

Sales Promotion Services

Getting the best return on your sales promotion investment requires the help of a strategic partner with the expertise and infrastructure to deliver a high-impact, high quality campaign.

From design to fulfilment, we offer an end-to-end solution to all of your sales promotion requirements.

Boost your bottom line and turn your customers into brand ambassadors ■ At a Glance

- **A strategic partnership** – Strategic planning, flawless execution and comprehensive data management are the key ingredients of a winning sales promotion. We can guide you every step of the way with an offering that includes:
 - Campaign design
 - Strategic planning and execution
 - Creative elements – design and production
 - Communications management
 - Promotional prize procurement
 - Data management
 - Consumer response management
 - Fulfilment
- **Procurement** – Our experienced buyers can handle all of your sales promotion procurement needs, or you can select from more than 6 000 products in our electronic catalogue.

We work with you as a strategic partner in sales promotion design, planning, prize fulfilment and consumer data management, providing an end-to-end solution for all of your sales promotion requirements.

FACT SHEET

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- **Fulfilment** – We provide a full supply chain of fulfilment services geared for efficient stock management and reliable delivery. All promotional prizes can be shipped individually and delivered door-to-door anywhere in South Africa. Fulfilment services include:
 - Order management
 - Inventory management
 - Stock control
 - Receiving and warehousing
 - Packaging, insurance and freight
 - Full after sales service
- **Comprehensive consumer data management and reporting** – Make the most of your consumer data with our sophisticated data processing systems and efficient administrative services. We offer:
 - Data capture, reporting and analysis
 - Database creation
 - Data warehousing
- **Consumer response management** – Talk to your customers in the medium that's most convenient for them and most effective for you. In addition to standard post, email, web or SMS options, our in-house call centre can manage both inbound and outbound customer communications – including consumer surveys. We'll take care of the administration:
 - Receive all consumer responses
 - Capture and confirm entrant's participation
 - Select winners according to promotion rules and despatch prizes
 - Send winner notifications
 - Provide full after sales service

Why Achievement Awards Group?

With our recognised expertise in providing full-service workforce and channel incentives, plus consumer loyalty programs, we are ideally suited to help you with your consumer promotion needs.

As a strategic partner, we can help you fine tune your promotional offering, efficiently execute delivery and gather the detailed consumer data you need to engage in a meaningful ongoing dialogue with your market.

Talk to us about being your full-service sales promotion partner.

V01-2008

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