

## 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](mailto:damianlucas@fortywinks.com.au)  
0455 663 199

#### **Kate Roscrow**

Content Manager  
[kateroscrow@fortywinks.com.au](mailto:kateroscrow@fortywinks.com.au)  
0475 170 056

#### **Indiana Muir**

Marketing Specialist  
[indianamuir@fortywinks.com.au](mailto:indianamuir@fortywinks.com.au)

#### **Shreya Somani**

Marketing Specialist  
[shreyasomani@fortywinks.com.au](mailto: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.

## NOTICE PERIOD REQUIRED FOR CREATIVE:

| Notice Period Before Expected Delivery Date | Asset Type                          | Deliverable Format | Notes  |
|---|-------------------------------------|--------------------|--|
| <b>5 business days</b>                      | Press ads                           | PDF                |  |
|   | Tickets                             | PDF                |  |
|   | Vouchers                            | PDF                |  |
|   | Instore TV Screens                  | PDF                |  |
| <b>10 business days</b>                     | Flyers                              | PDF                | <b>If you need us to look after print, please allow 3 weeks.</b>   |
|   | POS Posters                         | PDF                | For PDF files only<br><b>If you need us to look after print, please allow 3 weeks.</b>                                   |
|   | Clearance Docs                      | PDF                |  |
| <b>10 Business Days</b>                     | Digital Screens                     | JPEG / MP4         |  |
|   | SMS Blast                           | Script             |  |
|   | Social Video                        | MP4                |  |
| <b>3 Weeks</b>                              | 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.   |
| <b>6 Weeks</b>                              | 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:

1. 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.

The screenshot shows the 'FortyWinks Marketing Toolkit' interface. The top navigation bar includes 'HOME >', 'SELECT >', 'ORDER >', 'PREVIEW >', 'DELIVERY >', 'BILLING >', 'REVIEW >', and 'DONE'. Below this, a 'Select your Item' section features a search bar and a list of categories. The 'RADIO' category is highlighted with a red circle. The main content area displays a list of radio ad options with checkboxes and 'Order' buttons. A 'For multiple orders' button is also visible.

| Item Description  | Icon | Order Button |
|---|------|--------------|
| AnySize PLUS Double QFF – 15 Seconds – Limited Time – FORT2715ONR |      | Order        |
| AnySize PLUS Double QFF – 15 Seconds – Ends Sunday – FORT2716ESR  |      | Order        |
| AnySize PLUS Double QFF – 25 Seconds – Limited Time – FORT2725ONR |      | Order        |

## 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>

Home / Departments / Marketing / LAM Brief A A → Logout

### Departments

- Operations
- Product
- Marketing**
  - Marketing Committee
  - Marketing Calendar
  - LAM Calendar
  - Marketing Tool Kit
  - TV Sponsorship
  - Sleep In Style
  - Campaigns
  - Marketing Archive
  - LAM Brief**
  - LAM Service Level Agreement
  - LAM Pack 2023
  - Image Library
  - Digital Marketing
  - On Hold Music
  - Brand & Style Guidelines

## LAM Order Form

Please fill as much detail as possible in every relevant section (*important: including the billing section at the end*). Please submit this form with a months' notice before the campaign starts; this can be two weeks for Facebook-only campaigns.

Is your State Manager aware of these LAM initiatives?\*  Yes  No

Which store/region is this LAM for?\*

Select all required campaigns\*  Facebook  SMS Blasts  Flyer  Point of Sale  Press

I have reviewed all entered information and confirm that it is correct\*

Mandatory field(s) marked with \*

- 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.
- Then select the required location/s for your initiative and follow the prompts to provide the required information to execute your request.
- 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.