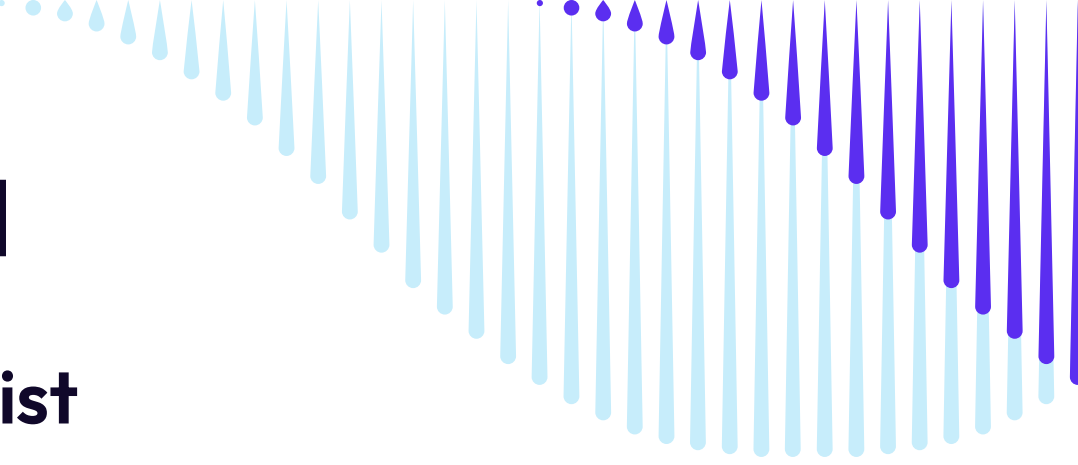




Ansira

OND Checklist for Suppliers

It's that time of year. The final sprint. The October, November, December sales rush is coming — better known as OND.

OND can be chaotic for beverage alcohol suppliers, but it doesn't have to be difficult. Here's your step-by-step guide to nailing your OND marketing this season.

☐ Develop Your Templates

As a supplier, it's crucial that your reps use marketing assets that accurately represent your brand while complying with federal and state compliance laws. That's where templates come in.

Develop and deliver your approved creative to Ansira, and we'll convert it into brand- and legal-compliant templates for your reps.

☐ Communicate Your Goals

Your internal teams and distributor network should be aligned on marketing goals. After all, how can you meet business objectives if everyone's working toward a different outcome? Be sure to communicate your goals to all parties involved to ensure everyone's on the same page.

☐ Order POS Materials

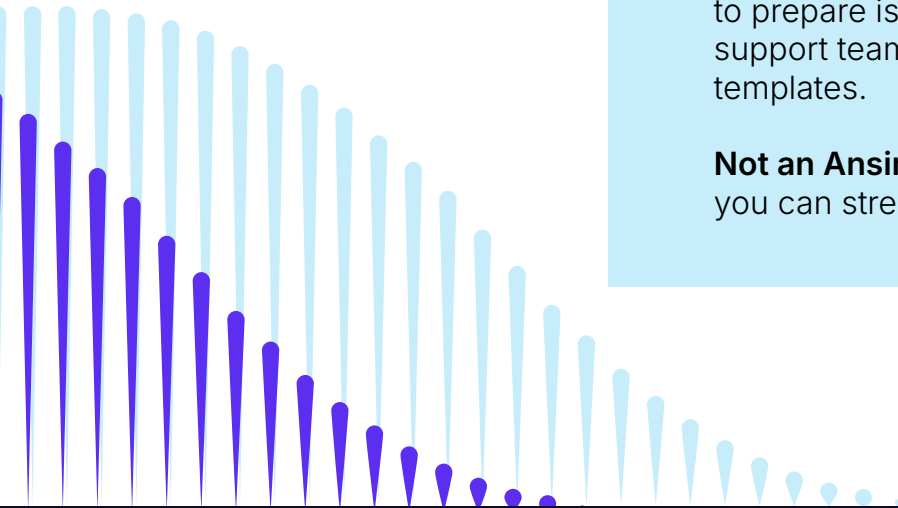
Then, it's time to order your point-of-sale (POS) marketing materials. All standard orders using approved artwork will be ready to ship in just 2-4 business days.

Special items or large-quantity orders may require longer production and shipping times, so plan accordingly.

Order submission deadline recommendations:

We recommend placing orders by these dates 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	



☐ Track Your Orders

After placing your order, get visibility by tracking order confirmations and shipping details to ensure you know where your items are in the shipping process and when you can plan to receive them.

☐ Install Creative

Once you receive your marketing assets, it's time for installation. Display your materials in local retail establishments to influence customer purchasing decisions.

☐ Track Performance

Monitor the success of your creative by tracking performance through QR codes, redemptions, or word of mouth. You can also get data from your Ansira support team to gain insights into creative utilization. These insights will guide you toward your next move.

☐ Build Additional Templates

You don't have to rely on just one template for your OND campaign — you can develop as many as you want! The sky's the limit. Enable your reps with everything they need to close out the year on a high.

☐ Order Additional Creative

More templates mean more creative! Order additional POS materials at any time to continue to support your campaign throughout the OND season.

Winning OND Starts Now

OND is quickly approaching, and the time to prepare is now. Connect with your Ansira support team to begin developing your templates.

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