

SUPER BOWL



WIN A TICKET TO SBLIX!

- Timing: PIWI – P2WI (December 30 – February 1, 2025)

SDL

- Highest index to plan
- Highest index to PY Baja volume

Large Format CR

Points

- POI Display **+7pts**
 - +1pt each: PZS, Pepsi WC Cream, Baja Blast, Starry, mini cans tied in
- Great 8 Display **+1pt each**
- Gatorade Perimeter Display **+7pts**
 - +1pt each: Propel, 28oz, G Water tied in
- Innovation Shipper **+3pts**

Small Format CR

Points

- Distribution **+1pt** each or **+7pts** if you have all 3
 - PZS, Pepsi WC Cream, Baja Blast
- Gatorade Display **+7pts**
 - +3pts if Propel or Gatorlyte are tied in
- Brisk 1L Display or Rack **+3pts**
- 1L Water Display **+3pts**
- Innovation Shipper **+3pts**

Qualifiers

- Must hit volume plan
- 100% Savvy Execution