

# Promo Staff Briefing Form Easter 2014

On Premise – CTW  
(NSW, QLD, VIC & WA ONLY)

**Brand:** MIDORI

**Activity:** On Premise – **EASTER 2014 Chance to Win**

**Activation window:** Apr 14 – Jun 14

**MIDORI FACTS:**

- MIDORI is only made using the highest quality fresh melons grown in Japan
- MIDORI is vibrant green with a refreshing melon taste & just the right amount of sweetness!
- MIDORI can mix with a variety of mixers – juices, spirits & other liqueurs (highly versatile)
- MIDORI is the perfect party drink and can be shared with friends whatever the occasion!

**Activity Goals:**

- Engage and excite 18-24yo consumers by rewarding those who purchase MIDORI with desirable prizes (MIDORI make-up bag or Rimmel nail polish)
- Motivate them to actively choose MIDORI over other drinks (Vodka, Cider, other white spirits)

**Drinks:**

- There are 2 drinks communicated on the tent card (i.e. MIDORI Lime & Soda and MIDORI Fizz)
- Account to promote core MIDORI drinks for the duration of the activation
- Other MIDORI drinks, milk bottles & jugs (if available)

**Core Messages:**

- Buy MIDORI to receive a swizzle stick & the chance to win 1 of 2 great prizes – 1 in 3 wins instantly!
- Have you tried one of the new MIDORI drinks? See bar staff for what's on offer (drinks on tent card must be promoted with venue for the duration of the promotion) – i.e. MIDORI Lime & Soda and MIDORI Fizz
- Like the MIDORI Australia Facebook page & MIDORI Instagram page to find out the latest news – facebook.com/MidoriAustralia & @MidoriAustralia

**Uniforms:**

- **Female – BMWS promo uniform (green top, red belt and black shorts with black flats/heels)**
  - Hair neatly styled or tied up
- **Male – BMWS promo uniform (green polo t-shirt, black pants with white trainers or Converse)**
  - Stylish black jeans can be worn but not too baggy or ripped

**Kit Qty:**

- 240 x Swizzle Sticks
  - 40 x MIDORI make-up bag winners
  - 40 x Rimmel nail polish winners
  - 160 x Try Again
- 40 x MIDORI make-up bags
- 40 x Rimmel nail polishes (3 colour options available to choose from)



# ON: MIDORI Easter 2014 – Chance to Win Kit (CTW)

MIDORI

## CTW Mechanic:

Promo to run for 3 hours

- Consumer purchases a Midori drink and receives a Midori branded swizzle stick
- Swizzle stick – is the entry mechanic, with winning swizzle sticks revealing a specific prize (40 of each type) and 160 'try again'
- Winners redeem designated prize from promo staff. Promo staff mark off on the back of the swizzle tab to make sure that the same swizzle isn't redeemed twice



## Promo Staff & Uniforms:

- Staffed promotion. Activations to be executed with 2 promo staff
- Promo teams MUST be a mix of MALE & FEMALE staff
- **Female** BMWS promo uniform:
  - Green top, red belt and black shorts with black flats/heels
  - Hair neatly styled or tied up
- **Male** – BMWS promo uniform:
  - Green polo t-shirt, black pants with white trainers or Converse
  - Stylish black jeans can be worn but not too baggy or ripped



**MIDORI CTW CONSUMER JOURNEY:****Mechanic – Swizzle Stick:**

- Promo staff to work venue, engaging patrons to buy a MIDORI drink to participate in the promotion.
- First 240 consumers who buy a MIDORI drink (incl. milk bottles & jugs) receive a MIDORI swizzle stick at the bar handed out by bar staff.
- Consumers to mix their drink with the swizzle stick to see if a prize has been won (1 in 3 wins!).
- Consumers to hand winning swizzle stick to promo staff to claim prize.
- Promo staff to check to see what prize the swizzle stick has revealed. Please note that only promo staff are to hand out prizes and must only hand out the prize that is revealed on the swizzle stick (i.e. cannot swap prizes).
- Promo staff to mark an 'X' on the back of the winning swizzle stick to identify that the prize has already been claimed as consumers are to keep the swizzle stick as a gift.
- All remaining swizzle sticks & prizes to be returned to promo agency for use at Suntory's discretion.

Consumer Journey – Photo Wall:

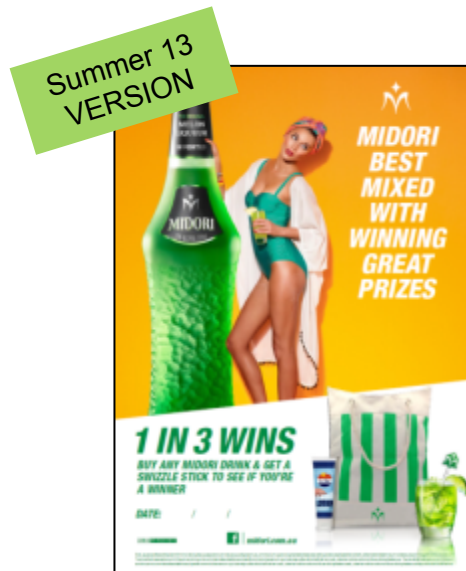


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MIDORI

## Support Material per promotion:

- POS SUITE: Trade Presenter x 1  
Pole poster x 5  
A2 poster x 5  
Tent card x 20  
Static image for screens  
T&Cs Sheet x 1
- PRIZE KIT: Midori swizzle sticks x 240  
Midori make up bag x 40  
Rimmel nail polish x 40
- PROMO STAFF: Midori BMWs uniforms



Artwork TBC, will reflect Easter prize offer

## Prizes:



### **Midori Make up Bag**

Natural canvas with green stripe, silver zip, M-star branding on zip tag, M-star green lining, 140mm L x 75mm W x 60mm D



### **Rimmel Nail Polish**

3 colour options available in each kit, full size, RRP \$7.99, unable to co-brand due to tight timings



# Promotion Duties

## Arrival

- At least 15mins early to all shifts.
- Contact venue/duty manager advising of your arrival.
- Ask which MIDORI drinks are being promoted during the activation.
- Check all POS and fix if necessary, write on empty belly posters if necessary.
- Check all CTW prizes & swizzle sticks are out and ready for the start of the promotion.

## During Shifts

- Educate all consumers about the promotion, about MIDORI and about whatever key MIDORI drinks are on promotion.
- Be energetic, fun, outgoing & approachable.
- At all promotions you will be asked to take some photos. This is part of your role as a supervisor, or promotional staff member. These photos are used by the Sales reps and the MIDORI marketing team in presentations – and show us vital information about the promotion. These photos should contain at least one on each of these topics:
  1. Point of sale set up in venue
  2. Consumers with a MIDORI (in hand or drinking)
  3. Consumers with CTW prizes in hand
  4. Promo Staff Uniform
  5. Promo staff talking to consumers

## Departure

- Get manager to fill out report form comments & how many drinks sold and at what price point.
- Fill out promo report form and hand in by cut off time.
- Work with venue to ensure all remaining swizzle sticks & prizes are packed up and returned to promo agency.

## Useful conversation points:

Sometimes during a shift, we all get a bit stuck on what to talk to people about or how to approach them – and nothing looks worse than a couple of promotional staff standing around looking bored/awkward or shy. Here are some useful tips and ideas on what to say during this promotion:

