

Marketing Team & Franchisee Ways of Working.

INTRODUCTION

This document has been made to improve our workflow as a Marketing Team considering some changes to the team's internal structure and to best reflect our identified method of producing high quality work so we can better support our Franchisee stores.

We understand that we operate in a fast-paced industry and that some requests will come through last minute. We will always do our best to accommodate your requests, but these new guidelines (see next page) have been put in place to ensure a better working relationship that's more fluid and organised, so that each Franchise store gets what they need, when they need it.

YOUR MARKETING TEAM CONTACTS:

Damian Lucas

National Advertising & Marketing Manager damianlucas@fortywinks.com.au 0455 663 199

Indiana Muir

Marketing Specialist indianamuir@fortywinks.com.au

Kate Roscrow

Content Manager kateroscrow@fortywinks.com.au 0475 170 056

Shreya Somani

Marketing Specialist shreyasomani@fortywinks.com.au

WHO TO CONTACT:

Your key point of contact for local area marketing is Shreya and Indiana.

Your key point of contact for new content requests is Kate.

For further points of escalation your contact is Damian.

Forty Winks

NOTICE PERIOD REQUIRED FOR CREATIVE:

Notice Period Before Expected Delivery Date	Asset Type	Deliverable Format	Notes
5 business days	Press ads	PDF	
	Tickets	PDF	
	Vouchers	PDF	
	Instore TV Screens	PDF	
10 business days	Flyers	PDF	If you need us to look after print, please allow 3 weeks.
	POS Posters	PDF	For PDF files only If you need us to look after print, please allow 3 weeks.
	Clearance Docs	PDF	
10 Business Days	Digital Screens	JPEG / MP4	
	SMS Blast	Script	
	Social Video	MP4	
3 Weeks	POS Posters or Flyers with printing	Paper	If you don't need them printed by NSC, you only need to allow 10 business days
	Decals	PDF	To allow for drafts, mock ups and revisions.
	Transport (Truck/Bus)	PDF	To allow for drafts, mock ups and revisions.
6 Weeks	Salmat Flyer Drop	PDF	Drops occur either on a Tuesday/Wednesday OR Saturday/Sunday. For regional areas drops only occur on a Tuesday/Wednesday

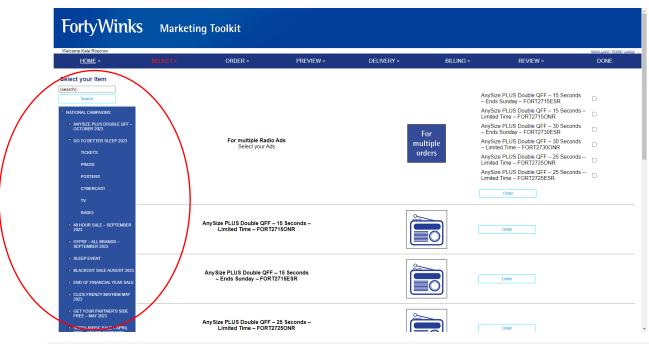
These notice periods are put in place to set realistic expectations for when the marketing team can deliver your requests. We ask that you dive into the Marketing Calendar and do your best to plan ahead of time so we can best cater to you and your stores needs ahead of time.

We understand that you may require multiple formats for each request for which we ask you to adhere to the deadline that allows the most time for us to deliver your assets.



HOW TO REQUEST YOUR ORDER PRESS ADS / RADIO / TV / POSTERS:

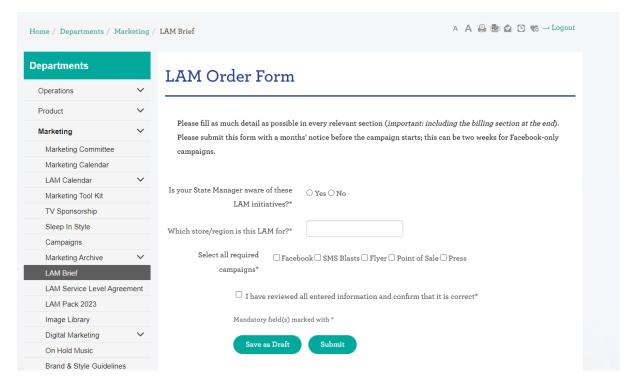
- Go to Forty Winks Marketing Tool Kit https://apps.bluestaronline.com.au/CustomerPortal/
- 2. Find the asset you're after in the corresponding campaign and download.



LOCAL AREA MARKETING REQUESTS

- 1. Go to Forty Winks Intranet: https://intranet.fortywinks.com.au/
- 2. Search "LAM Order Form"
- 3. Or click this link: https://intranet.fortywinks.com.au/departments/marketing/lam-brief/lam-order-form

Forty Winks



- 4. Once here, please tick Yes or No to determine if your State Manager is aware of the initiative. **NOTE:** All initiatives must be approved by your State Manager.
- 5. Then select the required location/s for your initiative and follow the prompts to provide the required information to execute your request.
- 6. Ensure you click 'Submit' to send your request through.

If your request doesn't fit within the LAM order form, please send a detailed email to Kate & Shreya (emails above) outlining the details of your request, the measurements/specs for your creative output, timeline/dates and all details you need included in the design. The more information you can provide us, the better!

Thank you!

As your Marketing team, we are here to help you! Please don't hesitate to reach out to us with any questions you may have.