

FIXED FEE QUESTIONNAIRE

Please complete the fields below and return via e-mail to grgonefee@grg.com Please allow 48 hours from submittal of quote request.

| | | | |
|---|--|--|--|
| 1. Proposer / Promotional Consultancy | | | |
| | | | |
| 2. Address: | | | |
| | | | |
| Telephone: | <input style="width: 90%;" type="text"/> | Fax: | <input style="width: 90%;" type="text"/> |
| | | E-mail: | <input style="width: 90%;" type="text"/> |
| 3. Nature of Business | | | |
| | | | |
| 4. Promotion Consultancy Name: | | | |
| | | | |
| 5. Promotion Consultancy Address: | | | |
| | | | |
| 6. Product/Production/Distribution: | | | |
| (a) Product Name: | <input style="width: 90%;" type="text"/> | | |
| (b) Description: | <input style="width: 90%;" type="text"/> | | |
| (c) Is product new or re-launched: | <input style="width: 90%;" type="text"/> | | |
| (d) Market share: | <input style="width: 90%;" type="text"/> | | |
| (e) Will extra stocks be used for the promotion? | Yes | <input type="checkbox"/> | No |
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| If Yes, state amount/volume: | <input style="width: 90%;" type="text"/> | | |
| (f) Normal shelf life: | <input style="width: 90%;" type="text"/> | | |
| (g) Geographical distribution: | <input style="width: 90%;" type="text"/> | | |
| (h) Details of all outlets taking over 10% of the product together with percentage share: | <input style="width: 90%; height: 20px;" type="text"/> | | |
| (i) Please advise sales and costings of product: | | | |
| | <i>Annual Units of Sale</i> | | <i>Consumer Price</i> |
| Size: <input style="width: 100px;" type="text"/> | <input style="width: 100px;" type="text"/> | Min. <input style="width: 50px;" type="text"/> | Max. <input style="width: 50px;" type="text"/> |
| Size: <input style="width: 100px;" type="text"/> | <input style="width: 100px;" type="text"/> | Min. <input style="width: 50px;" type="text"/> | Max. <input style="width: 50px;" type="text"/> |
| Size: <input style="width: 100px;" type="text"/> | <input style="width: 100px;" type="text"/> | Min. <input style="width: 50px;" type="text"/> | Max. <input style="width: 50px;" type="text"/> |
| Size: <input style="width: 100px;" type="text"/> | <input style="width: 100px;" type="text"/> | Min. <input style="width: 50px;" type="text"/> | Max. <input style="width: 50px;" type="text"/> |
| 7. Promotion: | | | |

(a) What is the promotional objective (e.g. distribution/awareness/penetration/ repeat purchase, etc.)?

(b) How is the promotion communicated (e.g. leaflet/on pack)?

(c) Promotion commencement date:

| | | |
|-----|-----|---------|
| | | |
| D D | M M | Y Y Y Y |

Closing date:

| | | |
|-----|-----|---------|
| | | |
| D D | M M | Y Y Y Y |

Final Redemption date:

| | | |
|-----|-----|---------|
| | | |
| D D | M M | Y Y Y Y |

(d) If promotion limited by stock availability, what is the normal period that promotional stock will be available?

(e) Number of units of product applicable to promotion:

Size:

No. of Units:

Size:

No. of Units:

Size:

No. of Units:

Size:

No. of Units:

8. Offer:

(a) Nature of offer to consumer:

(b) Number of proofs of purchase required:

(c) Is the offer promoted on Pack?

Yes No

(d) Is the offer restricted exclusively to flashed promotional packs?

Yes No

(If No, please advise total universe of packs available during promotional period)

(e) Is it possible to remove the proof of purchase without purchasing the product?

Yes No

(f) Is the offer restricted to one per household?

Yes No

(If No, please give full details of any restrictions applicable)

9. Supporting Media:

(a) Details of media employed, stating whether advertising message mentions the promotion:

Advertising Spend

| | | | | | |
|---------------|-----|--------------------------|----|--------------------------|----------------------|
| Television | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | <input type="text"/> |
| Radio | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | <input type="text"/> |
| Newspapers | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | <input type="text"/> |
| Magazines | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | <input type="text"/> |
| Point of Sale | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | <input type="text"/> |

(b) Is any other publicity used which mentions the promotion (e.g. celebrity appearance, sales force, etc.?)

9. Cost:

- (a) Intrinsic cost per redemption to Proposer:
- (b) Handling cost: (Packaging/postage etc.):
- (c) Total cost per redemption:
- (d) Perceived value to consumer:

10. Handling House:

(a) Is there a Handling House involved in the promotion? Yes No

If Yes, please advise Name and Address:-

(b) Please give brief details of their experience in handling similar promotions:

(c) What systems do they use to ensure compliance with the Promotional Rules?

(d) How often, and in what fashion, do they report the level of redemption?

(e) Have you used the Handling House before? Yes No

11. Insurance:

(a) What is your anticipated response rate?

| | Percentage % | Monetary Equivalent |
|-------|----------------------|----------------------|
| Size: | <input type="text"/> | <input type="text"/> |
| Size: | <input type="text"/> | <input type="text"/> |
| Size: | <input type="text"/> | <input type="text"/> |
| Size: | <input type="text"/> | <input type="text"/> |

(b) Amount of Cover Required:

From: % To: %
 From: (Amount) To: (Amount)

(c) What methods have you used to calculate the anticipated redemption rates? (Answers such as “past experience” alone are inadequate – please, if available, enclose some form of documentary evidence to substantiate your projections):

The following questions to be answered by the Proposer:

(d) Have you any past experience in conducting similar promotions? Yes No
 (Please give details)

(e) Do you have any promotions insured at present? Yes No
 (If Yes, please give details)

(f) Have you experienced any promotions where the final response exceeded your projection by more than 10%? (e.g. if you budgeted a 20% response and more than 22% was achieved). Yes No
 (If Yes, please give details)

(g) Have you ever made a claim for Over Redemption Insurance? Yes No
 (If Yes, please give details)

(h) Have you ever been declined insurance or had penalty terms imposed? Yes No
 (If Yes, please give details)

The following questions to be answered by the Promotional Consultancy:

(i) Have you any past experience in conducting similar promotions? Yes No
 (Please give details)

(j) Do you have any promotions insured at present? Yes No
 (If Yes, please give details)

(k) Have you experienced any promotions where the final response exceeded your projection by more than 10%? (e.g. if you budgeted a 20% response and more than 22% was achieved). Yes No
 (If Yes, please give details)

(l) Have you ever made a claim for Over Redemption Insurance? Yes No
 (If Yes, please give details)

(m) Have you ever been declined insurance or had penalty terms imposed? Yes No
 (If Yes, please give details)

12. Please enclose:-

- (a) Artwork relating to advertising
- (b) Sample of product and proof of purchase

The completion of this Proposal form will in most cases enable us to obtain a quotation on your behalf, but it should be noted that Underwriters may require further clarification on any of the answers given.

The completion of this Proposal Form does not bind either the Proposer or the quoting Underwriter to complete a contract of Insurance, and no cover is applicable until confirmation has been given by Underwriters.

However if a contract of Insurance is completed then this Proposal form and the declarations made will form part of that contract and be the basis for it.

Failure to disclose material facts could result in your Policy being invalidated. Material facts are those facts which might influence the acceptance or assessment of your proposal. If you are in doubt as to whether a fact is material you should disclose it.

Declaration

To be completed by the Proposer and Promotional Consultancy

I/We declare that all the particulars set forth above and over leaf together with any supplementary Declaration or Statement are true and I/We will immediately advise the company of any changes in my/our present promotional activity and will not alter such promotion without prior reference to any acceptance by the Company.

I/We further agree that the promotion conforms with legal requirements and The British Code of Sales Promotion Practice.

Proposer:

Date:

Name:

Position:

Promotional Agent:

Date:

Name:

Position:



grgOneFee

→ managing promotional risk

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