



Esquires/BB' Marketing Brief

Mother's Day Promotion

Wednesday 26th April, 2017 – Wednesday 10th May 2017

Promotion Pack Checklist		
Item	QTY	Did you receive?
Marketing Brief	1	<input type="checkbox"/>
Display Materials: A1 (x1), A3 (x2), A4 (x2), Entry Form Container Label (x1), Entry Form A4 to be cut to size 50x50mm (x10)	1 set	<input type="checkbox"/>

Promotional Offer	Spend over \$10 at any Esquires nationwide and enter your mother in the draw to win a coffee a day for a month.
Promotional Period	<p>Wednesday 26th April, 2017 – Wednesday 10th May at 5.00pm</p> <p>Promotion opens 26th April at 7.00am (NZST)</p> <p>Promotion closes Wednesday 10th May at 5.00pm (NZST)</p> <p>Prize Draw: Friday 12th May, 10.00am</p> <p>14 Days of Promotion</p>
Promotional Objectives and Rational	<ul style="list-style-type: none"> • Increase ATV through promotional period compared to last 2016. • Increase Customer Count through promotional period compared to last 2016. • Increase sales through driving customers count and acquisition of new customers by offering them a great prize incentive • Reward existing customers for their loyalty • Data collection
Target Audience	<ul style="list-style-type: none"> • Single Coffee Drinkers; or ultimately those who spend under \$10 on average in store – You are to up-sell to them with any add on item to get in to the prize draw • People wanting to treat their mums for Mother's Day
Promotional Details	<p>Promotional Message</p> <p>Spend \$10 or more in store in one transaction. One winner per store nationwide. It's our way of celebrating Mothers this May!</p> <p>How do customers know about our Mother's Day competition?</p> <ul style="list-style-type: none"> • ONLINE Advertising – via promoted/sponsored Facebook Posts • Email will be sent to all loyalty card members • Point of Sale posters

- Website
- Staff interaction with customers

Promo Mechanics

1. For a chance to win, customers must purchase \$10 or more in one transaction to receive an entry form into the competition.
2. The customer then fills out the entry form.
3. Proof of purchase is attached/stapled.
4. A customer can enter multiple times, given the \$10 minimum single transaction.
5. OR given a higher transaction value in brackets of \$10 will give an additional entry form/s.
6. Eg. \$20 spend = 2 entry forms, \$30 spend = 3 entry forms
7. Entry form with 'stapled' proof of purchase will be placed in the stores' designated "draw jar/vase/bowl" before close of business on 10th May, Wednesday 5pm.
8. At the end of business day on 10th May – the store manager/owner must draw 1x entry to be included in the national prize draw that will be done at CCBS on Friday, 12th May 2017 at 10am.
9. Please send the 1x entry form that you will draw for the main prize by taking a photo and emailing it to marinella@ccbs.co.nz
10. 28 entries from 28 Esquires stores, 6 entries from the 6 BB's stores.

Remind all customers about this fantastic promo that it is on every day until close of business on Wednesday 10th May 2017, so they can enter multiple times on separate days.

OPTIONAL LOCAL DRAW: On Wednesday 10 May 2017, each store has the option to draw a 1x local winner from their entries to be paid for by the store owner.

The local store winner of \$50 credit on The Regulars will not be included (ineligible) for the main prize draw.

Option 1 - The Regulars Loyalty Card – loaded with \$50 credit (to be organised by the store owner)

Option 2 - The Body Shop Gift Card - \$50 (to be organised by the store owner)

Option 3 – Z Petrol Voucher - \$50 (to be organised by the store owner)

Once a winner is selected, please follow the following process:

- Contact winner and advise them of their prize.
- Organise a time for the winner to come collect the prize.
- For the Loyalty Card
 - If the winning customer is not yet a member of The Regulars - the customer will still need to register this card as usual once received. You can also assist them by pre-registering the card as you will have their initial contact details from the entry form. **Load the \$50 credit before handing in the prize.**
 - When the customer collects the new loyalty card or next visits the store, get a photo of the store manager and the winning customer. Get them to wear a big smile with their loyalty card. 😊
 - Send the photos to marinella@ccbs.co.nz

All photos will be potentially used on our Facebook page, website and the next 'From the DESQ' edition.

Point-of-Sale

You will be supplied with the below POS to display in your store. If you require additional posters or need to change store requirements for future promotions, please contact Gary or Marketing to discuss.

- Point-of-Sale (POS)

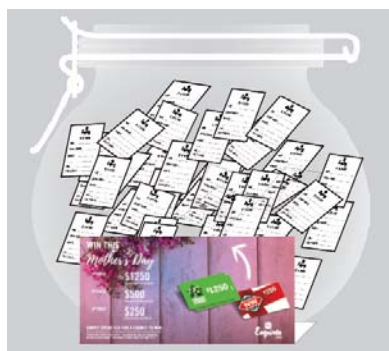
A4



A3



A1



Equinox
BE IN TO WIN!

NAME _____

CONTACT NUMBER _____

ADDRESS _____

EMAIL _____

LOYALTY CARD NO. _____

	<ul style="list-style-type: none"> Entry 'jar/vase/bowl' and forms will be labelled with a promotional header provided in the Mother's Day POS Pack.  <ul style="list-style-type: none"> If you require more entry forms, please contact marinella@ccbs.co.nz. Alternatively – save a blank A4 entry form to photocopy.
Online Advertising / Social Media/ Google Adwords	<p>Facebook promoted Post from 1 week prior the campaign period. 19th April 7.00am (NZST) – 10th May 5.00pm (NZST)</p> <p>We highly recommend using Neighbourly (https://www.neighbourly.co.nz/) whereby you can create an account for free and push out updates/news to community people.</p> 
Local Area Marketing	<p>Mother's Day is one of the biggest opportunities your café will face through the year to increase food and coffee sales. Take advantage of Mother's Day on Sunday 14 May 2017 and give people a reason to choose your store to take their mothers!</p> <p>Some suggestions:</p> <p>Sign up to Neighbourly and promote the offer through your café's account. (https://www.neighbourly.co.nz/)</p> <ul style="list-style-type: none"> Find a local florist to team up with and give out roses to all the mothers that come through your store on Mother's Day.
Internal Store Incentive/ Competition	<p>We encourage all staff to send any photos through the Mother's Day promotion to marinella@ccbs.co.nz. The best photo (based on creativity) will win a 2kg bag of Esquires coffee beans for the store. All entries will be shared through Facebook and in the May newsletter.</p>

Date:		Store:	
People Present:	• • •	• • •	• • •
Purpose:	Mother's Day Promotion		
Meeting Agenda			
Item	Information / Actions	Who	Time
1	The promotion has three key objectives: <ul style="list-style-type: none"> • Increase ATV by 5% through promotional period. • Increase Customer Count by 2% over last year through promotional period. • Increase sales through driving customers count and acquisition of new customers by offering them a great prize incentive • Reward existing customers for their loyalty 		
2	Training: <ul style="list-style-type: none"> • Set up training to go through promotional information with your staff a week before launch of the promotion 		
3	Retail Sales Details: Prior to the promotion period, staff should: <ul style="list-style-type: none"> • Tell all customers of the upcoming Mother's Day competition. During the promotional period, staff should: <ul style="list-style-type: none"> • Place the POS in prominent position. Tell customers about the Mother's Day promotion if they spend over \$10. 		
4	Merchandising: (show items) <ul style="list-style-type: none"> • Posters – discuss poster location and display in prominent positions. • Remove all clutter and old POS, ensure the focus is on the promotional offer. 		
6	Setting Sales Targets: <ul style="list-style-type: none"> • Set ATV targets, and include incentives where possible. • Track results and reward staff where possible. 		
7	Check Knowledge: Check your team's knowledge by asking some questions about the promotion: <ul style="list-style-type: none"> • How much should a customer spend to be eligible for the competition? • When will the competition commence? • When will the competition conclude? • What do we need to remember to do when the winner picks up their prize? 		
8	Ensure all team members sign for their attendance and file in your records manual.		
Next Meeting Date & Time:			



New Zealand Esquires/BB's Mother's Day – (2017) ("Promotion") Terms and Conditions

By entering the New Zealand Esquires/BB's **Mother's Day – (2017) ("Promotion")**, you agree to the following Terms and Conditions:

1. Definitions:
 - i. 'Local Entry Draw' means the draw of an entry at a New Zealand Local Store for the National Prize Draw.
 - ii. 'National Prize Draw' means the draw for the National Prize in New Zealand only.
 - iii. 'Local Prize Draw' means the draw for a winner at a New Zealand Local Store for a Prize allocated by the Local Store, if the Local Store is offering a Local Store Prize.
2. Information on how to enter and prizes form part of these Terms and Conditions. Participation into the Promotion is deemed acceptance of these conditions of entry.
3. Entry is open to (a) all New Zealand residents; (b) who fulfil all the entry requirements set out here in ("Eligible Entrant"). Employees, including all staff of the Promoter and their immediate families, all the Promoter's staff, printers, suppliers, providers and agencies associated with this Promotion are ineligible to enter.
4. The Promotion commences at 7.00am on Wednesday 26 April 2017 (local time) and concludes at 5.00pm on Wednesday 10 May 2017 (local time) ("Promotion Period"). The National Prize Draw will take place at 10.00am (local time) on Friday 12th May 2017 at Café Coffee & Bakery Systems Head Office for twenty-eight Esquires locations and 6 BB's locations (refer to appendix one). The first (1) Eligible Entrant from each prize draw will win the Prize as outlined in Condition 10. There is a total of three (3) prizes for the National Draw and the Winners will be notified by telephone and email. All reasonable steps to notify Winner(s) of the results of the draw will be taken by the Promoter. The Promoter's decision is final and no correspondence will be entered.
5. To be eligible for entry, an Eligible Entrant must spend over \$10 at any participating Esquires as listed in Appendix 1 ("Qualifying Purchase") and as advertised in each participating Esquires and BB's cafes. Customers who make a Qualifying Purchase will receive an entry form which they will be required to complete and place in the entry 'jar/vase/bowl' provided by the store where the Qualifying Purchase was made. All entries must be received during the Promotion Period.
6. Entrants are required to take full responsibility for the content of their entry and for ensuring that their entry complies with these Terms and Conditions. Incomplete and illegible entries will be deemed invalid. Entries that breach these Terms and Conditions will also be invalid. If an entry is invalid or if an entrant is unable or refuses to take part in any element of this Promotion, the Promoter reserves the right to discard that entrant's entry and proceed as if that entrant had not entered the Promotion.
7. Entrants must enter a nominated person's name. The Promoter reserves the right to request proof of residency (to the Promoter's satisfaction in its discretion).
8. Multiple entries will be accepted; however, each entry must fully comply with the entry requirements applicable for the Promotion. The Promoter's decision is final and no correspondence will take place. The national prize will only be awarded following any Winner validation and verification that the Promoter requires. If for any reason the Promoter becomes aware after an entrant has won the prize that the entrant has not complied with these Terms and Conditions or that their entry is otherwise invalid, that entrant will have no entitlement to the Prize, even if the entrant has been announced as the Winner. In this event, the entrant will be required, at the discretion of the Promoter, to return, refund or otherwise make restitution of the prize.
9. Local Entry Draw: There will be one (1) entry drawn from each store (28 Esquires Cafes, 6 BB's Cafes) which will take place at the end of business day on 10th May 2017. These entries will be sent to the Head Office for the National Prize draw on Friday 12th May 2017 at 10am.

10. National Prize Draw. First Prize is a Voucher for Green Acres valued up to \$1250 (INCL GST) for Services. Second Prize is a Voucher for Green Acres valued up to \$500 (INCL GST) for Services. Third Prize is a Voucher for New World valued up to \$250 (INCL GST). For each national prize draw, each entry will be chosen at random. Prizes are not transferrable or exchangeable for cash and are not transferable to another person without the approval of Esquires Head Office.
11. If the National winner(s) is ineligible to receive the prize, or cannot be contacted by 1.00pm (local time) on Friday 12th May 2017, then the Promoter may conduct such further draws as are necessary to determine a new winner(s) and to allocate the prize at 3.00pm (local time) on Friday 12th May 2017.
12. The national prize awarded may not be exactly as illustrated in displays or marketing for the Promotion.
13. There is an optional Local Prize draw for one (1) winner. Local Stores at their discretion may determine whether they will be offering a Local Prize draw and a Local Prize. Any costs associated to the Local Prize Draw and Local Prize will be the sole responsibility of the local store owner/franchisee. The Local Prize Draw will be drawn at the end of the business day on 10th May 2017. The local store winner will be drawn after the Entry for the National Prize Draw, and is not eligible to be entered the national prize draw. The local Prize Draw winner will be notified by telephone and email. All reasonable steps to notify the winner of the result of the local prize draw will be taken by the Local Store Owner/Franchisee. The Local Store Owner/Franchisee decision is final and no correspondence will be entered.
14. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Independent financial advice should be sought. The Promoter accepts no responsibility for any variation in prize value.
15. If for any reason any element of a prize becomes unavailable for any reason beyond the Promoter's control then a similar prize element of equal or greater value will be awarded to the Winner in lieu. However, despite this clause, the Promoter will not be liable for the replacement of the prize where the prize becomes unavailable due to the recipient's negligent act, omission or default (for example, where the recipient fails to redeem the prize prior to the expiration period stated on the voucher). Redemption of the prize is subject to any terms and conditions of the issuer, including terms and conditions either express or implied and whether or not listed on the vouchers.
16. The Promoter and its associated agencies and companies shall not be liable for any loss (including, without limitation, indirect or consequential loss), damage, personal injury or death which is suffered or sustained (including but not limited to that arising from any person's negligence) in connection with using any prize, except any liability that cannot be excluded by law (in which case that liability is limited to the minimum allowable by law). The Promoter and its agents associated with this Promotion take no responsibility for the prize if damaged or lost in transit.
17. The Promoter reserves the right to verify the validity of entries and reserves the right to disqualify any entrant for tampering with the entry process or for submitting an entry which is not in accordance with these Terms and Conditions, or if the entrant is engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of the Promotion. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved. If the Promoter suffers loss or incurs any costs in connection with any breach of these Terms and Conditions of entry or any other legal obligation by an entrant, the entrant agrees to indemnify the Promoter for those losses, damages and costs.
18. The Promoter will not be responsible for any incorrect, inaccurate or incomplete information communicated in the course of, or in connection with, this Promotion if the deficiency is occasioned by any cause outside the reasonable control of the Promoter.
19. In the case of the intervention of any outside agent or event which naturally changes the result or prevents or hinders its determination, including but not limited to vandalism, power failures, tempests, natural disasters, acts of God, civil unrest, strikes, War; the Promoter may in its absolute discretion cancel the event and recommence it from the start on the same conditions subject to any relevant law or regulation.
20. Entrants consent to the Promoter using the entrant's name, likeness, image and/or voice in the event they are the Winner(s) (including photograph, film and/or recording of the same) in any media for an unlimited period-of-time without remuneration or compensation for the purpose of promoting, publicising or marketing this Promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.

The Winner agrees to participate in all reasonable promoted activities in relation to the Promotion as requested by the Promoter and its agents.

21. If this competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves its right, at its sole discretion and to the fullest extent permitted by law to: (a) disqualify any Entrant; or (b) to modify, suspend, extend, terminate or cancel the Competition, as it deems appropriate.
22. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Consumer Guarantees Act, as well as any other implied warranties under similar consumer protection laws in New Zealand ('Non-Excludable Guarantees'). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the competition.
23. Except for any liability that cannot be excluded by law, including the Non-Excludable Guarantees, the Promoter (including its officers, employees, agents and related bodies corporate) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any tax liability incurred by a Winner or Entrant; or (e) taking of and redemption of a Prize.
24. All entries and any copyright subsisting in the entries become and remain the property of the Promoter. The Promoter collects personal information about entrants to include entrants in the Promotion and where appropriate award a prize. If the personal information requested is not provided, the entrant may not participate in the Promotion. By participating in the Promotion, each entrant also acknowledges that a further primary purpose for collection of entrants' personal information by the Promoter is to enable the Promoter to use the information to assist the Promoter in improving goods and services and to contact entrants in the future with information on special offers or provide entrants with marketing materials via any medium including mail, telephone and commercial electronic messages. The Promoter may share information with its international related companies or promotional partners who may contact entrants with special offers in this way. By entering the Promotion, each entrant agrees that the Promoter may use entrants' personal information in this manner.
25. All personal information will be stored at the office of the Promoter or its agents. A copy of the Promoter's Privacy Policy in relation to the treatment of personal information collected may be obtained by contacting the Promoter.
26. Each entrant also agrees that the Promoter may publish or cause to be published the Winner's name, and locality in any media.
27. The laws of New Zealand apply to this competition. Entrants submit to the exclusive jurisdiction of the courts of New Zealand.
28. The Promoter is Café Coffee and Bakery Systems Company number **5861954** of 10F Morningside Drive, Morningside, Auckland, New Zealand, telephone: +64 09 **377 7615**.

Appendix One

1	Esquires	Auckland Library	Auckland Central Library, 44 Lorne Street	Auckland
2	Esquires	Bayfair	Shop 102, Bayfair Shopping Centre, Girven Road	Tauranga
3	Esquires	Customs St	23 Customs Street East	Auckland
4	Esquires	Dressmart Homby	Shop 17 Dress Smart Factory Outlet, 409 Main South Road	Christchurch
5	Esquires	Dress-Smart Onehunga	Shop 401 Dress-Smart Factory Outlet, 151 Arthur Street	Auckland
6	Esquires	East Tamaki	19 Cryers Road	Auckland
7	Esquires	Fashion Island	Shop 1 Fashion Island, 42 Gravatt Road	Tauranga
8	Esquires	Highbury	Shop 1, Highbury Shopping Centre, Mokoia Road	Auckland
9	Esquires	Hobson St	Cnr Hobson and Victoria Streets	Auckland
10	Esquires	Homby mall	418 Main South Road	Christchurch
11	Esquires	Lorne Street	Shop 2, 33 Lorne Street	Auckland
12	Esquires	Manukau City	S017, Westfield Manukau	Auckland
13	Esquires	Mercer	Tenancy 2, Mercer Service Centre, State Highway 1	Mercer
14	Esquires	Merchant Quarter, New Lynn	Merchant Quarter, Totara Avenue	Auckland
15	Esquires	Merivale	Shop 13A Merivale Mall, Papanui Rd	Christchurch
16	Esquires	Metropolis	Unit 2L&2K, 1 Courthouse Lane, Auckland	Auckland
17	Esquires	New Plymouth	Shop L, The Valley Mega Center, 22-24 Rifle Ridge Rd	New Plymouth
18	Esquires	North City	North City Shopping Centre, Porirua	Wellington
19	Esquires	Northwood	1 Radcliffe Road, Northwood Supa Centre	Christchurch
20	Esquires	Richmond Mall	Richmond Mall, Queen Street, Richmond	Nelson
21	Esquires	Southgate, Takanini	Shop EG08 Southgate Retail Centre, 230 Great South Road	Auckland
22	Esquires	Tangihua (GE Money)	8 Tangihua Street, Auckland CBD	Auckland
23	Esquires	Tower Junction	Shop TW101 Tower Junction Mega Centre, 66 Clarence Street	Christchurch
24	Esquires	Upper Hutt	Upper Level, The Mall, 235 Main Street	Wellington
25	Esquires	Vincent Street	Level 1, 124 Vincent Street	Auckland
26	Esquires	Waitakere	Shop 4, 6 Henderson Valley Road	Auckland
27	Esquires	Waitakere Mega Centre	Tenancy 1 Waitakere Mega Centre	Auckland
28	Esquires	Whangaparaoa	Tenancy T3.31, The Plaza Shopping Centre	Auckland
1	BB's	DressSmart Tawa	Shop 120, Dress Smart Factory Outlet Centre, 24 Main Road	Tawa, Wellington
2	BB's	Fraser Cove	Shop 9C Fraser Cove Shopping Centre, 229 Fraser Street	Tauranga
3	BB's	Homebase Christchurch	Unit A Homebase Retail Centre, 199 Marshlands Road	Christchurch
4	BB's	Northlands	Shop 55 Northlands Shopping Centre, 55 Main North Road	Papanui
5	BB's	Te Rapa	Shop 19 Dress-Smart Factory Outlet, 446 Te Rapa Road	Hamilton
6	BB's	Whangaparaoa	Kiosk 1, Pacific Plaza, 719 Whangaparaoa Road	Whangaparaoa