

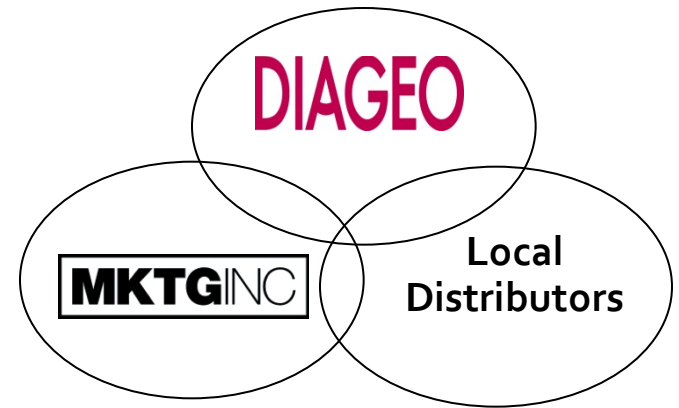
**MKTG**INC

# **PROMOTIONAL MODEL**

## ORIENTATION MANUAL



# DIAGEO BUSINESS



**DIAGEO** is the world's leading integrated beer, wine and spirits, company. Diageo is the supplier of the products we promote (the “owner” of the brands).

Diageo uses various local distributors to distribute their products into retail accounts. The distributor is the “sales force” for the supplier. The distributor sales reps maintain the relationships with the accounts/stores that carry the products. There are several distributor(s) in our market for beer and wine.

Diageo contracts **MKTG INC** to execute their promotions. MKTG INC has over 20 years experience in alcohol marketing. It is MKTG's responsibility to provide a staff that is knowledgeable of brand facts, can effectively represent the brands. and fits the profile of the brands.

**Note that you are an employee of MKTG; not Diageo or the distributor.**

# DIAGEO GUINNESS USA & DIAGEO CHATEAU & ESTATES

## Diageo Guinness Brands:

- Guinness
- Harp
- Smithwicks
- Guinness Black Lager
- Red Stripe
- Smirnoff Ice

## Diageo Wines:

- Sterling Vineyards
- Beaulieu Vineyards
- Chalone Vineyards
- Rosenblum Cellars
- Acacia Vineyards
- Butterfly Kiss
- Stark Raving
- Rose N' Blum
- Girl Go Lightly
- Once Upon A Vine
- Velvet Crush

Check out [www.diageo.com](http://www.diageo.com) for the ENTIRE list  
of all Diageo owned brands!

# DIAGEO MARKETING CODE

## PROMOTIONAL EVENTS

The Diageo North America Marketing Code ('DMC') was developed to give guidance to all those involved in the marketing of Diageo brands in the United States. The following portions of the DMC directly apply to all occasional MKTG employees.

**Compliance with the DMC is mandatory.**

### Marketing to Adults

Our on/off premise promotions will encourage responsible drinking by those adults who choose to drink. Promotions should never appeal primarily to individuals below the legal purchasing age (LPA).

- ✓ Never give a premium or sample to a minor. Ask for ID if unsure.
- ✓ "We Check ID" policy – in the off-premise always check consumer ID.

### Marketing Responsibility

Our on/off premise promotions will discourage activities that reward excessive consumption or irresponsible, reckless behavior. Offer one sample per consumer. Promotional activities will not involve drinking games or require excessive consumption within a short period of time.

**Never** require a consumer to purchase a product in order to receive a premium. It is illegal to do so.

# PROMOTIONAL MODEL

## RESPONSIBILITIES

- ✓ Ability to work flexible hours that will include evenings, weekends and/or holidays.
- ✓ Wardrobe essentials – black cocktail dress, black mini skirt, jean mini skirt, black slacks, black heels, black heeled knee-high boots, black fish-net pantyhose.
- ✓ Bring a government issued **ID** to all events to assure the account that the promoters are of legal age to be in the establishment and possess legal requirements to facilitate promotional activity.
- ✓ Do not have friends attend if they will negatively impact job performance.
- ✓ Comply with all policies signed off on in the New Hire Paperwork of MKTG (drug free policy, alcohol policy, Diageo marketing code, etc).
- ✓ **Do not smoke, eat, text or lounge during the event.**
- ✓ Do not double book yourselves for events. Stay organized and keep your schedule written down in your calendars.
- ✓ Employees will not commit any act that will damage the brands or reputation of any MKTG client.

**Distributor and Diageo reps often attend events and may not always identify or introduce themselves. Treat every consumer as if they were the client!**

# BEHAVIORAL GUIDELINES

## DEPENDABILITY AND PERFORMANCE

All team members must:

- Always arrive on time (**15 minutes early**) for events. **Arriving late may result in loss of shifts.**
- Always arrive **promo-ready** (hair & make-up done, proper uniform).
- Communicate client message and product knowledge to consumers; **KNOW BRAND FACTS!**
- Effectively interact with consumers in order to drive trial and conversion.
- Be **energetic** and **enthusiastic** about the brands you are promoting ~ bring FUN to the atmosphere.
- Act in a courteous and professional manner at all times; be accommodating to account owners/bar staff making reasonable requests.
- Only use your cell phone to report issues to your Assistant/Event Manager.
  - **No personal calls or text messaging.**
  - **In the case of an emergency, employees must excuse themselves from the property to make the call.**
- **Never accept tips.** If a consumer insists you or a staff member take a tip, immediately hand the money over to the key contact or head bartender.
- **Never chew gum, eat, or smoke** during a promotion.
- Proper care and maintenance of promotional equipment/materials (i.e. uniforms); return all uniforms to LPM for return to the warehouse.
- **Never** talk poorly about competitive brands.
- Report to LPM/Assistant/Event Manager on any competitive activity observed.
- Execute promotion as trained; submit event photos to Assistant/Event Manager for review/approval.
- Call the Assistant/Event Manager if for any reason the LPM and/or entire team is not at the event at the scheduled start time and for the duration of the promotion.
- Once the event has ended, **staff is to depart the premises immediately.**

Promotions Specialists are an extension of brand partners and the front line in communicating brand image to the consumer. The level of energy and excitement will be the benchmark that the crowd will respond to. If you're having fun, the crowd will have fun!

# RECOMMENDED ITEMS FOR PROMOTIONS

## ☐ Ladies:

- Black Mini Skirt
- Jean Mini Skirt
- Black Booty Shorts
- Heels (Suggested color for specific programs: Black, Brown, Gold, White)
- Wedges (Suggested colors for specific programs: Black, White)
- Knee High Boots
- Dress Pants: Black, Tan
- Dark Skinny Jeans
- Fake Eyelashes
- Fishnets
- Strapless Bra
- Hollywood Tape (securing)
- Safety Pins
- Silver/Gold Earrings

## ☐ Gentlemen:

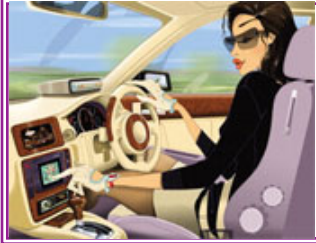
- Black Dress Shirt
- White Dress Shirt
- Black Skinny tie
- Black Dress Pants
- Black Dress Shoes
- Trendy Black Jeans
- Trendy Blue Jeans



# MKTG ACRONYMS

- ❖ **Diageo Guinness USA (DGUSA)** – Guinness, Red Stripe, Harp, Smithwicks, Smirnoff Ice, Smirnoff Premium Malt Mixed Drinks
- ❖ **DC&E**- Diageo Chateau and Estates – Sterling, BV, Chalone, Rosenblum and more.
- ❖ **EMC**: Event Management Center
- ❖ **ERF**: Event Report Form
- ❖ **Ad-hoc**: Special event – golf tournaments, convention centers, sporting events, distributor launches, etc. (team size varies based on event)
- ❖ **Off: Off-premise**: Trade channel that includes accounts licensed to sell wines and/or beer for consumption off the licensed premises. (i.e., independent liquor stores, Grocery Stores, retail Chain stores), typically 1 person, occasionally 2).
- ❖ **On: On-Premise**: Trade channel that sells wine and beer for consumption on the licensed premises. (i.e., bars, restaurants & clubs), typically 2-4 person team.
- ❖ **LPM**: Lead Promotional Model – responsible for providing direction to the promotional team, the “boss” for the shift
- ❖ **PM**: Promotional Model
- ❖ **POS**: Stands for Point of Sale material. These are items used to decorate an account to invoke purchase, such as banners, posters, dummy bottles, etc
- ❖ **PAB**: Progressive Adult Beverage **FMB**: Flavored Malt Beverage
- ❖ **Trio**: Refers to the Irish Trio Brands (Guinness, Harp & Smithwick’ s)
- ❖ **LGBT**- Lesbian/Gay/Bisexual/ Transgender

# PREPARE FOR THE PROMOTION



## 1. Confirm & Know where you are going!

- LPM's call ahead to confirm event details (date, time, product availability, sampling logistics)
- Be sure you know how to get to the account prior to leaving your home.
- Go online for directions and print, or call the account if necessary.
- Confirm what time you need to arrive and meeting place. Tardiness will not be tolerated.

## 2. Look great!

- First impressions are everything - take time to look your best before you get to the account.
- Always look professional and portray a positive brand image. Know the acceptable look for each Brand.
- Wear the correct uniform and be sure you and your team are consistent with your accessories.



## 3. Know your stuff!

- Take a few moments to refresh your memory on the brand you are promoting.
- Review the run of show from start to finish and memorize key selling points.

## 4. Keep a clear head!

- You may not consume any alcoholic beverages 4 hours prior to your event, during the event or at the account after the promotion ends. Never consume alcoholic beverages while in uniform.
- If a consumer offers to buy you a drink, politely decline and remind them you are working, and it is not permitted during or after the promotion.



# SET UP

## THE PROMOTION

### 1. Enter the account with confidence and enthusiasm!

\* Since you will be wearing branded uniforms and carrying POS, it is important to arrive with confidence.

\*LPM introduce yourself to bar manager and find out drink features, special details and perfect location for set-up.  
\* When appropriate for the brand/program, let everyone know you are there – use a megaphone, announcements and/or whistles to let them know the party is about to begin.

### 2. Get to know the people working in the account!

\* Make sure to introduce yourself to all account staff: managers, bartenders, and wait staff

\* Remind or inquire about the feature drink price (where legal) and encourage them to promote the brand. They are your best brand advocates - take advantage of them!

### 3. Work with the DJ/ Band for event announcements!

\* When appropriate for the brand/program, the DJ or Band can be a huge bonus for drawing attention to your event.

\* Let them know the details and feature drink price so they can announce it regularly. Ask if they will let you get on stage with them – this really adds to the promotion.

### 4. Merchandise the account!

\* Display point of sale (table tents, posters, etc) on the tables and bar.

•Table tents and posters are used to advertise the brand and the featured drink special. These items increase brand awareness even when we are not promoting at the account.

# EXIT

## THE PROMOTION

## Say Thanks!

### 1. Thank the consumers and the account!

- Always let the manager and staff know you have completed the promotion. It is also a good idea to ask their opinion on the event.
- It is important to connect with the consumers while you are there to build brand loyalty. Let them know you appreciate them taking part in your promotion and how much fun you had with them.
- LPM's pay account for product/coupons redeemed (EM will inform you of market guidelines) via road-check or corporate AMEX (submit & record all receipts)



### 2. Responsible Drinking!

- Remind consumers to drink responsibly and notify management if you see someone that is overly intoxicated.
- Immediately inform management and your Event Manager of any harassment issues.

### 3. Clean up your mess!

Never leave trash or unwanted POS on the tables. This will minimize the time the staff has to spend on cleaning up.

We never want to be a burden or cause extra work for the account – we want to be invited back.



### 4. Leave on a high note!

- When appropriate for the brand or program, make the exit just as exciting as the entrance - high energy and smiling while in uniform!
- Leave with all members of the team.
- No drinking or remaining in an account after work. It is 'MKTG' policy that you must leave the account immediately after completing the promotion.
- Uniforms should only be worn during the promotion.

# PROMOTIONAL MODEL

## RUN OF SHOW

### On Premise

- The first part of your promo should be spent circling the account, distributing samples to as many people within your target consumer and letting them know about the drink feature/special.
- Re-circle the account, seeing how many people liked the sample, and if they enjoyed it, offer them a bar buck or coupon to purchase the drink at a discounted price.
- Finally you should circle again, visiting those who are the target consumer, or are supporting the brand and offer them giveaways. It's ok if you didn't give all your giveaways out, give them to the LPM to return and re-use for another event.

### Off-premise

- Your primary objective is to get consumers to purchase the brand you are promoting.
- Offer a sample (if applicable) and coupon/IRC and tell them about the feature price special. **YOU MUST ALWAYS CARD CONSUMERS IN ALL OFF-PREMISE** and have the "We Check ID" sign on your table!!!
- Take notes on other brands consumers ask about or are purchasing.
- Please see the LPM training manual for more details about the off-premise.

# THE STAFFING PROCESS

No MKTG occasional employee is **guaranteed** work. All employees are hired at will, meaning MKTG can end the employment relationship at any time, with or without cause. Staffing is based on the needs of the market and the program(s) of that season.

## Check your e mail!

- Mass emails are sent out to on and/or off premise LPM/PM's to determine if they are available.
- PM is to reply to let us know if he/she is available to work.
- Reply with date(s)/times(s) available and any specific accounts or 'open for all'
- If you are chosen to work you will get an email stating "you are booked/confirmed for xxxx". You will get another email confirmation, the body of the email will list the PM(s), LPM and cell phone number along with account details and brand information.
- If you are not staffed you will get a response telling you.
- You are not always staffed for every promotion that you reply to work.
- You will get a response within 24 hours whether or not you are booked.

# THE BOOKING PROCESS

- ❑ **Always reply back and include your:**
  - **1. First and Last Name**
    - **Especially if it is not within your email address**
  - **3. City You LIVE In**
  - **4. Date/Shift Availability**
  - **5. Open for LPM or PM**
  
- ❑ **LPM Role:** “You must have worked as an LPM to be booked as an LPM. If booked as an LPM you assume the responsibilities to include but not limited to calling account(s) to confirm promotion, completing ERF, taking mandatory, uploading and sharing mandatory photos in addition to sending the ERF link within 24 hours. As LPM you will adhere to the expectations and will use sound judgment while acting on behalf of MKTG in the field. You will document accurately what occurred at the event being honest and giving recommendations to better future promotions.”
  
- ❑ **Events are paired together on the same day, consecutively to equal a 3hr shift or Events are can be 2 or 3hr shifts.**
  
- ❑ Regular program booking e-mails will state the pay in the Work Announcement & Final Confirmation. Cancellations & Questions regarding pay rate should always be directed to the AEM that booked you.

# TAKING PHOTOS

**REFER TO PHOTO TRAINING MANUAL FOR DETAILED  
'HOW TO UPLOAD' ...**



## Photos may be used for:

- Reports sent to our clients
- Presentations pitching new business ventures to new or existing clients
- Training manuals
- Providing a visual back up of information on the ERF (i.e. demonstrates attendance, etc)

## Always keep in mind your **TARGET DEMOGRAPHIC** when taking pictures!

- Do not 'pose' every photo
- Capture MKTG Team/**PM's & TARGET consumers** in action
- Capture consumers holding the product or engaging in the promotion's activity. Do not take photos of consumers with product other than what you are promoting
- In off premise accounts, ask a store employee to take a pic of LPM talking to consumers. (ie. Interactive photos)



# UPLOADING AND SHARING EVENT PHOTOS

**DGUSA & DC&E**

Go To [dropbox.com](https://dropbox.com)

\*save to your favorites for easy access

And click 'sign in'

Email:

[mktgdgusadce@gmail.com](mailto:mktgdgusadce@gmail.com)

Password: mktgdgusadcela

\*\*Check 'Remember me' for easy access

**Do not:** upload to the main page of drop box.

**Do not:** create your own bucket

**Do:** Title photos and send the correct AEM a link or e mail for credit:

**Do:** Date/account name & #/ City/Your name

Sign in

(or [create an account](#))

mktgdgusadce@gmail.com

.....

Remember me

Sign in

[Forgot your password?](#)

# OFF PREMISE PHOTOS

## WHAT YOU NEED TO CAPTURE...

### Minimum 5-10 Photos \*Per Account

Ex:

- (2) Demo Table Set-up with/without LPM
- (2) Consumer with Product product in front of table set-up
- (2) Interactive Photos
- (1) Displays at store or one of each (case stack, end cap, major display)
  
- Use your best judgment! You are the ones on site at the accounts and with the consumers.
  
- *\*Per account-* If you work two shifts in one day we need photos from BOTH accounts. The distributor areas are spread out we need to be able to provide photos if requested

# OFF PREMISE

## PHOTO EXAMPLES



Photo demonstrates positive interaction between LPM and the target consumer. Display stands out and contains product for impulse purchases.

NOT target consumers

# LPM with Table Set-Up & Consumer interaction – Consumer with Product and Table Set-Up



# POS Displays



# ON PREMISE PHOTOS

## WHAT YOU NEED TO CAPTURE...

### Minimum 5-10 Photos!!!

- (2) LPM and PM \*Full length and close ups
- (2-3) Consumer interaction – PM/LPM and consumer
- (2-3) Consumer with brand give-away and/or samples (if applicable), great crowd photos, toasting etc.
  - Try to avoid photos where the bar patrons have other brands in hand (ex: Bud Light, Stella etc.
- **Other Great photos!!!**
- (1) Good back bar with our DGUSA/DC&E brands
- (1) Special Diageo Menu board or drink announcement
- (1) DGUSA/DC&E brands on table tents or menu
- (1) Bartender pouring out of feature handle - make sure we can see the brand
- (1) PM/LPM announcing special on microphone
- Anything fun – patrons toasting, someone wearing a branded tee or photos of POS set-ups already in the account

# ON PREMISE

## PHOTO EXAMPLES



BOTH photos demonstrate positive interaction between PM's and the target consumer.

# Consumer Interaction with focus brand and/or give-away





## LPM and PM



## Consumer Interaction with MKTG Team



# Extra photos!



1. POS at account
2. Bartender using our feature product
3. Special Drink Feature
4. POS at account
5. DJ or Band announcing drink special

# DropBox Quality Control

## Tips & Guidelines

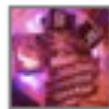
**Due Date: Every Monday by 2pm following your events. No Excuses!**

### Tips:

- Make sure your camera is in focus before shooting! Learn the settings on your camera!
- Make sure your photo is well lit. Use flash when needed.
- Be sure to capture required fields of photos for Off & On Premise Promotions.
- Be sure LPM (yourself) and display are presentable.

### Guidelines:

- Remember photos that are not focused, too dark, or do not meet required fields are not usable.
- Pay will be determined upon review of photos and if they meet our standards. If necessary, corrective action will follow.
- Camera phones are okay to use as long as they capture the photos up to standard.
- Be sure to enter photos into correct Brand Folders in Dropbox. Make sure photos are saved correctly:



3.17.Molly Model@Oharas, Orange.jpeg

# COMPETITIVE ACTIVITY

**DIAGEO** Promotional Event Management Center

Home Events Locator **Competitive**

Welcome, Paulina Borrero

[My Profile](#) | [Logout](#)

Competitive Edit  
New Competitive



Search

Competitive Edit Save Save & New Cancel

Information ! = Required Information

Category  Owner Paulina Borrero

Brand  Competition Type

Competitive Description

Competition Doing Available Chosen

ing Price

Save Save & New Cancel

If you were at an event and there was competitive activity, there is a spot to enter info within your ERF.

If you were out and about and saw a competitor promotion-- log in to the EMC. Go to Competitive>Create New Competitive>enter info

Email [kburgos@mktg.com](mailto:kburgos@mktg.com) with the links from the EMC and dropbox once completed. Upload competitive photos to: <https://www.dropbox.com/home/Beer-Wine%20Competitive%20Activity%20Photos>

**MKTG**INC

# COMPETITIVE ACTIVITY

**UPON APPROVAL: PAY IS \$5 FOR REPORT; \$5 FOR PHOTOS**

– **THINGS TO NOTE in Report:**

- Date of competitive activity and name of account
- How many promotional staff worked the event?
- What they were wearing?
- What was sampled? What were the premiums?
- How did consumers react to the competitive event?
- What sort of POS did they place in the account?

– **THINGS TO CAPTURE in 3-5 Photos:**

- Photo of Promotional Model's
- Photo of the set-up
- Photo of give-aways
- Photo of consumer interaction

# EXPENSE REPORT

- ❖ Use only the MKTG DGUSA.DC&E PM Mileage-Expenses Form FY14\_LA (current version will be sent bi-monthly w/ payroll reminder; previous versions will be returned for resubmission)
- ❖ Expense reimbursements are paid only with approval from your AEM/EM.
- ❖ Expense reports are submitted bi-monthly and are due **on the 15<sup>th</sup> and last day of the month; cohesive to payroll due dates.**
- ❖ Expense reimbursement checks are mailed out approximately 45-60 days after submission. This is a separate non taxed physical check.
- ❖ Expenses should be emailed to [mktgdgusadce@gmail.com](mailto:mktgdgusadce@gmail.com) Always include map links on tab 4. Attach or fax scanned receipts if applicable. Photo attachments of receipts are okay as long as they are clear.
- ❖ For DGUSA/DC&E expense questions, please contact Carissa Wray ([cwray@mktg.com](mailto:cwray@mktg.com)).

# EXPENSE REPORT **continued...**

- ❖ **Mileage Log should be completed first** (1<sup>st</sup>), breaking out each event you are entitled to mileage. If you have multiple events in one day list total mileage on the first event worked and the word “included” in the remaining events. Complete the Expense Report Cover Sheet with event information applicable to the dollar value amount listed (linked from mileage log). Be sure to include the correct Date of the Event, Account Name, City and Brand/Program.
  
- ❖ Receipt column: Enter either the term Mileage or the number of the receipt attached in sequential order you have listed them. (i.e. 1, 2, 3 .... Do not use number listed on actual receipt – see example sheet on next page)
  
- ❖ Coding: Managers will code. As an FYI:  
Our market code is: 18
  - Cost codes are:
  - 810: Mileage, Parking & Tolls
  - 800: Event Supplies - Ice, Tablecloths (as advised or must contact AEM for approval)
  
- ❖ Job codes vary by program and will be provided to you by your Event Manager at their discretion. Otherwise, please leave job code area blank.

# EXPENSE REPORT

continued-mileage log (tab 1)



DIAGEO / DGUSA/ DC&E

## LPM/PM MILEAGE LOG

NAME: Molly Model

PERIOD ENDING: 12/31/12

Enter Data on this page first

Date	Brand	Program	Activity	Round Trip miles	Less Base Miles	Reimbursable Miles	Reimbursable Rate (0.555)	Total
12/1/2012	BV, Sterling	Richness in Reds	Beverly Hills/Goleta/Beverly Hills	204	-30	174	\$0.565	\$98.310
12/1/2012	Nuvo	OFF Premise	Beverly Hills/Lynwood/Beverly Hills	44.8	-30	14.8	\$0.565	\$8.362
12/10/2012	Guinness	Mini-believer	Beverly Hills/Downey/Beverly Hills	44.3	-30	14.3	\$0.565	\$8.080
12/22/2012	BVCE	Heritage Portfolio	Beverly Hills/Westlake Village/Burbank/Beverly Hills	83.9	-30	53.9	\$0.565	\$30.454
12/27/2012	Rosenblum	Heritage Portfolio	Beverly Hills/Redondo Beach/ Beverly Hills	37.3	-30	7.3	\$0.565	\$4.125
12/31/2012	Rosenblum	Heritage Portfolio	Beverly Hills/Redondo Beach/ Beverly Hills	37.3	-30	7.3	\$0.565	\$4.125
					-30		\$0.565	\$0.000
					-30		\$0.565	\$0.000
					-30		\$0.565	\$0.000
					-30		\$0.565	\$0.000
					-30		\$0.565	\$0.000
					-30		\$0.565	\$0.000

Total Mileage: \$153.45





# EXPENSE REPORT

continued-cover sheet &

mileage log (tab 2 & 4)



## EXPENSE REPORT LPM/PM

EMPLOYEE IS REIMBURSED FOR OUT-OF-POCKET EXPENSES

<b>NAME</b>	Molly Model
<b>OFFICE</b>	Field-Los Angeles
<b>CLIENT</b>	DIAGED
<b>PERIOD</b>	12/1-12/31

MAILING ADDRESS

<b>ADDRESS</b>	123 ABC Drive
<b>CITY</b>	Beverly Hills
<b>STATE</b>	CA
<b>ZIP</b>	90210

Enter Data on Mileage Log Tab and it will automatically appear on this page

DATE	JOB #	DIVISION (2)	PROG TYPE (2)	MARKET (2)	COST (3)	Program	DESCRIPTION	RECEIPT	LINE TOTALS
12/01/12	3119668	15	30	18	810	Fichness in Fieds	Beverly Hills/Goleta/Beverly Hills		\$ 98.31
12/01/12	3077325	15	30	18	810	OFF Premise	Beverly Hills/Lynwood/Beverly Hills		\$ 8.36
12/10/12	3079701	15	30	18	810	Mini-believer	Beverly Hills/Downey/Beverly Hills		\$ 8.08
12/22/12	3094668	15	30	18	810	Heritage Portfolio	Beverly Hills/Westlake Village/Burbank/Beverly Hills		\$ 30.45
12/27/12	3094668	15	30	18	810	Heritage Portfolio	Beverly Hills/Redondo Beach/Beverly Hills		\$ 4.12
12/31/12	3094668	15	30	18	810	Heritage Portfolio	Beverly Hills/Redondo Beach/Beverly Hills		\$ 4.12
12/15/12	3188534	15	30	18	810	Crown Embroidery Valgreen's	Parking- Sunset and Vine	1	\$ 12.00
12/15/12	3077325	15	30	18	810	Circle NYE On Rush Street	Parking	2	\$ 2.00
12/28/12	3077325	15	30	18	810	Circle NYE On Dra's	Parking	3	\$ 10.00
		15	30	18					\$ -
		15	30	18					\$ -
		15	30	18				5	\$ -
		15	30	18				6	\$ -
		15	30	18				7	\$ -
		15	30	18				8	\$ -
		15	30	18				9	\$ -
		15	30	18				10	\$ -
<b>TOTAL CHARGES</b>									<b>\$ 177.45</b>

SUBMITTED BY

APPROVED BY

## Mileage Logs

ate of Drive

Mileage Link:

1-Dec	1	<a href="http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=Costco+Wholesale:+Pharmacy,+Marketplace+Dr,+Goleta,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=37.269174,-119.306607&amp;sspn=9.105473,14.128418&amp;geocode=FfX6Bwld3X3x-">http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=Costco+Wholesale:+Pharmacy,+Marketplace+Dr,+Goleta,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=37.269174,-119.306607&amp;sspn=9.105473,14.128418&amp;geocode=FfX6Bwld3X3x-</a>
1-Dec	2	<a href="http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=Cork'n+Bottle,+East+Imperial+Highway,+Lynwood,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.24479,-119.132575&amp;sspn=1.182855,1.766052&amp;geocode=FfX6Bwld3X3x-">http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=Cork'n+Bottle,+East+Imperial+Highway,+Lynwood,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.24479,-119.132575&amp;sspn=1.182855,1.766052&amp;geocode=FfX6Bwld3X3x-</a>
10-Dec	3	<a href="http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=Downey+Brewing+Co,+Paramount+Boulevard,+Downey,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;ll=34.01738,-118.254776&amp;spn=0.29652,0.441513&amp;sl=34.010385,-">http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=Downey+Brewing+Co,+Paramount+Boulevard,+Downey,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;ll=34.01738,-118.254776&amp;spn=0.29652,0.441513&amp;sl=34.010385,-</a>
22-Dec	4	<a href="http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=1012+Westlake+Blvd,+Westlake+Village,+CA+to:1011+N+San+Fernando+Blvd,+Burbank,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.110668,-">http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=1012+Westlake+Blvd,+Westlake+Village,+CA+to:1011+N+San+Fernando+Blvd,+Burbank,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.110668,-</a>
27-Dec	5	<a href="http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=2115+Artesia+Blvd,+Redondo+Beach,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.117485,-118.550425&amp;sspn=0.592337,0.883026&amp;geocode=FfX6Bwld3X3x-">http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=2115+Artesia+Blvd,+Redondo+Beach,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.117485,-118.550425&amp;sspn=0.592337,0.883026&amp;geocode=FfX6Bwld3X3x-</a>
31-Dec	6	<a href="http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=2115+Artesia+Blvd,+Redondo+Beach,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.117485,-118.550425&amp;sspn=0.592337,0.883026&amp;geocode=FfX6Bwld3X3x-">http://maps.google.com/maps?saddr=425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;daddr=2115+Artesia+Blvd,+Redondo+Beach,+CA+to:425+N+Oakhurst+Dr,+Beverly+Hills,+CA&amp;hl=en&amp;sl=34.117485,-118.550425&amp;sspn=0.592337,0.883026&amp;geocode=FfX6Bwld3X3x-</a>

# LEAD PROMOTIONAL MODEL

## RESPONSIBILITIES

- ❑ Know your manager(s)! Always know who to contact should a problem arise before, during or at the end of the event. **Input all MKTG manager's contacts in your phone.** “I didn't have it” is not an excuse if a situation should arise!
  - Katie Burgos or Carissa Wray will be the contact for DGUSA/DC&E events unless out of office. Melissa Atwood will be the contact if AEMs are unavailable.
  - a. Issues at an Account? – Always reach out to the AEM. If unable to get an answer within **10 min**, continue calling all MKTG Assistant Event Manager's/Event Manager until you get an answer.
- ❑ Provide a thorough recap of the event in your ERF.
  - ❑ If your ERF is not up to par; you will be asked to go back in to fix/update it.
- ❑ Strive to execute the “Target Goals” and “Program Objective” as outlined in the Final Confirmation.
- ❑ Take 5-10 GREAT Photos and upload to dropbox.com. Photos will be reviewed by Carissa Wray. LPM's will be notified by Carissa Wray if photos are not up to par. Pay will be determined upon review. Please Make sure photos:
  - ✓ **Are in Focus**
  - ✓ **Are well lit**
  - ✓ **Are Interactive**
  - ✓ **Show display and LPM in a presentable manner.**

# LEAD PROMOTIONAL MODEL

## Event Call Ahead's (confirmation call):

- Introduce yourself ..... “Hi, my name is Molly and I’m with “Guinness Black Lager”, I’m calling to confirm the promotion scheduled to occur Saturday, May 10th from 11am-2:00pm.
- Explain what the promotion is about.... “We will be handselling the Guinness Black Lager today in an effort to create awareness and push product out of your account. We will be offering \$1 off discount. Our IRCs are also applicable for Smirnoff Ice, Red Stripe, Guinness, etc.
  - Your conversation will be tweaked as needed. You are there to represent the brand and help with sales for the account’s benefit.
- Confirm product is available and in stock. NOTE...One case does not justify an account having enough stock. If they do not have enough product on hand send a note with all the info to the AEM who booked you (kburgos@mktg.com).
- Write down the name of who you are speaking with, the date and time and also ask who will be manager on duty the day the event is executed.

## Issues

- Forward the Final Confirmation with event information to Katie Burgos (kburgos@mktg.com)
  - a. Note: Date/Time/Program/Account/Account Address/City Zip/Account Phone/Account Contact
  - b. State what was discussed / problem.
- Never promise the account anything. Just let them know you will reach out to your immediate supervisor and let them know what’s happening and you will get back with them.

## • Manager on Duty – AT THE ACCOUNT DAY OF

- Who did you confirm with during the week when you made your confirmation call?
- Who is the Manager you are speaking with now?
- What’s the problem?

- Again, never promise anything or discuss issues for rescheduling, etc. Call, Text until you reach an AEM, EM or Sr. Event Manager.

# LEAD PROMOTIONAL MODEL

## Run of Show - OFF

- ❑ LPM to call account 2-5 days prior to and also day of (always keep a record of who you talked , date & time). Let them know if you have IRC (instant redeemable coupons or another form of discount) . It' s okay if the account does not want to use the IRC' s, just notify your AEM.
- ❑ Confirm your arrival date and time and who ask who will be the Manager on duty during your event.
- ❑ Make sure they have product in stock and are aware of the event. They need to have at least 3 cases of product in stock for your event. Anything less than that you must call your booking and let us know.
- ❑ Call account day of to make sure everything is ready to go (keep a record of who you talked to).
- ❑ Find the manager and introduce yourself. Explain the Instant Redeemable Coupon all specific program mechanics.
- ❑ Ask if there is a place they prefer you to set up. If account does not have a preference try to set up in a high traffic location preferably next to DGUSA & DC&E displays, alcohol section and power outlet (if needed). If there is no power outlet next to the alcohol section or in the high traffic area, try to avoid being tucked away in the back out of sight.
- ❑ Walk through the account to familiarize yourself with the location and price of focus brands.
- ❑ Determine what the beginning bottle/cases count is to ensure you accurately record all Diageo Guinness or Chateau & Estates bottle/cases sales. Use the Diageo brand bottle tracker sheet to accurately record bottle sales.
- ❑ Decorate the table with designated focus brands.
- ❑ LPM [and PM] to greet customers as they walk in and help them with any needs regarding alcohol.
- ❑ Use \$1/2/Off IRC' s to help push sales for the designated brands. Use any (if available) POS to help push sales.
- ❑ Display POS on your table for decoration (if applicable). To enhance display utilize available account décor (balloons, chips/dip, candies, flowers, balloons etc.) Keep remaining POS under the table.
- ❑ **All Promotional Models must ID all shoppers and only provide samples or POS to persons who are 21 or over.**

# LEAD PROMOTIONAL MODEL

## Run of Show - ON

- LPM, find the manager and introduce yourself, ask if there is a place you can set up a station. Let him/her know what you will be discounting or sampling (if applicable) and giving away and find out drink feature price.
- PM to write drink feature price on table tents and place throughout the account. (if applicable)
- If there is a special tactic or game mechanic, please make sure you involve consumers and giveaways accordingly.
- Take at least 5-10 great photos.
- Drive consumers to order.
- House DJ or band (if applicable) needs to be involved in announcing promotion start (entrance of MKTG team).
- Let the manager fill out the evaluation form and sign the confirmation adding any additional comments. Thank them for having the promotion. Tell them how you think it went. (example.. customers really enjoyed the event, they reacted openly to trying the product. Ex: “We were able to convince a table to buy a beer based upon our sample”)
- Have manager sign the MKTG sampler evaluation form and mail ECF to Carissa Wray.
- At the completion of the event, clean up your area.
- LPM to collect all uniforms and permanent POS (trays, uniforms etc), and return to warehouse.
- Always smile and have fun.
- If there is a change to your event Run of Show, please contact AEM immediately
- IF AN ISSUE SHOULD ARISE **CALL** A MANGER and get someone live.

# WAREHOUSE

## WAREHOUSE/KIT PICK UP/RETURN INFO

As LPM, you will be picking up your promo “Kit” at the Warehouse

\*Your kit will be placed in the warehouse nearest to your home address unless requested otherwise. If you live in the Santa Barbara/San Luis Obispo/Inland Empire area your kits will be shipped to you.

### Los Angeles

Smart Stop Storage – DGUSA/DC&E- **Unit 27** (or as advised in weekly kit email)

12714 S. La Cienega Blvd.

Hawthorne, CA 90250

(310) 725-0088

7am – 10pm - open Monday – Friday

8am – 10pm Saturday

11am – 10pm Sunday

\*Hours will **Change** for holidays

To open the gate there is a keypad to your left. Enter: **3568711\*** to open the gate.

### Orange County

Magellan Storage – **Unit C-54**

3190 Pullman Street

Costa Mesa, CA 92626

(714) 979-4180

6am – 9pm - open 7 days a week (including holidays)

**Gate Code is 1213**

Once on Pullman, pass Magellan building on right, drive around to the gate and enter code. Enter and drive around to ENTRY DOOR 2 (clearly marked large above door). You can park right in the space and up to the door. Walk in door 2, go down hallway to the end and go right. C-54 is just a little ways down on the left. Combo lock box is on the roll up door.

**To open key-holder, press 1213.** Lift the lid of the key-holder and remove key. Don't forget to put it back when you're done!

Your kit will be labeled with your name or the name of the account (Your confirmation email will tell you when your kit will be available for pickup and what should be inside. Please double check that you have everything before you leave). **Lock up when you're done and put the key back in the holder.**

**If you have any issues, the office is available and can help you out. Or call Katie, Carissa or Melissa and we will guide you.**

# WAREHOUSE **continued...**

**Return Kits by Tuesday, 9am, after your event.**

Returning POS on time to the warehouse ensures:

- Permanent POS can be redistributed to new events. (Especially Tables and Banners, Trays)
- Uniforms should be returned clean if possible
- Always hang banner's when provided in your kit or leave with account to use at future date for their specials.
- Return remaining POS if sizable amount. Don't forget to distribute to bartenders, security staff, kitchen, etc if slow. (keeps the goodwill)
- Clean Supplies - If you are given an Ice Bucket, Shaker, Tray, Barware, etc for your event, please take the time to clean it. Its common courtesy to your fellow staff LPM's and PM's . It seems unfair for others to clean up your mess.
- Please check the white board at the warehouse for special notes for that week.

Please call Katie Burgos (562) 587-0343 or Carissa Wray (714) 350-7651 with any concerns.

# ROAD ACCOUNT CHECKS

## HOW TO REIMBURSE ACCOUNTS (IF APPLICABLE)

- ✓ You will receive a Road Account Check with your kit for ON premise events (and OFF if applicable). This check is used to pay for your product/bar spend. Keep track of your checks at all times!!!
- ✓ ***Gratuity is either \$20 per hour AEM/EM will advise in your final confirmation as to specifics. There will never be a tip for OFF premise.***
- ✓ When paying the account, fill out the amount on the check (including tip) and give the bottom check portion to the account.
- ✓ The top portion (check stub) must be returned to your AEM with the receipt from the account. Please tape/staple the receipt to the back of the check stub. If an account cannot generate a receipt, have them fill out the info on *Evaluation Form*.
- ✓ It is a good idea to have the person who took receipt of the check at the account sign the and comment on the Evaluation Form.
- ✓ Road Account Check stubs (with receipt taped/staples to the back) and Event Confirmation form are to be returned to **1731 Stanley Ave. Placentia Ca 92870** and MUST always be received by the week after your event- (NO EXCEPTIONS). *Mail in the envelope provided!*
- ✓ **The road account check number and amount MUST be entered in the ERF within 24 hours of the event!** Double check the data for accuracy before saving!!!



# ROAD ACCOUNT CHECK EXAMPLE

U.S. CONCEPTS LLC ROAD ACCOUNT						435837
DATE	INVOICE NO.	COMMENT	AMOUNT	DISCOUNT	NET AMOUNT	
Date: 6/28/13	Program: >Crown Your Beer With Guinness	Toronado, San Diego		LPM- Stephanie B.		
		Total:	\$ _____			
----- MKTG INC				X _____		
				Manager's Signature		
				<b>TOTAL</b>		

THIS CHECK HAS A COLORED BACKGROUND AND CONTAINS MULTIPLE SECURITY FEATURES - SEE BACK FOR DETAILS

U.S. CONCEPTS LLC ROAD ACCOUNT 75 NINTH AVE., 3RD FLOOR NEW YORK, NY 10011		TD BANK, N.A. 1-1967/260	435837
PAY	DATE 28-Jun-2013	CHECK AMOUNT	
TO THE ORDER OF Toronado	NOT VALID OVER \$1,500.00		
	 AUTHORIZED SIGNATURE		
*435837* :026013673: 4273083504*			

Top portion: Amount of reimbursement + tip should be calculated. Manager to sign off as verification. LPM to keep and use to enter info in ERF. Stub to be returned with event. Conf. form to CW.

Bottom portion: Total of check should be written in the PAY & CHECK AMOUNT areas. The actual check stays with the account..

- \*On premise: You will always be advised of your bar spend in your final confirmation (if applicable)
- \*For On premise tip is usually \$20 for each hour you are in the account. (Unless otherwise advised).
- \*Off premise: Check will be used only for product purchase/ no tip in the off premise

# EVENT EVALUATION FORM

## AKA EVENT CONFIRMATION FORM



Please take a moment to review our performance!

Event Date: \_\_\_\_\_  
 Event Time: \_\_\_\_\_  
 Program Name: \_\_\_\_\_  
 Account Name: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Event Contact Name: \_\_\_\_\_  
 Contact's Title: \_\_\_\_\_  
 May we contact you?  Yes  No  
 Work Phone/Email: \_\_\_\_\_

Lead Promotional Model/Promotional Model Name(s):

\_\_\_\_\_

Please evaluate our sampling team on the following:

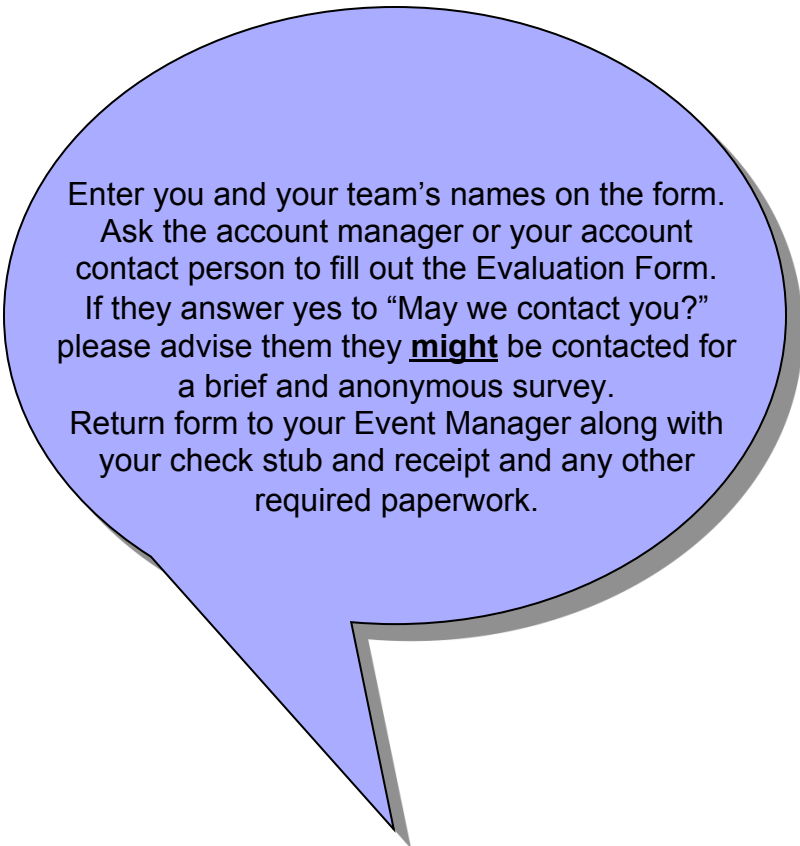
Professional Appearance	<input type="radio"/> Very Good <input type="radio"/> Good <input type="radio"/> Satisfactory <input type="radio"/> Unsatisfactory
On Time	<input type="radio"/> Very Good <input type="radio"/> Good <input type="radio"/> Satisfactory <input type="radio"/> Unsatisfactory
Actively engaged consumers	<input type="radio"/> Very Good <input type="radio"/> Good <input type="radio"/> Satisfactory <input type="radio"/> Unsatisfactory
Knowledge on the Brand	<input type="radio"/> Very Good <input type="radio"/> Good <input type="radio"/> Satisfactory <input type="radio"/> Unsatisfactory
Overall, the event was?	<input type="radio"/> Very Good <input type="radio"/> Good <input type="radio"/> Satisfactory <input type="radio"/> Unsatisfactory

# of Guinness (& any DGUSA) (6/12pks) Sold to consumers as a result of the event:

What did you like about the event: \_\_\_\_\_  
 \_\_\_\_\_

What do you think we can improve upon: \_\_\_\_\_  
 \_\_\_\_\_

Was the promotion run professionally: \_\_\_\_\_



# EVENT REPORT FORMS

## AKA ERF

- Lead Promotional Models are required to complete their Event Report Forms in the **EMC within 24 hours of the event.**
- An Event Report Form (ERF) is a short report that reflects the promotional event. Information includes how customers reacted to your promotion, product sales numbers, feedback from your account, and check reimbursement to account.
- Failure to enter your ERF within your 24 hour deadline may lead to forfeiture of your LPM position.
- Be sure to accurately capture the information
- Attendance numbers!!!
- Account Compliance
- Drink Features
- Consumer Reaction Comments – List comments from consumers and their reaction to the product, event, giveaways.

# EVENT REPORT FORMS

## COMMENTS IN REPORT...

- Things to think about during your event(s):
  - Were you able to convert anyone to drinking our product for the night?
  - Were people buying our product? If not, what were people purchasing?
  - What types of consumers were more interested in the product?
  - What did consumers think of the sample?
  - Did consumers like the give-aways?
  - Were consumers interested in the event and what we had to say?
  - Was this program right for this account?
  - List anything fun and exciting about your interaction with the consumers. Did they say something funny about the product or say they like to drink it a certain way, etc.

# EVENT REPORT FORMS

## COMMENTS IN REPORTS CONTINUED...

- List LPM feedback on account support and account relevance for the brand/product.**
  - How were they helpful / not helpful?
  - Was there DJ/Band support?
  - Were you able to talk to consumers about the product?
  - If account was not busy...Did weather conditions have an impact? Is it a seasonal account?
  - Did the account offer a drink feature while you were there?
  - Was the target consumer there?
  - What type of consumers were at the account? (i.e. young professional, college students, older crowd, older professional)
  - Was the account happy with the event?
  - What did they say about the event?
  - Do they have suggestions/requests for future events?
  - Was there POS already at the account?
  - What POS did you put up in the account? (i.e. posters, table tents)

# EVENT REPORT FORMS

## Key Tips on how to write a successful EMC Report

### When documenting an event:

- Think outside of the box
- View overall specifics of account
  - Age range/ male vs. female count/ cultural point of view
  - Which groups responded most favorably to the brand?
- Ask questions to both the consumers and the staff:
  - Ask males and females what drinks they are consuming / what they normally drink
- Jot down key points at the event to keep things fresh in your mind
- Get PM feedback from consumers
- Write the report in the mind set that the reader was not at the event

### Categorize the account genre with that of the product you are promoting:

- Note consumer profile classic, trendy, working professionals
- Note account classification- is it a trendy spot in the heart of downtown or a local watering hole in college town?

### Check grammar & use descriptive words:

- Use words that capture the essence of the product
- Ex. Innovating, exotic, authentic, credible, mystical, impressionistic, radical, profound

# 5 Step Selling Tricks

## Selling Trick Number 1: Reciprocity

- You give someone something of value for free; the individual feels an obligation to return the favor.
  - Give consumers give-aways
- **Offer free samples of product**

## Selling Trick Number 2: Scarcity

- Scarcity in terms of what we are offering *at the moment*. Only offered while you're there.
  - IRC's and coupons have end dates
  - Gift Sets during the holidays

## Selling Trick Number 3: Commitment

- Getting a prospective customer to take a tiny step towards a larger end goal: Buying your product. "Always assume the sale based on discount being provided today – good to plant the seed for future entertainment needs"
  - Place the bottle in their cart

## Psychological Selling Trick Number 4: Consensus

- **EVERYBODY'S DOING IT!**
  - "People just can't get enough of this."
  - "Record sales"
  - "Unbelievable response"

## Selling Trick Number 5: Authority

- Getting prospective customers to believe that someone who is knowledgeable (YOU, bartenders, etc.) or famous uses the product. If a knowledgeable or famous person uses the product, it must be great.
- Know your brand facts!
- See the brand on a TV show?

# MKTG CONTACT INFORMATION

## DGUSA & DC&E Southern California

### Diageo Guinness/ Diageo Chateau & Estates Sr. Event Manager:

#### **Melissa Atwood**

30 JOURNEY  
ALISO VIEJO, CA 92656  
(714) 732-3799 – cell  
[matwood@mktg.com](mailto:matwood@mktg.com)



### Diageo Guinness/ Diageo Chateau & Estates Assistant Event Manager:

#### **Carissa Wray**

30 JOURNEY  
ALISO VIEJO, CA 92656  
(714) 350-7651 – cell  
[cwray@mktg.com](mailto:cwray@mktg.com)



### Diageo Guinness/ Diageo Chateau & Estates Assistant Event Manager:

#### **Katie Burgos**

30 JOURNEY  
ALISO VIEJO, CA 92656  
(562) 587-0343 – cell  
[kburgos@mktg.com](mailto:kburgos@mktg.com)

