

App Launch

Integrated Marketing Campaign
2018

App Landing Page

- A landing page makes learning more about the Macey's App

macey's Ad Save Big Shop Your Way Be Inspired Pharmacy Log In Register

Planning your shopping trip just got easier.

Download the new Macey's app today.

Download on the App Store

GET IT ON Google play

Macey's™ is now at your finger tips

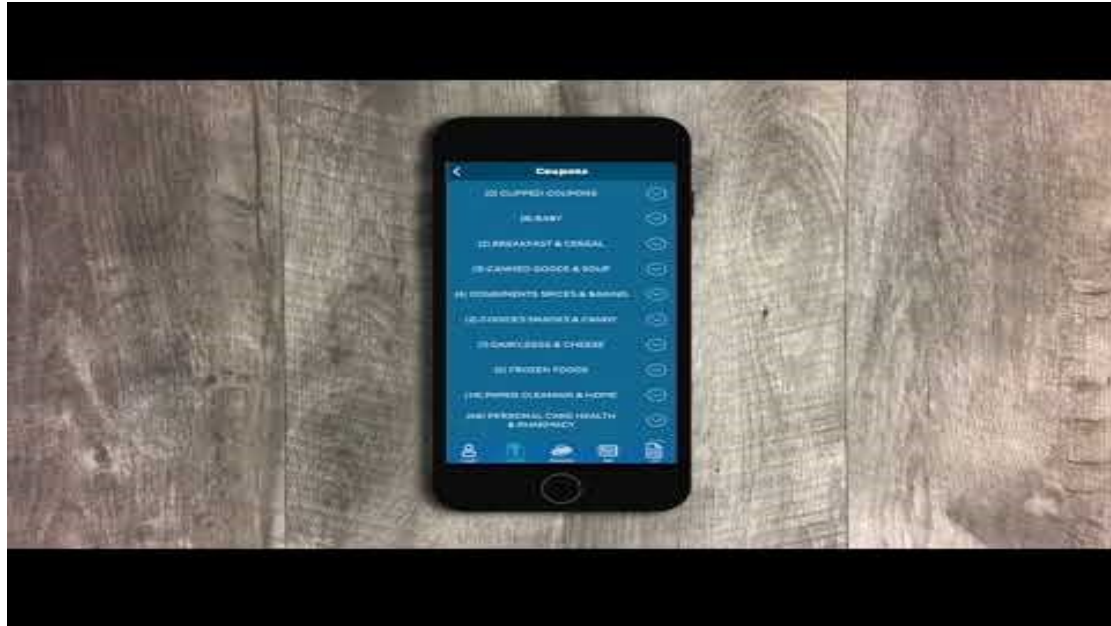
Introducing the new Macey's mobile app

Macey's App Video Watch later Share

Coupons

- (0) CLIPPED COUPONS
- (6) BABY
- (2) BREAKFAST & CEREAL
- (3) CANNED GOODS & SOUP
- (4) CONDIMENTS SPICES & BAKING
- (2) COOKIES BAKING & CANDY
- (7) DAIRY, EGGS & CHEESE
- (5) FROZEN FOODS
- (14) PAPER CLEANING & HOME
- (46) PERSONAL CARE HEALTH

Macey's App Spot




[Click to Watch Video](#)

Macey's App Signage

- Iron-man signs, blades, table tents, breakroom posters, and checkstand screen toppers allow for flexible merchandising throughout the store.

IRONMAN



ready. set. save.

maceys

Shopping Simplified

- Browse the weekly ad.
- Clip digital coupons.
- View your rewards

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BLADES



Get our weekly sales on your cell.

Rewards are just a swipe away.

Planning your shopping trip just got easier.

Clip coupons with your finger, not your scissors.

Download the new Macey's app today.

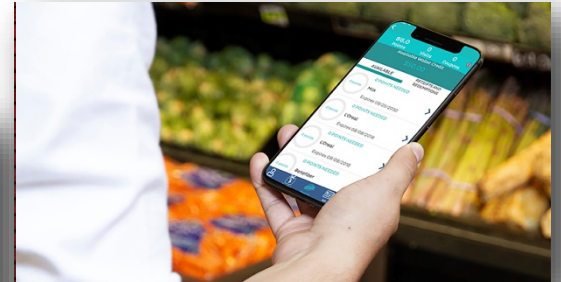
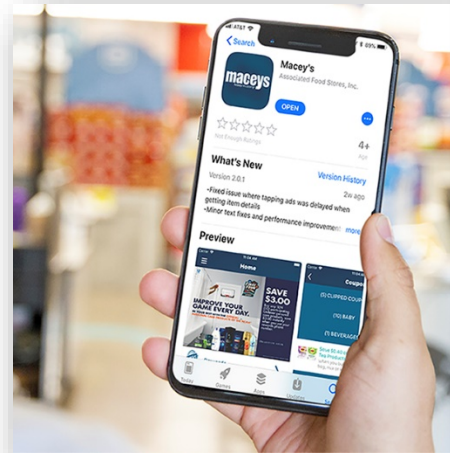
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App Social Media

- Social media assets makes it easy to promote sales on Facebook, Instagram and other platforms.



App Emails

**One Username.
One Password.**

Access the website, app, rewards and digital ad with one username and password.

learn more >>

New Digital Ad
Clip coupons straight from the ad.

try it out >>

New App
Browse the weekly ad, clip coupons, make shopping lists and much more.

learn more >>

FAQ
Have questions about the change? We have answers!

get answers >>

- Emails were sent to rewards databases to encourage downloads.