



SPECIALITY PROMOTIONS LTD.

Maximising promotions,
minimising risk.

**Your guide to running
a successful and
lucrative promotion**



Who we are and what we do:

Speciality Promotions are a global provider of Fixed Fee, Over Redemption and Prize Coverage for every kind of promotion. Read on to see which of our bespoke services will evoke the scope of your business aspirations.

With over 10 years' experience of providing Fixed Fee Cover, your promotion is in safe hands with Speciality Promotions: the promotional risk management experts. Offering both off the shelf and tailor-made competition packages to fit any budget, we will work closely with you to assess your promotional needs and marketing aims.

We make accurate redemption forecasts by comparing your promotional idea with similar examples in our comprehensive database of previous client cases. Upon agreement of a simple one off fixed fee, effectively all risk will be transferred from your organisation in the event of over redemption on your promotion.

Unlike most fixed fee companies, Speciality Promotions are capable of marketing your promotion from step one. Our fixed fee costs not only cover insurance, but artwork design and production, promotion launches and all logistics. In addition to this, we have unique access to the Lloyds of London insurance market affording you greater security in your investments. We can do as much or as little as required in our partnership.

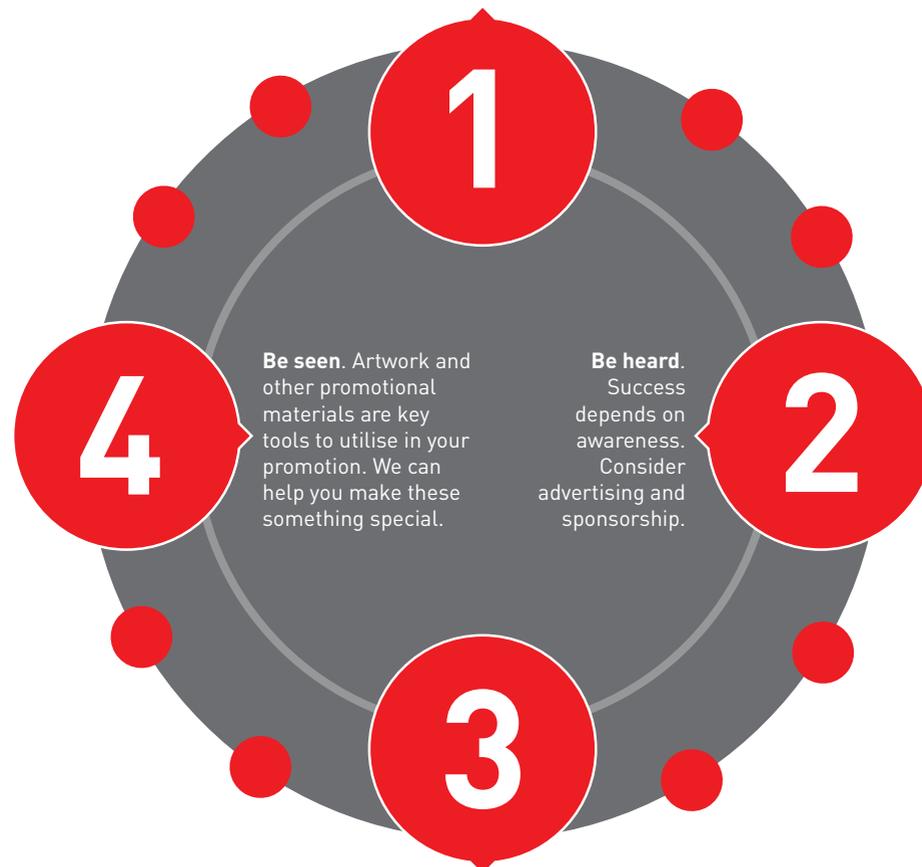
Rest assured, there are no additional unexpected costs and you will be assisted by an experienced and dedicated support and strategy team throughout the process.

Don't let uncertainty deflect the endeavour from your business goals.

The risk's on us.

Things to consider for your promotional mechanic

Perceived interest in your reward. Make sure your promotion has the wow factor your company merits.



Be seen. Artwork and other promotional materials are key tools to utilise in your promotion. We can help you make these something special.

Be heard. Success depends on awareness. Consider advertising and sponsorship.

Power of your brand. Consider the profile of your brand within your product sector. No matter how good your campaign, your success depends on your target audience's responses and redemption.

Prize Events

FINALE EVENT

Description: Promotional finale giving winners the chance to win a high value prize. Participants chose an object from a number of objects to see if they are a winner.

Comments: Often used in corporate and staff events. Has the perception of being easy due to strong element of luck involved. Concepts include Envelope Picking where one out of one-hundred contains a high figure sum with some secondary prizes also included. A more interactive version includes smashing objects within a time limit with one of the objects containing a prize. Speciality Promotions can tailor make any object to fit any brand.

SAFE CRACK

Description: One of our most successful and widely used promotions where players key a code in to a visible vault. If this code matches the pre-programmed one the individual wins a prize.

Comments: Typically used to drive people to a specific location and create interest at an event e.g. trade shows and car dealerships. The merits of these forms of promotion include the fact that they are simple to play, have instant winner or loser verification and are fully self-contained without the need for a loss adjuster present.

Prize Events

MATCH AND WIN

Description: Consumer checks lucky numbers with the pre-selected winning numbers in order to claim a prize.

Comments: Communications include in store, in-pack leaflet or direct mail. Consider the amount of effort required by the customer to establish if they have a winning number. Mechanic can be to drop off a card requiring customer to check if they have won only by either going to a website or store etc. Match and Win software may require proprietary software to ensure security of promotion. Speciality Promotions have unique access to a range of software programs and all of our promotions are ratified by Lloyds of London who underwrite all of our insurance policies.

CONDITIONAL REBATE

Description: Consumer offered a high value incentive should a specified event occur.

Comments: Large events such as the Olympics can be tied in to the mechanic of your promotion, offering credibility and awareness. It is sometimes difficult to predict likelihood of event occurring. It is a good way of raising brand awareness and is suitable for media support of promotion. There is indefinite scope for original concepts. Examples include winning a prize should it snow on Christmas Day or receiving a product refund should England win the World Cup. At Speciality Promotions - we love getting creative. Please give us a call to discuss how we can turn your ideas into reality.



Prize Events

SCRATCHCARDS

Comments: Consumer wins a prize by scratching off panels to reveal winning symbols.

Description: Can be probability based, have prizes in, or combine both aspects. Pre-printed or custom cards are available. Bespoke cards can fit any promotion from direct mail to charity events. Consider whether free to play or play with a purchase. High cash prize cards will be redeemed much more than BOGOF cards. Winning cards to be identifiable by security marks known to loss adjuster only. All of our scratchcards and other promotional material are printed by our long established partners, Print Alive, who guarantee the finest quality printing.

SPORTS SKILLS PROMOTIONS

Description: Specified prize awarded in the event that a consumer achieves a sporting activity goal.

Comments: Often the finale to a competition and preceded by a task such as correctly answering a question in order to win the chance to participate in the sporting challenge. Games can be tailored to fit within budget by adapting the ease of the task. Very PR'able and can form bonds with local sports clubs. Cheaper to run than on-pack Instant Wins. Examples include; Crossbar Challenge, Hole in One Challenge and Half Court Toss. Perceived difficulty more important than actual difficulty. Security issues include ensuring professionals do not participate alongside amateurs and the event must be either videotaped or independently adjudicated by a loss adjuster. Speciality Promotions are particularly well established in supporting sporting promotions alongside our partner company Sports Alive.

Coupons

MONEY OFF NEXT PURCHASE (MONP)

Description: Coupon placed on or in pack.

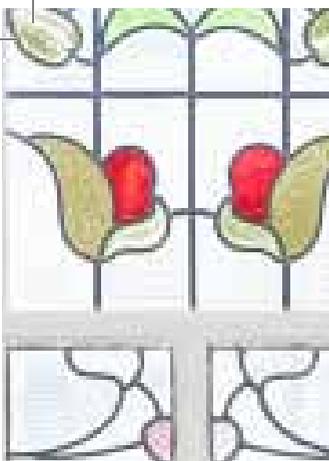
Comments: Over 500 million vouchers are redeemed in the UK each year. Redemption rates are dependent on product sector. MONP coupons are more suitable for higher priced goods. Be aware of mal-redemption. Ensure coupon cannot be easily removed from pack and thus redeemed immediately. Encourages consumer to revisit purchase location. Here at Speciality Promotions we know that the best way we can advertise our services is by helping businesses create brilliant promotions and getting them seen. For the duration of your promotion: your product is our product - we will be as determined as yourselves to make it realise its full potential.

CROSS COUPONS

Description: Consumer purchases a product that contains a coupon for a different product.

Comments: Sometimes utilised by the same manufacturer to promote other products on its range. Increasingly used by two different brands in partnership with one another. Especially effective when synergy applied, i.e. clear connection between the two for example bread carrying a 25p coupon off butter. Be aware of mal-redemptions and ensure retail outlets well aware of redemption protocols. Speciality Promotions can help you identify brands and products that you may consider joining forces with to make the ultimate promotion.





Coupons

MAGAZINE AND NEWSPAPER COUPONS

Description: MONP and free product coupons as well as token collections encouraging repeat purchase of media production.

Comments: 39% of all vouchers issued are distributed in Newspapers and Magazines making them by far the largest hard copy distribution method. Many variables can be employed regarding mechanic offers meaning particular care must be taken over the evaluation of token collections. For example, the collection and redemption periods must be clearly outlined as well as where coupons can and cannot be redeemed. Speciality Promotions will help you establish set timeframes to ensure the maximum impact of your promotion.

DIRECT MAIL AND DOOR-TO-DOOR COUPONS

Description: Coupons sent to specific addresses or targeted neighbourhoods.

Comments: Over 60% of consumers use coupons, with numbers on the rise. Direct Mail coupons have higher redemption rate than door-to-door coupons but require additional costs and effort to identify details of customers if not already on database. Multiple coupons placed together have a higher chance of mal-redemption due to tendency for all coupons to be redeemed at the same time. Speciality Promotions can guarantee the best rates for obtaining consumer analytics through our extensive use of various databases over many years and promotions.

Coupons

E-COUPONS

Description: Electronically received coupon via email or website.

Comments: Continues to rise in popularity with the growth of the internet and its adoption by older generations. Increases traffic to specified websites. Offers alternative way to claim coupons in addition to traditional postage/SMS schemes. On-pack instructions can direct consumers to register on websites to claim future coupons. Can be used to target specific consumer groups. Limitations on usage should be introduced for example one per IP address. Coupons should have a short validity, relatively low value, possess individual codes and include consumer's details to avoid mal-redemption. We are well aware of the risk fraud presents in running a promotion. We will ensure this is avoided by helping you implement strict redemption procedures. You know your promotion is in safe hands with Speciality Promotions.





Digital

INSTANT WIN AND PRIZE DRAWS

Description: Consumers find lucky code on-pack and text in to see if this code wins any prizes. Alternatively, consumer incentivised to text in their details to participate in a prize draw.

Comments: Increasingly in conjunction with web-based entry route to code entry. Commonly found on confectionary products, with a focus on a technically minded youthful generation. If found, all major prizes will be claimed. However, for smaller prizes such as T-shirts an element of slippage should be built in to the calculations as not all will be redeemed. Proof of purchase (POP) often not required. We pride ourselves on remaining at the forefront of technological advances and understand how effective digital promotions can be.

DIGITAL GAMES

Description: Consumers encouraged to play an online game for the chance to compete for a prize.

Comments: Used to drive consumers to a particular website to generate traffic and data capture. Promotions can be skill, lottery or scratchcard based in addition to other mechanics. Captivating and interactive way of involving customers. Additional security measures may be required including the use of random number generators.

Traditional Promotions

TASTE CHALLENGE AND MONEY BACK GUARANTEE

Description: On-pack promotion where the consumer receives all their money back upon providing feedback about product.

Comments: Useful for new product promotions. Clear instructions on requirements of offer and type of feedback accepted. POP required and decision over whether to offer freepost to be made. Seen as a statement of product quality rather than true sales promotion mechanic. For high value items, product should be returned part-used by consumer if practical. Speciality Promotion's logistics team will ensure returned items are dealt with effectively and feedback used constructively.

CONTRAST PRICING PROMOTIONS

Description: Where most, if not all, redemption costs outweighed by offer in itself. For example, four packet tokens + £10 postage and packaging in return for a tennis racket.

Comments: Consumer happy with deal and company rarely loses out due to real cost of gifts lower than publicly perceived. Speciality Promotions will help you reach the right balance and establish any over redemption risks.



Traditional Promotions

FACTORIAL PROMOTIONS

Description: Consumers rank the promotion's themed statements in to an order using skill and judgement. If matched, the consumer wins.

Comments: Ideal method of putting high value prize on-pack at a relatively low budget cost. Secondary prizes should be awarded if, for example, consumers match four out of eight statements correctly. This ensures credibility of promotion in the event that there are no ultimate winners of the top prize. To secure the legality of the promotion, statements must be agreed with by Speciality Promotions and judgement panels overseen by a loss adjuster. Our extensive experience of devising such promotions will help ensure the right balance is reached and a fair and entertaining competition realised.

TRADE PROMOTIONS

Description: Promotion intended to incentivise particular sector.

Comments: Different mechanics better suited to particular types of trade. Response rates will vary according to extent of promotion. A specialised knowledge of area required. Examples of previous promotions and results are essential to provide a reasonably confident assessment of response rates. Speciality Promotion's extensive knowledge and experience across a wide range of industries and prize types will ensure you maintain focus and increase relevance to your chosen sector.



Traditional Promotions

PRIZE DRAWS

Description: Consumer incentivised to mail in their contact details in order to participate in a draw where prizes are allocated on a totally random basis.

Comments: No redemption risk as promoter intends to give all prizes away. Low risk of handling costs exceeding budget if participation high. The draws must be taken in an auditable way to ensure compliance with relevant guidelines. This is one of our favourite ways to help generate a buzz around our associated brands.

INSTANT WIN

Description: On-pack promotion requiring consumer to locate message within pack.

Comments: Currently a move towards instant wins being revealed via using SMS or Web entry which are increasing in popularity. Type of product greatly affects response rate, for instance in-home products receive higher response rates than those consumed out and about e.g. confectionary. Redemption dependent on difficulty of locating message and/or appeal of prize. Loss adjusters may be required to place high value prizes within packs. We will help you get the balance just right in establishing the difficulty of your promotion.

Traditional Promotions

FREE MAIL-IN – ON/OFF PACK

Description: Consumer encouraged to send POP in exchange for prizes.

Comments: On-pack traditionally a popular promotion type. Increasing trend towards other communication of Free Mail-ins such as off pack. Timing of promotion can have effect on sales and therefore redemptions. Consider whether the offer is restricted to one application per household. Speciality Promotions have years of experience in identifying consumer trends which helps us ensure every aspect of your promotion is delivered at the right pitch and on time.

TRY ME FREE AND BUY ONE GET ONE FREE (BOGOF)

Description: Consumer offered cash back equal to value of the purchase. Alternatively receive a voucher for the same product upon supplying POP. Try Me Free more popular than BOGOF.

Comments: Consistently popular mechanism so budgets can reach high cost. POP required and decision over whether to offer freepost to be made. Higher the product value, higher the response. How offer is presented on pack is key to success. One of our big hitters! Guaranteed to get the ball rolling if Speciality Promotion's bespoke plans are adhered to.

OUR PARTNERS



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Contact Us

For further information on the range of services outlined in this brochure plus many more, please visit <http://www.specialitypromotions.com>

To speak to a promotional risk expert, either phone 0845 121 4344 or email us at info@specialitypromotions.com

Social media is a great way to further the reach of your business. Follow us on Twitter, like us on Facebook and connect with us on LinkedIn for the latest news and advice on how promotions can help you grow.

Simply scan the codes below with your smart phone to head straight there!



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**REMEMBER, THE
RISK'S ON US.**



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