



Marketing Campaign Football Promotion

Presented to:
Sollatek companies and distributors

May 2009

FOR INTERNAL USE ONLY



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Introduction

Sollatek is delighted to announce a new customer incentive. This will utilise the football World Cup 2010 event as the focal point of this campaign, enabling all Sollatek companies and distributors to participate.

Glossary

SUKL:	Sollatek UK Limited.
LSC:	Local Sollatek Company
Consumer:	Product end user
HQ:	Head Quarter (Main Office)
F.O.C:	Free of Charge
Distributor:	LSC's key resellers

The campaign

Free football with a Sollatek product!

Sollatek has produced medium sized footballs (size 4) featuring our logo and Sollatek's representative country flags. This will be a fantastic opportunity to promote the Sollatek brand, along with consumer based products especially when World Cup fever kicks in.

The campaign will be launched in July 2009, a year prior to the world cup, thereby allowing a sufficient time to establish the campaign to coincide with the World Cup event.

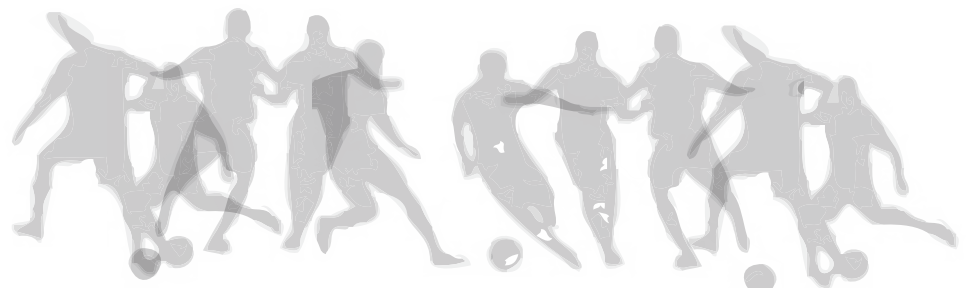
A free football will be given away to each consumer when purchasing any of the following products:



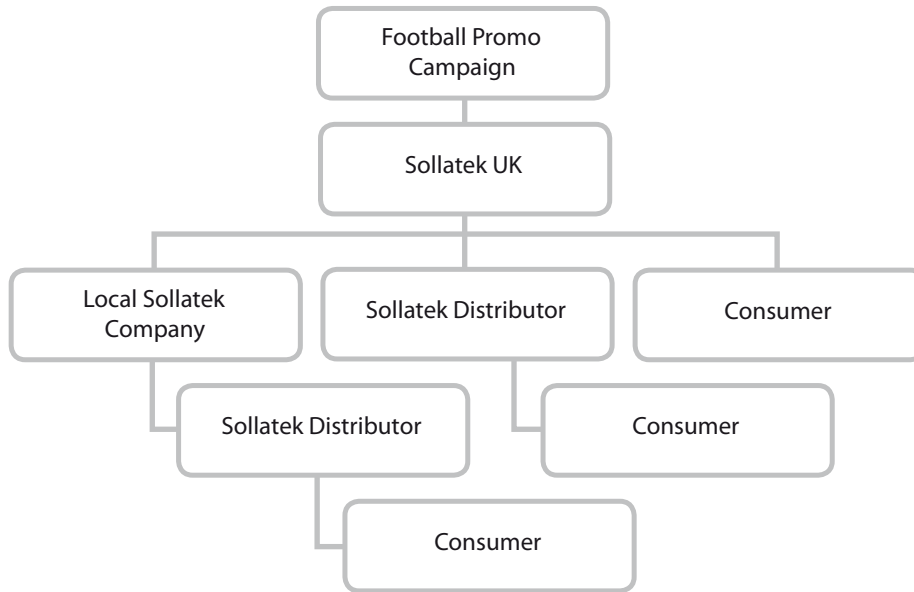
FridgeGuard HivoltGuard LightningGuard TVGuard VoltGuard



AVS13 AVS15 AVS30 Ultima UPS Sollatek Voltage Stabiliser



Campaign supply chain



Campaign Budgeting

A: Promo Account

Participating Sollatek companies and distributors will receive 1000 footballs at \$3.90 per ball, charged against their promo account prior to the start of the campaign.

B: Free

In addition to the above, Sollatek will supply **one football free of charge for every two products purchased**. E.g. For one pallet of FridgeGuard (1008 units) you will get 504 free footballs.

The distributor must order the free ball (against promo account) at the same time. The balls cannot be ordered retrospectively.

C: For Sale

Sollatek companies and distributors can purchase any additional quantities desired. Each ball costs \$3.90 which will be charged against the promo account.

LSC stock options

Footballs received by the LSCs need to be stocked and distributed appropriately to the consumers. There are 400 deflated footballs per pallet. **We recommend you inflate the football before giving them to customers.**

You have the following options for ball redemption by the consumers:

Option 1: Stock in HQ

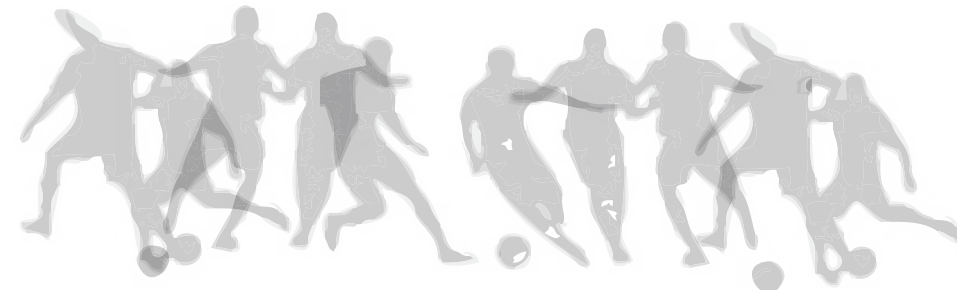
Stocking and distributing the balls only from the LSCs' head quarter in the country. For example, a consumer purchases a TVGuard from a distributor. That distributor will advise the consumer to claim his free ball by contacting/ visiting LSC's main office as all the promo footballs in the country are there.

Advantages:

- Less chance of falsification (distributors/ consumers claiming more than one ball per product)
- Greater campaign control (don't have to manage distributors' stock level and distribution)
- Draw customers to HQ show room.

Disadvantages:

- Increased stock level (e.g. having the space for large quantity of footballs!)
- Increased time spent with people claiming balls.
- Customers may not be able to travel to the HQ, leaving greater stock unclaimed



Option 2: Stock with distributor

LSCs will allocate the footballs to all distributors that stock Sollatek products in that country, enabling consumer to get their free ball instantly from the same outlet/shop.

Advantages:

- Decreased stock level at the LSC's HQ
- Quicker distribution to the customer,
- Greater brand awareness and instant gratification as consumers get their balls faster and without hassle.

Disadvantages:

- Greater chance of falsification (e.g. unreliable distributor may keep the balls and deny the campaign)
- Increased costs to LSC, such as delivery of balls to local distributors.
- Greater effort by LSC to manage campaign execution by distributors (e.g. SEGL have over 40 distributors, greater time and effort spent in contacting, managing and controlling the campaign across all distributors)

Option 3: Stock both in HQ and with distributors

In addition to stocking at the HQ, the LSC will deliver a portion of their stock to trusted distributors by appointing key distributors in certain geographical locations (e.g. major towns) to satisfy the claim.

Sollatek recommends option 1.

Point of sale & marketing

To launch this campaign and create awareness, various marketing activities will be employed.

Product packaging

• You will receive small self adhesive stickers to be affixed on the product packaging; it will highlight the key points of the campaign:

- a) Free football message,
- b) The campaign image featuring our football
- c) How to claim (see bottom for more details).

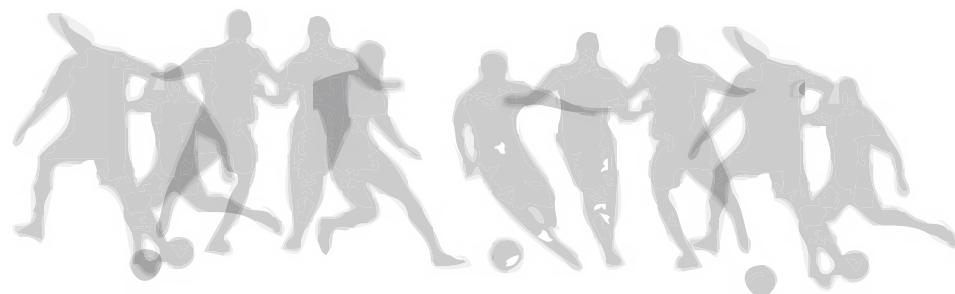
This sticker is vital for the campaign, as consumers will receive their free ball against this sticker (see claim procedures p.6)

(Supplied by SUKL F.O.C)

• You will also receive another sticker (self adhesive) to be affixed at the bottom of the products' packaging (10x4.2cm) that will inform how and where to claim the free ball **(Supplied by SUKL F.O.C)**

• LSCs that do not stock the footballs with distributors must produce a small sticker with their contact details to be affixed next to the claim sticker at the bottom of the packaging.

For example, an LSC decides to stock all the footballs at their HQ; their distributors that have the new stock with the campaign stickers will have to be informed where the consumer can claim the free ball.



Marketing activities

- **Graphic (A1 or A2 size) posters** with information about the campaign to be hung and/or stuck near the displayed sollatek products in-store/ at LSC's point of sale. (Supplied by SUKL F.O.C)



- **Placement of newspaper ads** launched in conjunction with the campaign (assuming all balls are in stock and products have the sticker and distributors know what to do). (Artwork supplied by SUKL).

- **Creation of a dedicated page in the Sollatek website** for this campaign: www.sollatek.com/football. This will contain details of the campaign, contact details of all participating and stock holding distributors, ways of getting the ball directly from SUKL.

- **Online adverts**, plus links to Sollatek's football web page. E.g. get a free football when you buy a Sollatek product.

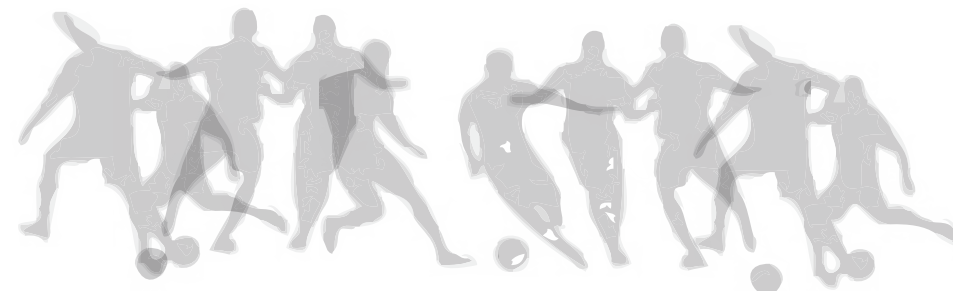
- **TV advertisement.** SUKL has one currently under development.



- **A giant 3m high football balloon** with Sollatek football design is also available as part of the promo products to be displayed at the point of sale.

- A) This balloon can be filled with Helium and flown above the building (visible from far)
- B) Or filled with air and suspended from the ceiling within a large store
- C) Or filled with air and fixed at the base to the floor.

Cost per giant football: \$150.00.



Consumer claim procedure

At the point of sale, promotional items such as posters and large balloons will be used to draw attention towards the campaign and the products with the sticker. At the bottom of products' packaging there will be a sticker that instructs the consumer how to claim their free football:

How to claim your free football:

When you purchase one of the following Sollatek products, you will receive one free football:

FridgeGuard, HiVoltGuard, LightningGuard, TVGuard, VoltGuard, AVS13, AVS15, AVS30, Ultima UPS and SVS.

One Sollatek product = one free football !

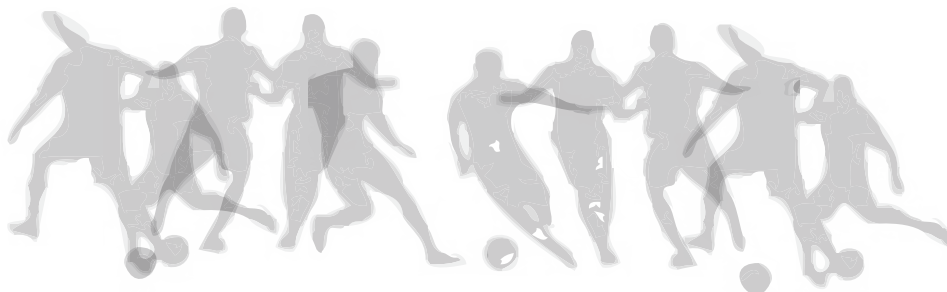
Ways of getting your football:

1. After purchasing your Sollatek product, ask your retailer if they have the footballs in-store? If they do, then show them the product packaging with the campaign sticker and proof of your purchase to claim your ball directly from them.
2. If the retailer does not stock the footballs, contact your country's Sollatek HQ, to claim your free ball directly from them. Remember you must produce a proof of purchase in addition to the product packaging featuring the campaign sticker.
3. Visit Sollatek's website for more information:
www.sollatek.com/football

Sollatek LSCs' recommended claim procedure

The main objective of this campaign is to enhance brand awareness and increase sales of Sollatek products. Sollatek companies and distributors that stock footballs are recommended to comply with the following procedures in order for the football campaign to achieve its goals.

1. Footballs can only be exchanged with the campaign sticker present on the product's packaging along with proof of purchase (i.e. receipt or invoice).
2. Once the exchange is made, you must destroy the campaign sticker on the product packaging. This can be done by peeling off the sticker or crossing off with a permanent marker/pen.
3. Packaging that do not have a campaign sticker or the sticker is revoked and/or destroyed can not be accepted to claim the free football.
4. This campaign is based on 1 ball per product, so if a customer buys 1000 sollatek products, you must supply 1000 footballs in exchange.
5. If you decide to post or deliver (via courier) the footballs to the customer, they must produce the actual packaging with the sticker (not scanned or emailed) and proof of purchase first. Revoke the sticker then mail out the football.

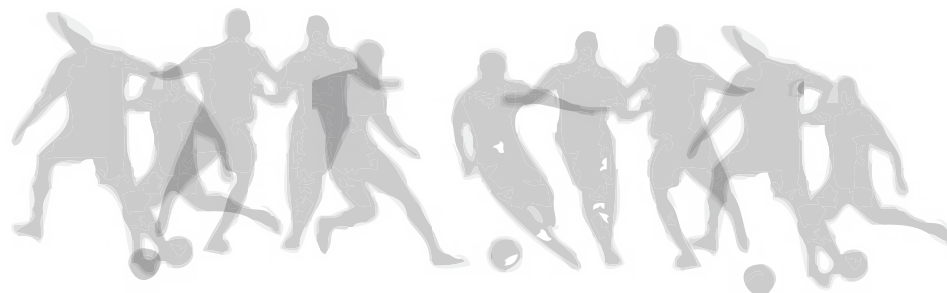




Participation Confirmation

Local Sollatek Companies are required to confirm participation by sending a purchase order for the initial 1000 footballs against the promotional account.

These will be available for despatch or collection Ex-China or Hong Kong by the end of June 2009.



For further information contact us

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TWO YEAR WORLDWIDE WARRANTY (subject to terms and conditions).