

## FREE MAIL-IN PROMOTION CLIENT BRIEF CHECKLIST

When considering your written Brief to us, the following information will help us develop a Concept and prepare a Promotional Proposal for you:

<p style="text-align: center;"><b>What Product</b></p> <p>We need to know this to understand the Target Market for the product.</p>	
<p style="text-align: center;"><b>Typical Shop Selling Price</b></p> <p>What is "average" selling price in the High Street</p>	
<p style="text-align: center;"><b>Promotional Volume</b></p> <p>What quantity of packs, bottles etc., will carry the offer</p>	
<p style="text-align: center;"><b>Proof of Purchase</b></p> <p>What number of Proofs of Purchase (POP's) are you looking for on this Promotion?</p>	
<p style="text-align: center;"><b>Promotional Period</b></p> <p>When does it start, "in store", when does it end, i.e. the final date applications for the "Premium" can be redeemed?</p>	
<p style="text-align: center;"><b>Target Market</b></p> <p>Mother, Father, Children, The family or Socio Economic Group(s). This helps us narrow down the Target Market when suggesting a range of Promotional Proposal Options.</p>	
<p style="text-align: center;"><b>Media Support</b></p> <p>Is there any Television, Radio, Newspapers or Trade Magazine support?</p>	
<p style="text-align: center;"><b>POS. Support</b></p> <p>Is there any Point of Sale Material, which would affect the redemption level?</p>	
<p style="text-align: center;"><b>Financial Budget (Promotional Only)</b></p> <p>The total Budget/Fee relating to our part of the Promotion ie., merchandise.</p>	
<p style="text-align: center;"><b>Marketing Objectives</b></p> <p>The more accurate the information you can give us the more targeted our Proposals can be</p>	
<p style="text-align: center;"><b>Outlet Profile</b></p> <p>Superstores, Department Stores, Chain Stores, Direct Mail to Trade Customers (Voucher Led Activities) etc.</p>	
<p style="text-align: center;"><b>Any Additional Information</b></p> <p>Any information you consider will assist us in correctly targeting a Promotion to meet your Brief.</p>	