

WHAT KIND OF BLACK FRIDAY SHOPPER

ARE YOU?

PRESENTED BY:
Office DEPOT.
OfficeMax



YES

Cooking a Thanksgiving turkey?

NO

In fact, I will
have 20 guests.

Fuhgeddaboudit!
GO ONLINE

YES

Do you have maps of
the area malls and an
hour-by-hour itinerary?

Did you download a
store floor plan onto
phone and tablet?

NO

YES

NO

Do you have spreadsheets
or checklist of gifts and
alternatives?

NO

Do you have phone apps
to scan barcodes for
comparison shopping?

YES

NO

Do you have
deal websites
bookmarked on
computer and phone?

YES

NO

Did you use social
media to pre-shop
at favorite stores?

NO

Did you skip pumpkin pie
and opt for post-turkey
triple espresso?

YES

**THE
OLD PRO**

NO

YES

Did you comparison
shop online before
heading out?

YES

YES

Did you forget to
wear comfortable
shoes and clothing
to dinner?

NO

**THE
NEWBIE**

NO

**THE
CAMP-OUT-FOR-DAYS-
WITH-A-GAME-PLAN
SHOPPER**

YES

Did you make plans
to meet friends at outlet
mall at noon on Friday?
Rookie mistake.

NO

**THE
SPONTANEOUS
POST-THANKSGIVING
DINNER SHOPPER**



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