

## JC Penney Insert Campaign Pulls Shoppers in Early on 'Second Black Friday'



JC Penney advertised its “biggest after-Christmas sale ever” via newspaper inserts over the weekend following the holiday.

Inserts announced that stores would open on the day after Christmas at 5:30am; included in the inserts were special bonus coupons which could be used on Friday, Dec. 26 and Saturday, Dec. 27, writes Editor & Publisher.

Stores like JC Penney experienced the continuation of a six-year trend that saw consumers steering away from department stores during the holiday season - and the uncertain economic times were not the only reason.

Department stores are not meeting consumer needs, such as having desired items in stock, fair everyday pricing, easy return policies, and helpful employees, according to the Ninth Annual National Shopping Behavior Study.

Many retailers rolled out early-bird deals and discounts the day after Christmas, hoping for a second Black Friday, but mall traffic remained significantly lower than in past years, the Los Angeles Times reports.

Retail sales fell 5.5% in November and 8% in December through Christmas Eve compared with a year earlier, according to SpendingPulse.