

Introduction

Executive Summary

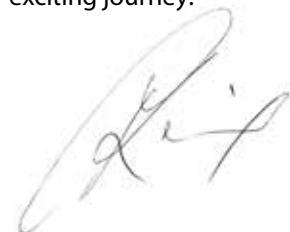
As 2014 commences, we at UMS would like to reflect on the great partnership we share with many of our suppliers and the successful and exciting joint campaigns we have undertaken together. This book is a visual journey through these campaigns and reflects how we are indeed **BETTER TOGETHER**.

As a management services provider, we constantly strive to add value to our suppliers, with the aim of benefiting your business as well as our member stores. This book highlights some of the campaigns we have undertaken in our quest to achieve this. This is a compilation of our many branding and marketing initiatives, which are a result of the synergy between UMS and our suppliers and an active reminder of what we can achieve when we work together. These include: Our hugely popular and ever successful **Power Potion** promotion, which runs three times a year. This campaign is well entrenched in our business and enthusiastically supported by our suppliers and members alike. The members also run their consumer promotions off the back of **Power Potion** to achieve pull through of products advertised. In addition to Power Potion, we also run monthly **National or Range** promotions that include four **Theme** promotions each year, as well as **Category** and **Solus** promotions. Our three Divisions – Northern, Coastal and Southern - also run **Monthly** promotions, as well as **Category** promotions, to boost sales. Many of these promotions include a consumer sell-through component with the associated in-store activations and displays, leaflets and media advertising. For example, Northern Division's **Platinum Promotion**, which features both a business to business and business to consumer component, including the giveaway of nine branded trailers, mobile businesses and bakkies to lucky consumers, is extremely well supported and very successful.

Several other **Member Incentive** campaigns and **Consumer Competitions** – at both National and Divisional level – are featured throughout the year, with the aim of growing sales and building relationships.

- Our **Solus** or supplier-specific promotions are always creative and innovative and set UMS apart in our uniqueness. Our members look forward with great enthusiasm to these promotions and they are a favourite amongst our suppliers.
- **Electronic Jobs** also feature regularly on our annual promotions calendar.
- **Exterior and Interior Branding and Signage** at the members' stores, as well as on bus shelters, buses and delivery vehicles, are all offered as branding opportunities to our suppliers.
- The **UMS/Supplier** partnership also saw a number of new initiatives undertaken in 2013, including:
 - Build Your Business, an electronic supplier-specific bulletin in which our suppliers are invited to exclusively showcase their products, to add value to our member stores.
 - Stokvel magazine, which was distributed via our member stores to 30 000 clubs and in which several of our participating suppliers' products and recipes were well featured. Our members are ecstatic with this initiative and we plan to build on it and grow the magazine in the years to come.
 - One in a Million, a centrally co-ordinated brand presence and display campaign with volume growth incentives for UMS members. The participating suppliers were afforded the opportunity of a strong brand presence in the participating member stores around the country and in many instances the suppliers achieved double or even triple digit percentage growth over the same period in the previous year.
 - Own the Day is a branding initiative that presents an ideal opportunity for participating suppliers. Through this initiative, our teams were able to discuss joint marketing strategies and campaigns planned for 2014. The suppliers were also able to strengthen relations with all UMS staff through a range of internal marketing and branding activities for UMS employees.

As 2014 begins, we look forward to an even greater year where we find new, innovative and unique ways to **ADD VALUE** to our suppliers. Together, we can achieve greater heights and create even more excitement and new initiatives in our endeavours to **Build Better Businesses through strong and powerful partnerships**. We welcome you to join us on this exciting journey!



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