



with
custom printing

Think
Positive
be
Positive

Kindness
is free,
Sprinkle it
Everywhere!

Grocery Store Brings Positivity to Shoppers

Post-it® Custom Printed Super Sticky Notes Provide Uplifting Messages in Busy Store Environment

Challenge

In many communities, the fast pace of daily life can leave people feeling disconnected and stressed. Public spaces like grocery stores are often busy and impersonal, with customers focused on tasks rather than engaging with others. A grocery store in a medium-sized city noticed customers seemed overwhelmed and distracted, with few chances for positive interactions. The challenge was to find a simple way to bring positivity to their experience and encourage them to feel more connected to their community.

Solution

A group of local volunteers, led by a community coordinator, proposed an "Optimism Campaign" using Post-it® Notes with uplifting messages. Simple and inexpensive, the initiative aimed to brighten customers' days. Volunteers placed short, positive notes like "You are doing great today!" and "Kindness is free, sprinkle it everywhere!" These notes were strategically placed in high-traffic areas around the store, including the entrance, produce section, carts, checkout lines, and popular shelves.

Results

The "Optimism Campaign" had a positive impact on both customers and employees. Many shoppers reported feeling uplifted, with some sharing that the notes made their experience more enjoyable and fostered a sense of community. Some even posted photos on social media, spreading the positivity. Employees also appreciated the messages, creating a warmer atmosphere and motivating staff to engage more kindly with customers. A few employees added their own notes, further strengthening the sense of community.



#PD331P-25
**3 x 3 Custom
Printed Notes**

