

# Social Media Proposal | Maxx Dry Promo & Social Media Campaign

a powerful cross platform marketing campaign with strong ties to social media and promo instore.

## Campaign | Win A Pallet Of Maxx Dry

**Mixing up a strong sexy promotional campaign at major events over the next 4 weeks with the call to action being social media, the purpose of this campaign is to instantly lift sales of Maxx Dry in preparation for the summer season.**

The campaign will be based around Maxx Branding, LiquorLand & the Social Media Campaign to attract a strong community of brand advocates who promote max to their mates.

Thinktank Media have identified the following major events to receive an aggressive promotional activation. We will have 12 promotional models onsite at each event. We will ensure all girls are in uniform & presented in Maxx Branding. 2 Male Models will be with them at each event also for the female market and to assist and look over the girls. Girls will be wearing white short shorts and green Maxx Dry Shirts - to be supplied by the client.

### **Sporting Events :**

All AFL Finals from Friday 10th in Melbourne x 5 events total at MCG or Etihad Stadium.

All NRL Finals from Friday 10th in Sydney & Brisbane. Venue's to be confirmed as finals are played out.

### **Music Events :**

The Parklife Music Festival in Melbourne, Saturday October 2nd

The Parklife Music Festival in Sydney, Sunday October 3rd

### **Campaign Reach :**

1.2 million people across 12 major events in 3 major capital cities

2.8 million people within the social media space

**Call To Action :** Buy Maxx Dry at closest liquorland & enter competition online.  
Develop a strong community of brand advocates online!

## Recent Promo Activations :



# who is **think**tank?

We're a full service digital marketing agency that love assisting our wonderful clients in speaking to their clients in new and exciting ways.

We do this through our years and years of experience in social media, viral marketing, website design & development mixed with our love and passion and understanding of traditional marketing disciplines.


## industry sectors we work with :

automotive  
government & council  
large retail chains  
music artists & record labels  
employment & training  
alcoholic & FMCG  
charity organisations  
accommodation chains  
fitness / gym chains  
large scale events

Based in our awesome studio's in Yarra Street in South Yarra Victoria, we are an incredibly passionate and experienced team of 11 awesome people, each bringing the perfect skillset to create who we are today.

## a few of our recent clients :

drake  
betfair  
toyota  
fxpro  
genesis fitness  
topchoice home loans  
fit n fast australia  
death by zero  
onelove music group  
rotary international  
sportsnet  
replicat



we love our clients and value  
the importance of a solid &  
enjoyable working relationship.

our clients become our mates.  
we treat them like gold.

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## Campaign Service Schedule

### **Schedule & Organise 6 Promotional Models for each event commencing 10 September.**

Organise ideal time of activation, brief all staff prior to campaign, proof of posting to client within 5 days. 2 Hour Sessions

### **Design 2 side DL flyer for distribution at events.**

Thinktank Media will design and manage the printing of 200,000 flyer's ready for distribution of the first activation commencing 10 September.

Creative will include :

Side 1 : Liquorland & Maxx Dry co-branded promotion with price point promotion!

Side : Social Media Competition promotion to win a Pallet Of Maxx.

### **InStore Calls To Action**

Thinktank Media will design and print 650 clear sav adhesive stickers promoting the competition to be self installed by staff, we will include an installation instruction sheet for self installation.

6 Pack Fridge door : 400mm x 200mm

### **Facebook Campaign Setup & Application Development**

Thinktank Media will plan, design & develop a Facebook profile & custom application to be used as the call to action for the competition.

Our application will allow users to easily enter the contest, allow for the tally of votes & markers and allow all entries to appear in the users news feed.

We will manage, promote, market & monitor the Social Media activities over the 6 week length of the campaign & 6 weeks post campaign.

### **Street Media :**

Thinktank Media will design, develop & install 100 street media A0 posters to promote the competition and the product. This powerful mechanism for branding works for brand awareness and social media tie-in. Full proof of posting will be provided to the client within 5 business days of posting.

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## campaign investment & shedule of fees

Service	Fee
Promotional models incl. management & full proof of posting	<b>\$13,370.00 (\$41.00 per hour for top tier models) 14 staff onsite at each event</b>
Creative Design & Creative management of flyers (client to print)	<b>\$800.00</b>
Adhesives : 400mm x 200mm Clear SAV, Designed & Printed x 650 to dispatch	<b>\$5,400.00</b>
Design, setup & application development of Facebook	<b>\$4,900.00</b>
Street Media design, printing & installation with proof of posting x 100	<b>\$2,600.00 (50% discount)</b>
Campaign Creative, Administration, Management, Metrics & Reporting	<b>\$2,400.00</b>
<b>Total 6 week Campaign + 3 Month Social Media Management</b>	<b>\$29,790.00</b>

### Quotation Terms

All prices exlcude GST and are valid for a period of 30 days from the date sent.

All of our work is backed by a 3 month / 90 day warranty where we ensure all is working as it should free of charge.

We are proud to offer full ownership of both code and intellectual property to the client on all systems and websites that we develop for you.

Upon acceptance, we will issue you with both a service level agreement for the agreed works and an invoice for the agreed amount.

A 50% campaign activation fee is payable prior to works commencing. A 50% balance is payable on Proof Of Posting & Reporting