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## PROMOTION PLANNING GUIDE

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Annual Sales: \$ \_\_\_\_\_ Employees: \_\_\_\_\_ Locations: \_\_\_\_\_ Industry: \_\_\_\_\_

### ■ EVENT DESCRIPTION

(see reverse side for multiple events)

Business-to-Business     Business-to-Consumer     Internal     Other \_\_\_\_\_

Date of event: \_\_\_/\_\_\_/\_\_\_    Budget: \_\_\_\_\_    Past products used: \_\_\_\_\_

### ■ OBJECTIVES    What are your major goals?

- Motivate
- Improve morale / performance
- Reward performance
- Recognize achievement
- Thank customers
- Build traffic
- Encourage use/trial
- Gift with purchase
- Launch product/service
- Rename/reposition
- Promote
- Other \_\_\_\_\_

### ■ TARGET AUDIENCE    Whom would you like to influence?

- Present customers
- Lost customer
- Prospective customers
- Job function \_\_\_\_\_
- Employees
- Number in group \_\_\_\_\_
- Distributors

### ■ AUDIENCE DEMOGRAPHICS

- Men \_\_\_\_\_%
- Age range \_\_\_\_\_
- Geographic area \_\_\_\_\_
- Income level \_\_\_\_\_
- Other \_\_\_\_\_
- Women \_\_\_\_\_%

### ■ PRODUCT DELIVERY

- Hand delivered by assigned staff members
- In-house mailroom
- Outsourced fulfillment house
- Direct ship by supplier \_\_\_\_\_
- Other \_\_\_\_\_

### ■ MEDIUM    What is the best way to reach your audience?

- Direct mail
- Face-to-face meeting
- Hand deliver
- Gift with purchase
- Trade Shows
- Bundled with product
- Ceremonies
- Other \_\_\_\_\_

### ■ PRODUCT PACKAGING

### ■ PRODUCT IDEAS

### ■ RESULTS MEASUREMENT

# ANNUAL PLANNING SCHEDULE

Year 200\_\_

DATE	EVENT	PURPOSE	ITEM/QTY	UNIT COST
<b>1st Quarter</b>				
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
<b>2nd Quarter</b>				
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
<b>3rd Quarter</b>				
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
<b>4th Quarter</b>				
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____
___/___/___	_____	_____	_____/___	_____