



## ‘UNDER THE SEA CREATURES’ COLLECTION 6 – 11 MAY, 2017

Dear Distributing Agent,

Over a six-day period from Saturday 6 May until Thursday 11 May, News Corp will offer a Play-Doh Under the Sea Creature for \$1.50 each day with purchase of The Courier-Mail and The Sunday Mail.

Play-Doh is a leader in the arts and crafts category and targets children aged 2-6. Since 1956, more than 3 billion Play-Doh tubs have been sold. With global brand awareness of 86%, Play-Doh presents an excellent opportunity to engage families with children, grandparents and any consumer who knows how fun much Play-Doh can be!

### **Promotional Overview:**

**Offer:** Daily packages of Play-Doh, each containing three sticks of Play-Doh with instructions on how to make that day's Under the Sea Creature

**Day 1:** Simon the Shark Play-Doh Under the Sea Creature) for \$1.50 plus BONUS play mat. (Play mat is only available on Saturday, 6 May.)

**Days 2 -6:** Different Under the Sea Creature each day for \$1.50 with purchase of The Courier-Mail or The Sunday Mail

**Special Note:** All Play-Doh Under the Sea Creatures are \$1.50. There is NO free Day 1 offering. The premiums are exclusively available with purchase of The Courier-Mail or The Sunday Mail. No other Queensland News Corp mastheads are participating in this promotion.

### **Redemption Mechanic:**

To participate in the promotion your shoppers MUST:

1. Purchase The Courier-Mail or The Sunday Mail to receive that day's Play-Doh Under the Sea Creature
2. Present a token from the above newspaper at participating outlets
3. These redemption mechanics MUST be honoured by participating outlets

### **Promotional Support**

This retail promotion will be supported with a POS suite consisting of counter unit, A2 poster, strip poster, header card, counter mat, wobblers and mobile. Media will include radio, press, online and social media.

### Executional Expectations:

- Point of Sale (POS) will be delivered to you prior to the start of the promotion.
- POS should be positioned across the path to purchase from outside your store, and then along high traffic areas within your store to help elevate customers' awareness of the promotion.
- Please contact your Retail Business Executive for any assistance.
- On receipt of the coins, check your supplies on arrival and notify us immediately if there are any discrepancies between the supplies you've received and the quantities on the label.

### Under the Sea Creatures in the Play-Doh Collection:

Day	Under the Sea Creature	Day of Week	Date	Barcode	Price
1	Simon the Shark (Free play mat only with day 1)	Saturday	6 May	630509579259	\$1.50
2	Sally the Seahorse	Sunday	7 May	630509579310	\$1.50
3	Caroline the Crab	Monday	8 May	630509579266	\$1.50
4	Ollie the Octopus	Tuesday	9 May	630509579327	\$1.50
5	Sammy the Stingray	Wednesday	10 May	630509579297	\$1.50
6	Stella the Starfish	Thursday	11 May	630509579204	\$1.50

### Packing Explanation

Play-Doh Under the Sea Creatures will be ratio packed for days 1 to 6 and will be banded in lots of 10 units for a total of 60 units per carton. Play-Doh play mats for day 1 will arrive in a separate carton.

### Delivery Schedule:

Play-Doh Under the Sea Creatures and play mats will be delivered week ending 30/04/2017

### Invoicing (including commission)

- Distributing Agents with a retail outlet - commission: 15%
- Retailer commission: 7.5%
- Direct Relationship Retailers & Sub Retailers will receive 7.5% commission for each Play-Doh Under the Sea Creature sold.
- Distributing Agents will receive 7.5% commission for each Play-Doh Under the Sea Creature sold by the participating outlets & sub retailers at the conclusion of the promotion.

### Returns & Billing

- Returns Portal open : Sunday May 21
- Returns Portal to close : Sunday May 28
- Billing date: Sunday 4<sup>th</sup> June we will invoice \$1.50 less the relevant commission on the NET sales (supply less returns).

Please ensure all your returns have been processed and confirmed through the portal by the closing date, as any returns processed after this may not be considered.

Please leave your Play-Doh and play mats out for collection with your normal newspaper returns for Week Ending May 28

Please contact your Retail Business Executive or call the Newsagency Service Centre on 1800 639 700 if you have any questions.

We thank you for your support.

Kind Regards,

Operations  
News Queensland