

Pull investment actions priority

Consumer Marketing
Advertising
Working Media
Television
Radio
Films
Print Media
Outdoor Billboards/Store Lightings
Internet Development
Show Sponsorship
Digital media and social networks
Royalties
Signs on Vehicles
Production
Agency Production
Commercial Production
Market Research
Taste & Samples
Promotion
Market Research
Samples
Product Offers
Labor
Lease
Freights
Merchandising
Printers
Market Research
Maintenance
Production

Trade Support
Folders, Leaflets and media
Loyalty Program (LTDL)
Demos (LTDD)
Secondary Placement Service
Customer Research
Coupons
Space rental

Point of Sales Support
Advertising
Point of Sales Materials
Promotion
Promotional Support Materials
Merchandising
Tasting Expenses
Point of Sales Promotions
Outdoors Advertising
Point of Sales Material
Display Racks
Sales Staff Contest & Development
Gift with Proof of Purchase
Visible Decoration Supplies & Painting
Trade Shows & Fairs
Plaques & Plates
New Bulletins & Brochures
Activations
Regional Visibility
Regional Gifts
Regional Samples
Other Regional Support