



# Event Instructions



2250055 - Unilever - Dry Spray

Please refer to the event time that was given by your supervisor.

## FEATURED PRODUCT(S)

PRODUCT	UPC CODE	RETAILER CODE	# UNITS TO BUY	SUGGESTED SAMPLE	DISTRIBUTION GOAL	SAMPLES OBTAINED VIA
AXE WHITE LABEL FOREST DRY SPRAY (3.8 oz)	7940044083	51010019	N/A	0	250	VIP Coupons
AXE WHITE LABEL NIGHT DRY SPRAY (3.8 oz)	7940044085	51010022	N/A	0	250	VIP Coupons
DEGREE FOR MEN ADVENTURE DRY SPRAY (3.8 oz)	7940034368	51010023	N/A	0	250	VIP Coupons
DEGREE FOR MEN EXTREME DRY SPRAY (3.8 oz)	7940034367	51010021	N/A	0	250	VIP Coupons
DEGREE FOR WOMEN FRESH ENERGY DRY SPRAY (3.8 oz)	7940034361	51010043	N/A	0	250	VIP Coupons
DEGREE FOR WOMEN SHOWER CLEAN DRY SPRAY (3.8 oz)	7940034308	51010047	N/A	0	250	VIP Coupons
DOVE COOL ESSENTIALS DRY SPRAY (3.8 oz)	7940034218	51010015	N/A	0	250	VIP Coupons
DOVE MEN+CARE CLEAN COMFORT DRY SPRAY (3.8 oz)	7940035030	51010030	N/A	0	250	VIP Coupons
DOVE MEN+CARE EXTRA FRESH DRY SPRAY (3.8 oz)	7940035069	51010014	N/A	0	250	VIP Coupons

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DOVE NOURISHED BEAUTY DRY SPRAY (3.8 oz)	7940034242	51010049	N/A	0	250	VIP Coupons
SUBSTITUTE PRODUCT	UPC CODE	RETAILER CODE				
N/A	N/A	N/A				
COUPON(S)	COUPON DESCRIPTION	DISTRIBUTION GOAL				
Unilever - Dry Spray	\$1 off	250				

## PRODUCT FEATURES AND BENEFITS/SELLING POINTS

*Actively engage consumers as they walk by and convey the following features and benefits for each product.*

Product Name	Product Features Benefits / Selling Points
<i>Unilever - Dry Spray</i>	

## KIT CONTENTS

♦ 1 Paperwork (version noted on manifest)	♦ 1 PromoReport Form	♦ 1 Training Manual	♦ 1 Easel Card
♦ 1 Tablerunner	♦ 200 Take Away with \$1 off coupon		

Any product listed on the Event Manual, including substitutions, is PRE-APPROVED and does not need to be reported to the Engagement Specialist hotline.

## SHOPPING LIST

- |                                                |                                                |                                           |                                              |
|------------------------------------------------|------------------------------------------------|-------------------------------------------|----------------------------------------------|
| ◆ 0 of AXE WHITE LABEL FOREST DRY SPRAY        | ◆ 0 of AXE WHITE LABEL NIGHT DRY SPRAY         | ◆ 0 of DEGREE FOR MEN ADVENTURE DRY SPRAY | ◆ 0 of DEGREE FOR MEN EXTREME DRY SPRAY      |
| ◆ 0 of DEGREE FOR WOMEN FRESH ENERGY DRY SPRAY | ◆ 0 of DEGREE FOR WOMEN SHOWER CLEAN DRY SPRAY | ◆ 0 of DOVE COOL ESSENTIALS DRY SPRAY     | ◆ 0 of DOVE MEN+CARE CLEAN COMFORT DRY SPRAY |
| ◆ 0 of DOVE MEN+CARE EXTRA FRESH DRY SPRAY     | ◆ 0 of DOVE NOURISHED BEAUTY DRY SPRAY         |                                           |                                              |

*\*If the store does not have the exact supply items marked with an asterisk, you are PRE-APPROVED to purchase a comparable store brand or generic alternative. This does not need to be approved by the Engagement Specialist hotline.*

## WHAT TO WEAR

Please comply with PromoWorks approved, standard uniform unless otherwise noted in the Special Instructions in this Manual.

## WHAT TO BRING

### **Bring the following items to your event:**

Apron, Demo Kit, Demo Table, Pen, PromoReport Form, Training Manual, Any Agency Provided Signage, and Waste Basket

### **Required Appliance:**

Mobile Merchandising Unit (MMU)

Examine appliances to make certain all electrical and extension cords are in good repair and appliance is cleaned and sanitized.

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## SPECIAL INSTRUCTIONS

*A successful event is engaging and educating shoppers through sampling/demonstrating the featured product(s) resulting in the purchase of the product today and in the future.*

## EVENT INSTRUCTIONS

### SAMPLE PREPARATION / EVENT TIPS

This is a dry demo. You will not be handing out samples but you will be acting as the brand ambassador for Unilever's new Axe, Degree and Dove Dry Spray line. You need to be engaging, informative and selling using the take away brochures with coupon and your mobile merchandising units (MMU for California stores only)

Make your table presentation attractive. Please make sure to utilize the tablerunner and the easel card as well as the take away brochures with coupons on your table. Place the tablerunner over your black tablecloth, display the easel card and make a nice display of the feature products on your table for an easy sale.

If you have your Mobile Merchandising Unit, please fill it up with the featured products making sure to group the same items together.

Review & familiarize yourself with the features and benefits of each of the items and be ready to engage using the brochures with \$1 off coupons.

These are new items for Axe, Degree and Dove. These are dry spray products made by Unilever and is just being launched in the Safeway shelves. Please answer the questions on your report form as accurately as you can. Feedback, when you report your event online, is very much welcomed.

#### PRIMARY FEATURES AND BENEFITS:

Feature: What is it designed to do?

The New Dry Spray Antiperspirants go on instantly dry for a cleaner feel, providing sweat and odor protection up to 48 hours.

Benefits: What are the benefits of the product use:

Short term:

The New Dry Spray Antiperspirant is dry from the moment it touches the skin with no visible residue. The New Dry Spray Antiperspirants

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## SAMPLE PREPARATION / EVENT TIPS Continued

provide 48 hour odor and wetness protection

### ADDITIONAL FEATURES:

Each product is designed to offer a different product experience:

DOVE: Dove has ¼ moisturizing cream in addition to wetness and odor protection - leaving underarms soft, smooth, and feeling residue free

DOVE MEN+CARE: Instantly dry with a non-irritant formula.

AXE: Offers a premium fragrance experience

DEGREE: Offers a new way to get superior protection and includes Motionsense™ technology for extra protection when you move (for Men and Women)

## PRIOR TO EVENT

- Read and understand all the information in this packet.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store **24 hours** before your event and verify with the receiving clerk that the product would be available the day of the event. If you receive a negative response contact your supervisor to possibly reschedule the event.
- If event requires a debit card / gift card purchase, please activate your debit card the day before your event.

## EXECUTING THE EVENT

- Check in with the retailer required manager (e.g. Customer Service Manager/Store or Department Manager) describing your event and ask to set up in a high traffic area near your product.
- Verify there is adequate inventory of the product(s) involved in your project and, if applicable, report beginning inventory on your PromoReports Form.
- Look for a secondary display of **Unilever - Dry Spray**. If located, please set up your table near this display, with manager approval.
- If Extension Cord is in the Customer Traffic area, tape cords to the floor to prevent tripping.

## POST EVENT

- Clean up, breakdown your table and leave your area as you found it.
- Discard any manuals or POS material in a trash or recycling (if available and appropriate) receptacle and destroy any remaining coupons or leave with a Store Manager (pending the retailer requirements).
- Do not leave the store with coupons or sample product.** Store Management may check your cooler/box/cart before you leave the store.
- Complete PromoReports Form and obtain a store stamp and a manager's signature.
- Verify the ending inventory of the product(s) sampled and, if applicable, please report this number on your PromoReports Form.
- Enter your event results once you have completed your event. Follow the instructions on your PromoReports Form for call in or on-line entry.
- Keep your paperwork for 1 year after reporting your results. You will be keeping the following:
  - ◆ Original event PromoReports Form
  - ◆ Additional report forms (i.e. Learning Center Form, Client Reports Forms, etc.) if applicable to your program
  - ◆ Original time invoice (must have original signature)
  - ◆ Make copies of your receipt on an 8 1/2 by 11 piece of paper and submit the entire page with your paperwork. Retain the original for your records.

## POST EVENT Continued

**NOTE:**

Please follow standard safety/health procedures when conducting your event. Do not distribute samples to children. Hand the sample to the parent or guardian to give to the child.

**ALLERGY WARNING:**

We encourage consumers to check the ingredient statement on each package of the product they sample for the most up-to-date information on the ingredients contained in that product. **If your kit contains documents regarding allergy warnings this must be displayed.**

**Please recycle your consumer engagement materials when possible.**