

# 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 IL Display or Rack **+3pts**
- IL Water Display **+3pts**
- Innovation Shipper **+3pts**

## Qualifiers

- Must hit volume plan
- 100% Savvy Execution