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| --- | --- | --- | --- |
| **COMMUNICATIONS TOUCHPOINTS**  **Indicate below all communication touch points used in this case and the % of the total budget that was used for each communications touch point, which should equal 100% for each year.**  **You must provide information for A) the initial year your case started (initial year is either the year case started or at least 3 competition years ago-prior to 1 February 2016), B) 1 interim year, and C), the current year (1 February 2018 – 31 January 2019). Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.** | **Notes:**   * On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort’s success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel. * Answers below should indicate % of total budget used for each communications touchpoint, which should equal 100% for each year. | | |
|  | **Initial Year  [Insert Year Here]** | **Interim Year  [Insert Year Here]** | **Current Competition Year**  **[February 2018 – January 2019]** |
| **Branded Content** |  |  |  |
| **Cinema** |  |  |  |
| **Direct** (Mail, Email, Retailer Specific) |  |  |  |
| **Distribution Changes** |  |  |  |
| **Ecommerce** |  |  |  |
| **Events** |  |  |  |
| **Guerrilla** (ambient media, buzz marketing, sampling/trial, street teams, tagging, wraps) |  |  |  |
| **Interactive/Online** (display ads, branded website/microsite, digital video, video skins/bugs, podcasts, gaming, contests, geo-based ads, other) |  |  |  |
| **Internal Marketing** |  |  |  |
| **Mobile/Tablet** (app, display ad, in-app or in-game ad, location-based communications/real time marketing, messaging/editorial/content, other) |  |  |  |
| **OOH** (airport, billboard, place based, transit, other) |  |  |  |
| **Packaging** |  |  |  |
| **Point of Care (POC)** (brochures, coverwraps, electronic check-in, video (HAN, Accent Health), wallboards, other) |  |  |  |
| **PR** |  |  |  |
| **Pricing** (couponing, trade) |  |  |  |
| **Print** (custom publication, magazine-print or digital, newspaper-print or digital, trade/professional) |  |  |  |
| **Product Design** |  |  |  |
| **Professional Engagement** (closed loop mktg. (CLM), congresses, continuing engagement, detail/e-detail/ interactive visual aids (IVAs), informational/documentary video, in-office) |  |  |  |
| **Radio** (merchandising, program/content, promo/endorsements, spots) |  |  |  |
| **Retail Experience** (in-store merchandising, in-store video/kiosk, pharmacy, POP, retailtainment, sales promotion, store within a store, other) |  |  |  |
| **Sales Promotion** |  |  |  |
| **Sampling** |  |  |  |
| **Search Engine Marketing (SEM/SEO)** |  |  |  |
| **Social Media** |  |  |  |
| **Sponsorship** |  |  |  |
| **Trade Communications/Promo** |  |  |  |
| **Trade Shows** |  |  |  |
| **TV** (spots, branded content, sponsorship, product placement, interactive TV/video on demand) |  |  |  |
| **User Generated** (Consumer generated, viral, Word of Mouth) |  |  |  |
| **Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |