Make your customers, return process pleasant, convenient, and as easy as you can.

Source: Chain Drive



# CHOOSE YOUR ADVENTURE



## Features

- Rear screen display to frame the perfect shot
- Full High Definition 1080P at 30 FPS
- Ultra wide-angle lens
- Takes videos and still images
- Waterproof case (up to 40 ft)

## What's Included

- ViDiCamera with LCD screen
- 4GB Micro SD card
- Transparent waterproof case
- Extension pole—for all their selfie stick needs
- USB cable—users can charge up while they're downloading sick videos

## ViDi LCD Action Camera Kit

Color	DSC#	Vendor#	Min	SRP	Cost
Transparent	96445	VDCK021	1	\$124.23	\$83.82
Black	96446	VDCK061	1	\$124.23	\$83.82
Red	96447	VDCK091	1	\$124.23	\$83.82





## PRICING

Do research on what your competitors are offering; today's consumer is armed with technology to help them constantly compare pricing to get the best available deal.

Source: Chain Drive



# MATCH YOUR STYLE & MOOD CARRARA MARBLE



### Unik Slim iPhone® 6/6s Case

Help your customers extend their wardrobe of everyday mobile fashion accessories with this beautiful iPhone slim case to finish off their outfit.

**DSC# 96467 | Vendor# 9018 | SRP \$31.05 | Cost \$17.27**

### Earbuds and In-Ear Earbuds

Happy Plugs Earbuds are perfect as an everyday accessory to be mixed and matched with the outfit of the day. Add some color to a stylish night out, a day strolling in the park or to your best outfit. Happy Plugs In-Ear does what no one else does. It combines high performance audio, fashionable colors, and stylish design at the same time. Ears come in all different shapes and sizes, the silicon eartips therefore come in different sizes too.



Description	DSC#	Vendor#	Min	SRP	Cost
Earbuds	96091	7781	1	\$31.05	\$16.15
In-Ear Earbuds	96092	7782	1	\$31.05	\$16.15

### Sound Piece Grill and Mini Grill

The Sound Piece and Sound Piece Mini serve both as music center and design item in the home. They will become the "it" feature of the living room. Fusing state-of-the-art technology and minimalistic Swedish design, it gives users the ability to personalize speakers by changing the front grill to match any style. Speaker is not included.



Color	Description	DSC#	Vendor#	Min	SRP	Cost
White	Sound Piece Mini Speaker	96468	5001	1	\$124.23	\$77.74
White	Sound Piece Speaker	96865	5002	1	\$248.47	\$155.47
Marble	Sound Piece Mini Grill	96471	5115	1	\$12.41	\$7.27
Marble	Sound Piece Grill	96852	5215	5	\$24.84	\$14.54



## RETAIL TRENDS

Understand the demographic of your campus store and pay attention to the purchasing patterns of your customers. Looking at which the styles, brands, and assortments sell well helps you predict the products that will sell in the future.

Source: Chain Drive

**aladdin**

EST. 1908

# Upgrade the Everyday



## Aladdin Insulated Classic Mason Tumbler 20oz

The nostalgic mason tumbler comes with smoothie-sized straw and single-serve compatibility. Double wall insulated, dishwasher safe, and BPA free. Assorted colors include: Jam, Sea, and Tomato.

DSC# 75610 | Vendor# 10-01494-032  
Min 12 | SRP \$11.17 | Cost \$6.68



## Aladdin Two-Way Lid Water Vessel 18oz

Stylish and reusable, the lid is specifically designed to keep carbonated soda and sparkling water fizzy just the way they like it. Leak-proof two-way lid with twist off cap for drinking and twist off top for adding ice and cleaning. Made with durable and lightweight Eastman Tritan, dishwasher safe, and BPA free. Assorted colors include: Berry, Fern, Marina, and Tomato.

DSC# 75617 | Vendor# 10-01381-098  
Min 6 | SRP \$11.17 | Cost \$7.50



## Aladdin Stainless Steel Vacuum Mug 16oz

The intuitive leak-proof flip lid is perfect for everyday on-the-go use. Single-serve coffee machine compatible and car-cup friendly. Vacuum insulated to keep drinks hot for 4 hours or cold for 24 hours. Dishwasher safe and BPA free. Assorted colors include: Berry, Fern, Marina, and Tomato.

DSC# 75624 | Vendor# 10-01919-001  
Min 6 | SRP \$24.84 | Cost \$16.83



# MEETING THE EXPECTATIONS OF TODAY'S MILLENNIAL CUSTOMER

Millennials are vocal about how they would like to be wined and dined, but are we listening? According to Edelman, nearly nine in ten consumers are looking for meaningful relationships with brands, but less than one in five believe that brands deliver. Failing to put customers first can be a costly mistake. Social media gives customers a large voice and a bigger platform than ever to be heard. Bad customer experiences can have detrimental effects on your business. By 2020 it is predicted that the retail spending of millennials in the US will hit \$1.4 trillion per year. With that kind of buying power, win over your millennials now!

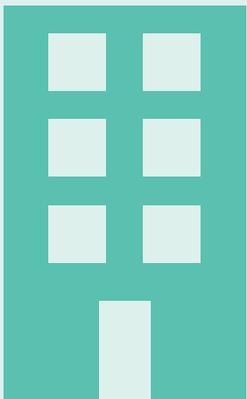
## RESPONSE TIMES NEED TO IMPROVE

Customers expect a response within 60 minutes.



**17%** of brands actually do this  
**21%** of brands never respond at all  
**55%** of brands do not have an effective strategy in place to manage negative social comments

## THERE'S A SERIOUS DISCONNECT GOING ON IN THE WORLD OF BUSINESS TODAY



**80%**  
of companies believe they supply "superior experiences"



**8%**  
of customers say they receive "superior experiences"

**1%**  
of customers feel that vendors consistently meet their expectations

# THE ROI ON POSITIVE EXPERIENCES IS HUGE



**20% to 40%**

more is spent by customers who engage with companies on social media

**6.7%**

Companies that provide social customer care see a 6.7% year-over-year increase in revenue

## THE BAD NEWS: NEGATIVE EXPERIENCES ARE HURTING BRANDS

Due to negative social media comments.



**26%**

have tarnished reputations



**11%**

have lost revenue



**15%**

have lost customers

## HOW MILLENNIALS INTERACT WITH BRANDS



**80%** want brands to entertain them



**40%** want to participate in co-creation with brands



**33%** want real-time social media interaction



**70%** feel it is their responsibility to share feedback—positive & negative—with companies



**77%** think that customer service should be available in a wide variety of channels



**40%** would prefer purely online customer service



**47%** say that they regularly use their smartphone to pay for things



**36%** would contact a company more frequently if they could text them



By the third experience, **82%** will stop using a company

Sources: Cox Blue and Inc.

# WOW!

## DELIVER THE "WOW" FACTOR

Make sure your store is able to deliver the "wow" factor—whether it's in your merchandising, store promotions, or staff friendliness and knowledge of product, you need to keep your in-store experience game at 100%.

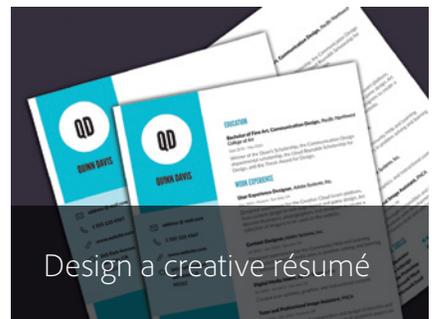
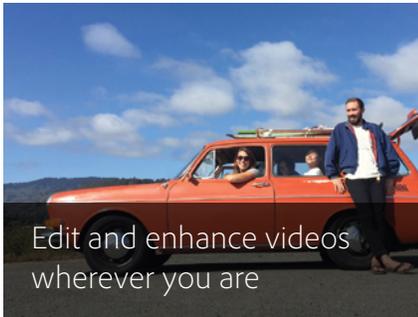
Source: Chain Drive



## 6 Things Your Students Can Do with Adobe® Creative Cloud™

Conversation starters for your staff and students...

**Q: What are you working on this semester? Did you know with Adobe Creative Cloud you could have all the tools you need to...?**

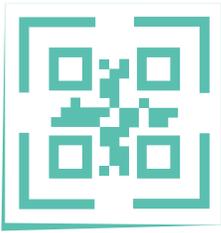


Creative Cloud gives students all the apps they need for any creative field they want to explore. They can seriously make almost anything. Create and share an animated video in two minutes. Or make a feature film with the same editing tools they're using in Hollywood. Make a website for their band. Or dance group. Or business class. Help them discover what a creative genius they can be.

Get a full year of Creative Cloud access for ~~\$599.88~~—**\$307.54 STUDENT PRICE!**

Reseller cost: \$294.40

**Contact your Account Manager at 800-279-2795 to add Adobe Creative Cloud to your store's point-of-sale activations.**



## CAPTIVATE YOUR CUSTOMERS

Meet college kids where they spend the most time, their phones. Captivate your campus with an engaging mobile marketing program.

Source: Chain Drive



# Adobe® Creative Cloud™ Student and Teacher Edition

## Here's what you get

Creative Cloud gives users Adobe's entire collection of creative tools for their desktop like Photoshop, Illustrator, InDesign, and Adobe Premiere Pro. Plus really great mobile apps to create whenever wherever.



## It's all connected.

The Creative Cloud includes Adobe CreativeSync, which automatically keeps all the assets up-to-date.

Contact your Account Manager at [AdobeSpecialists@dstewart.com](mailto:AdobeSpecialists@dstewart.com) to learn more about Creative Cloud for education.



Photoshop



Illustrator



InDesign



Adobe  
Muse



Dreamweaver



Adobe  
Premiere Pro



After  
Effects



Photoshop  
Lightroom



Photoshop Mix



Capture



Comp



Premiere Clip