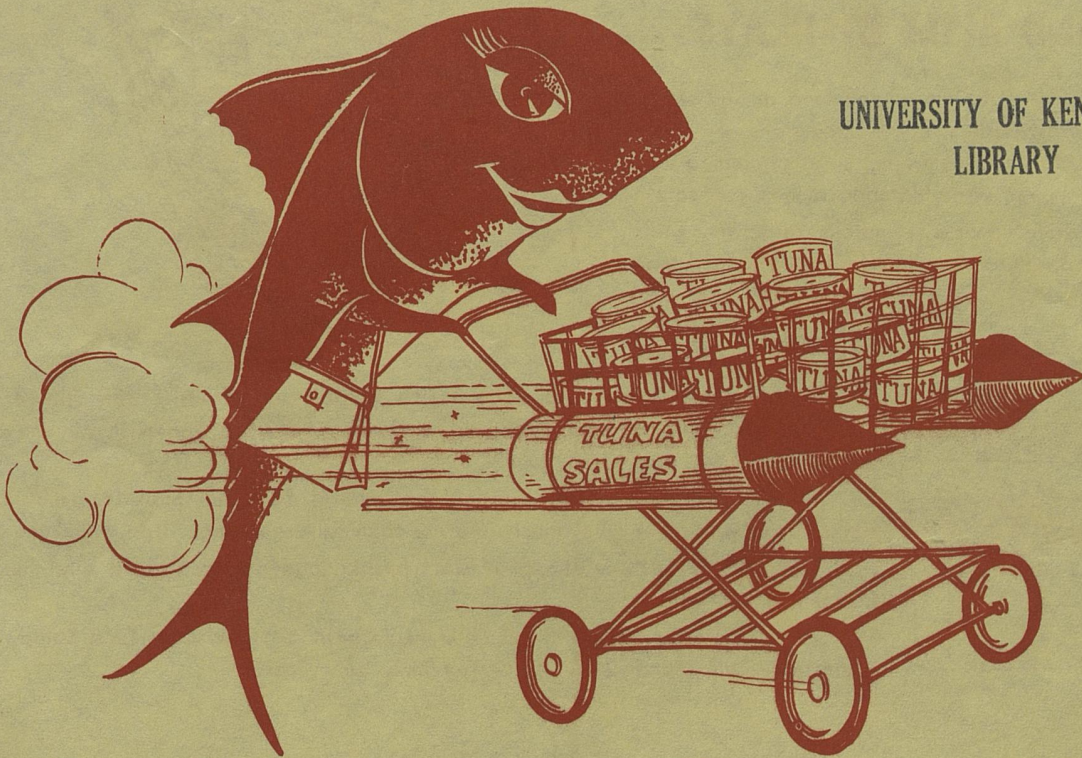


U. S. DEPARTMENT OF THE INTERIOR
BUREAU OF COMMERCIAL FISHERIES



I 49.49
T 83

Let's Get **HOT** with **COOL** **TUNA**



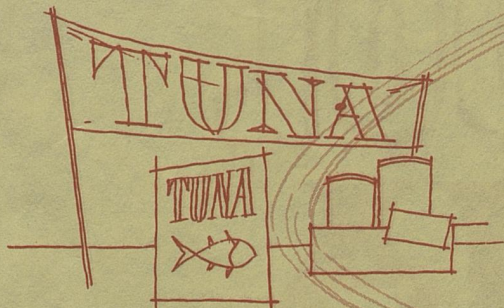
UNIVERSITY OF KENTUCKY
LIBRARY

Load up on these Hot Selling Tips for Cool Cash Returns

SPECIAL FISHERIES MARKETING BULLETIN

Let's Go-Go-Go with **TUNA**

This is an Industry-wide "TUNA TIME" promotion supported by the cooperative efforts of the U. S. Department of the Interior, Bureau of Commercial Fisheries and the U. S. Department of Agriculture. This program will be supported by national newspaper and magazine advertising; national radio and television coverage; national food page articles, pictures, and recipes. This is an excellent opportunity to tie-in with the August *is Sandwich Month* promotion and the September theme *Back to School Time*.



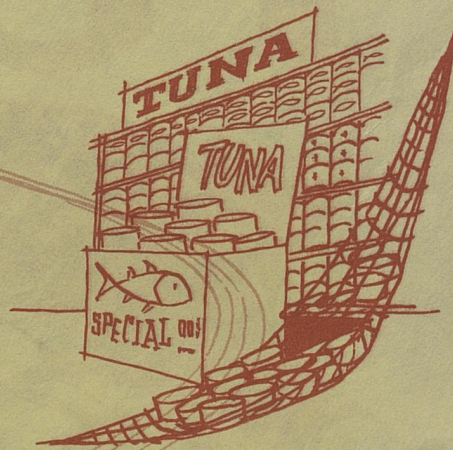
BANNERS AND SHELF TALKERS

Salespower!! A sharp, showy display is like a picture . . . worth more than a thousand words.

Spotlight Tuna Displays storewide with attractive and colorful point-of-sale materials — banners and shelf talkers . . . your supplier has 'em for the asking.

JUMBLE AND AISLE DISPLAYS

. . . Sales Appeal Plus! Display canned tuna at end-of-aisle with color price cards, posters, home-made signs or recipe folders . . . stack eye level open cases of canned tuna in center aisle with huge signs featuring a multi-can sale . . . use a tuna-loaded canopied gondola attractively and colorfully decorated. Net sales with netfulls of canned tuna.



TIE-IN SALES

. . . Tuna loves company — especially fresh vegetables and fruits! — with signs exploit tuna's natural tie-in opportunities — and remember *August is Sandwich Month* which will help promote Tuna sales, too!

. . . Versatile Tuna! You name it — Tuna goes with it! Let Tuna speak for itself! Place canned tuna with other tie-products and use shelf talkers saying, "I go with Tuna."

. . . Tuna strategy! Place shopping carts jumble loaded with canned tuna next to fast selling "go-withs."

. . . Create desire for Tuna with talking signs suggesting: "Crisp Cool Tuna Salad" . . . "Delectable Tuna Sandwiches" . . . "Tempting Tuna Casseroles."



NOW is "Tuna Time"!! The time for the big Tuna push is NOW — The time to display, merchandise, and SELL is NOW — Imaginative and aggressive tuna advertising PLUS hard-hitting mass merchandising will pay off in increased sales and profits for you.

Issued by Bureau of Commercial Fisheries, U. S. Fish and Wildlife Service and the U. S. Department of Agriculture as Part of a Continuing Marketing Program in Cooperation with the Fishing and Agricultural Industries

GPO 802-682