



Dear Cameron,

Thank you for your time the other day. It was very interesting to get an understanding of what TIOTN does and your marketing goals.

We now have very good understanding of TIOTN's specific requirements and expected outcomes.

Please find included with this letter your Targeted Promotional Plan.

Please review the Promotional Plan along with the included recommendations. These recommendations have been made based on your estimated budget, quantities required and the outcomes you are looking to achieve.

Let me know if you would like quotes or further information on any of the items outlined in the Promotional Plan. Alternatively, if you'd like to get hands on with some of the recommended products, let me know and we can organise a time to meet at our showroom.

If you need any other information, just let me know.

Regards,

A handwritten signature in blue ink that reads "Jason Segrott". The signature is written in a cursive, flowing style.

Jason Segrott

jason@paddywack.com.au





Client Details:

Client: TIOTN Pty Ltd (Travelinsurance.com.au)
Client Contact: Cameron Wright
Phone: (02) 6228 1215
Email: contact@travelinsurance.com.au
Postal Address: PO Box 1245, Fyshwick, ACT, 2609
Paddywack Consultant: Jason Segrott

Client Requirements

Event or Promotion Type:	Staff Apparel
Description of Requirements:	To keep their branding consistent and preserve a professional image, TIOTN are after variety of clothing options for admin, product representatives and senior staff.
Estimate of Units Required:	20-30

Event or Promotion Type:	General Mail Promotional Products
Description of Requirements:	TIOTN need a selection of general promotional products that they can send via the post to existing/return customers. Items need to fit in either DL or C5 envelopes.
Estimate of Units Required:	10,000-20,000





Event or Promotion Type: **Expo Products**

Description of Requirements:

TIOTN need a selection of general promotional products for distribution at a number of travel and senior expos that they attend each year.

Estimate of Units Required: 5000-10,000

Event or Promotion Type: **Annual Gifts**

Description of Requirements:

TIOTN would like options on branded gifts for Christmas and/or EFY. These will be distributed to a variety of reps and suppliers. Preference is something branded but also something they can vary/customise eg. add special items for particular receivers.

Estimate of Units Required: 30



Suggested Products

Ideas and Concepts	Staff Apparel
<p>Biz Collection Edge Poly/Cotton Shirt</p> <p>The Biz Collection Edge shirt is a perfect corporate shirt in subdued colours with both Men's & Ladies styles available. Ladies style features unique front placket detail.</p> <ul style="list-style-type: none"> • 55% poly 45% cotton • Colours: Blue & Black • Short & 3/4 Sleeves available in ladies 	
<p>Biz Collection Sprint Polo shirt</p> <p>Biz Collection men's & ladies Sprint polo shirt. 9 Colours available. Code: P300MS/LS</p> <ul style="list-style-type: none"> • BIZ COOL™ 100% Breathable Polyester • Well priced entry level polo shirt • New generation mesh fabric, 145 GSM • UPF rating – Excellent <p>Men's sizes: S – 5XL Ladies sizes: 6 – 24</p>	



Ideas and Concepts

Staff Apparel

Premium Cotton Sandwich Peak Cap

The contrast colour in the 'sandwich' peak is a perfect companion to your company logo. The assortment of neutral colours provides a stylish background to enhance your logo

- Premium soft 100% cotton fabric
- Structured 6 panel design with slight pre-curved sandwich peak
- Velcro closure
- Embroidered eyelets
- Comfortable padded sweatband
- Great fit on all head sizes
- 40 colours available





Ideas and Concepts	General Mail Promotional Products
<p>Bag Tag</p> <p>Rugged, handy bag tag for anyone heading overseas</p> <ul style="list-style-type: none">• Strong PVC• Any colour available• Compact	
<p>Plastic Stylus Rubber Pen</p> <p>A stylish low cost pen in 6 contemporary colours with a black rubber grip and soft rubber stylus on the end for use with smart phones & tablets.</p>	
<p>Velocity Mobile Power Bank</p> <p>A perfect entry level aluminium power bank for phones only available in 7 popular colours. 2000 mAh portable charger for your mobile phone or small device that can recharge from a USB port.</p>	





Ideas and Concepts	Expo Products
<p>Travel Wallet</p> <p>13 compartments to organize contents, including one for passport, notes, zippered pocket for coins, outside slip for tickets, Can hold 3-4 passports. 100% waterproof.</p>	
<p>Matte Laminated Non-Woven Shopper Tote</p> <p>A thicker non-woven bag with a matte laminated cover, these bags have a sturdier finish than a traditional non-woven bag with over 30 colours available.</p>	
<p>Luggage Scales</p> <ul style="list-style-type: none">• Handheld portable weighing scale• Digital LCD display• Small and light weight• Auto power off• High precision strain gauge sensors system	





Ideas and Concepts	Expo Products
<p>BOA Oxygen 800ml Drink Bottle</p> <p>Bottles of Australia are Australia's leading drink bottle supplier or premium sports bottles. The Oxygen is a full size 800ml capacity available in a great range of colours and has a large print area for decoration.</p> <ul style="list-style-type: none">• Made in Australia• BPA Free & made from food grade LDPE• Wide screw top opening• 10 colours available	
<p>Neoprene Stubby Cooler</p> <ul style="list-style-type: none">• Aqua Blue (PMS Process Blue)• 5mm Neoprene• Available with taped seams	





Ideas and Concepts	Annual Gifts
<p>Capri Picnic Backpack</p> <p>600D polypropylene 4 person setting with 15 litre cooler compartment and detachable insulated wine cooler. Supplied in polybag.</p>	
<p>Waterproof Stormtech Satchel</p> <p>Business functionality and technical performance features make it the perfect bag for the office, school, or play. Constructed for maximum durability and versatility, key features include heavy duty reinforced PVC fabric and 100% waterproof welded seams. These fabrics are heavily coated (over 50% by weight) with PVC to provide a completely waterproof and highly durable fabric for extreme conditions.</p>	
<p>Polar Fleece Picnic Rug-waterproof Back</p> <p>This smart 140cm x 135cm blanket with 100% waterproof backing and 600D flap with velcro closure is the ideal picnic accessory. Supplied in polybag.</p>	





Recommendations

Event or Promotion Type:	Staff Apparel
<p>The cheapest is never the right choice when selecting staff apparel. Choosing the best value, highest quality apparel ensures staff are comfortable and happy wearing your brand.</p> <p>Higher quality apparel will also last longer and save money in the long run. A good, comfortable cotton polo is best for the office environment.</p> <p>Given the formal nature of the insurance industry management and reps should go with a nice dress shirt with a small logo. A branded tie might also be considered.</p>	

Event or Promotion Type:	General Mail Promotional Products
<p>For a high volume, low cost solution the luggage tag is probably the best choice. It will also fit easily in a DL envelope.</p> <p>Whilst a pen will also fit easily, the luggage tag is more practical and has the benefit of exposing your brand to other travellers.</p> <p>The Powerbanks are popular and have a high retention rate, however they may be cost prohibitive for such high quantities and postage restrictions mean they will only fit in the C5 envelopes, not the DL ones.</p>	





Event or Promotion Type: **Expo Products**

The shopper tote is a no brainer when it comes to expos. It's inexpensive with a large branding area. At expos the public collect numerous items from many stands and are always in need of a bag to carry them. We would suggest bags could be hung on a rack with a please take one sign.

You can also preload the bags with your brochures, discount cards and maybe drink bottle or stubbie cooler.

A drink bottle or stubbie cooler is always good low cost, higher volume item. Depending on the size of the expo and quantities required, we would suggest maybe a ratio of 50/50 of each.

Event or Promotion Type: **Annual Gifts**

Whilst the picnic backpack is a nice value present, they can sometimes just be left in the cupboard. A better choice would be the satchel as it is more practical and more likely to be used daily.

You can then fill it with whatever you want e.g., wine, chocolates etc. Something different to sending your suppliers and representatives the old Christmas gift basket.

