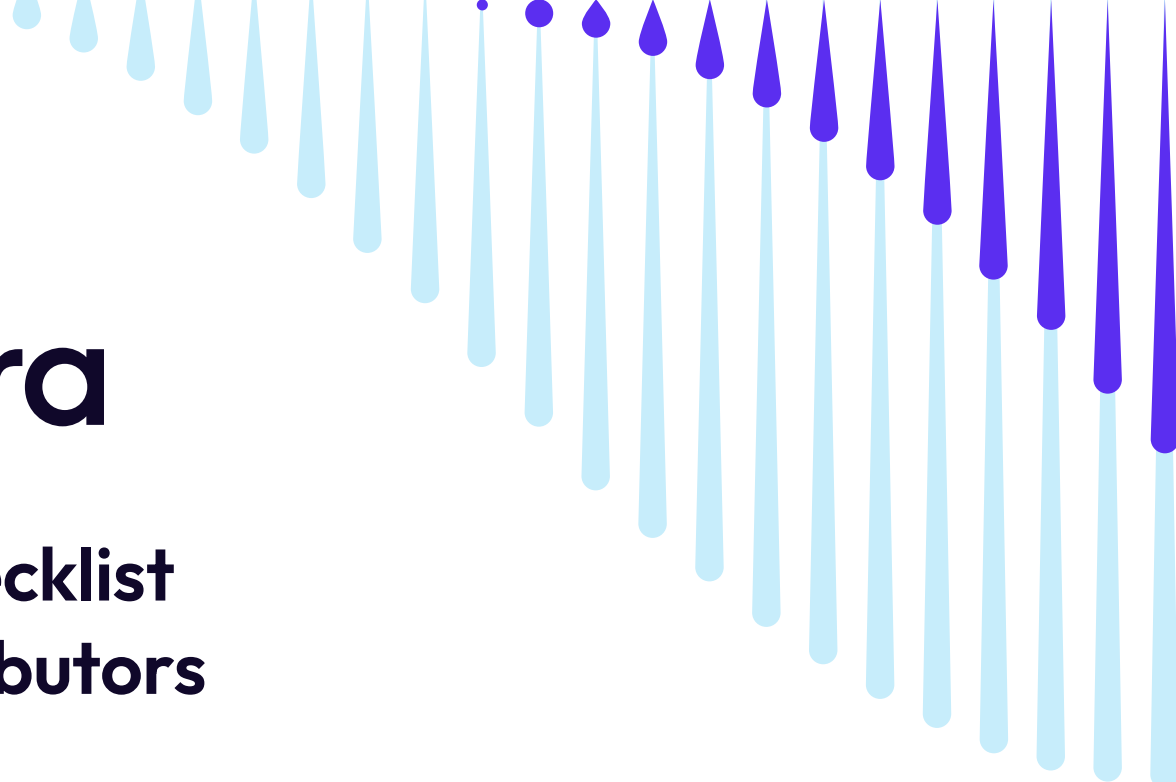




# Ansira

## OND Checklist for Distributors

The biggest season for beverage alcohol sales is right around the corner. October, November, December (aka OND) means a flood of campaigns across your local markets. And as a distributor, it's vital to **prepare for the frenzy before it's too late.**

Here's your step-by-step OND checklist to ensure your marketing busy season generates big wins this year.

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### ☐ Plan Marketing Campaigns

Preparation is half the battle when it comes to OND. That's why it's important to plan your marketing operations for your accounts before launching your campaigns. Make sure to review all information on incoming support to ensure you're ready to take on OND.

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### ☐ Use Creative Templates

Your marketing materials play a huge role in your OND campaign. Be on the lookout for supplier-developed creative you can quickly and easily use to market your products.

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### ☐ Take Inventory of POS Materials

It's always good to know what's available for your next marketing campaign. You can inventory all supplier-provided materials in the point-of-sale (POS) warehouse to take stock of your options, from drinkware to display racks to apparel.

## ☐ Track Your Orders

Then, it's time to order new POS materials. You can easily build your assets in the ordering platform using the approved templates with pre-designed creative. Have a custom design in mind or want to make changes to a template? No problem. Customizations are always possible. All standard orders using approved artwork are ready to ship within 2-4 business days.

### Order submission deadline recommendations:

Here's when we recommend you place your orders for the best chance of receiving items in time for promotion:

|                                  |                                |
|----------------------------------|--------------------------------|
| Halloween - October 19, 2026     | Christmas - December 11, 2026  |
| Thanksgiving - November 12, 2026 | New Year's - December 16, 2026 |
| Hanukkah - November 18, 2026     |                                |

## ☐ Install Creative

When your marketing materials arrive, it's time to get them live in the marketplace. Place your assets in local retail establishments at the point of sale to catch customers' attention and encourage additional purchases.

## ☐ Monitor Performance

It's not enough to just order marketing assets — you also need to track performance to determine what's working and what's not. Keep up with your accounts to gauge success. Are they happy with the results? Do they need more materials? Is one particular asset driving better sales than others? These insights will guide you toward your next move.

## ☐ Order Additional Materials

Don't rely solely on the POS materials you started with — you can go back into the ordering platform to get additional resources for your OND campaign. Test out new concepts or double down on messaging you know drives revenue. Optimizing your campaigns in real time will lead to unreal results.

## Are You Prepared for OND?

Place your print orders today. Set yourself up for success by ordering your marketing creative so you're ready for an early September launch.

Not an Ansira client? [Book a demo](#) for a personalized walkthrough to see how you can streamline your local marketing.