



What to Purchase:

Product	UPC	# Units to Buy	Distribution Goals
Chips Ahoy! Ice Cream Creations - Mint Chocolate Chip	0-44000-03756-7	4	70
Chips Ahoy! Ice Cream Creations - Mocha Chunk	0-44000-03810-6	4	70
Chips Ahoy! Ice Cream Creations - Root Beer Float	0-44000-03758-1	4	70
Chips Ahoy! Ice Cream Creations - Dulce de Leche	0-44000-03760-4	4	70
Chips Ahoy! Ice Cream Creations (shopper's favorite flavor)	N/A	1	20
Substitute Items: There are no approved substitute flavors available. If one of the flavors of Chips Ahoy! Ice Cream Creations is not available, please purchase more of the other approved flavors listed above.			
Do not exceed \$49.44 (including tax)			



Kit Contents:

- 3 Pairs of Gloves
- 1 Promo Reports Form
- 1 Training Manual
- 300 Paper Cone Cups
- 200 Recipe Cards with Coupons
- 1 Chips Ahoy! Button
- 1 Mobile Tray
- 1 Table Runner
- 1 Easel Card (11 x 14)
- 1 Away From Table Easel Card (7 x 11)
- 100 Napkins

What To Wear:

- Black pants/skirt and white collared shirt/blouse OR Retailer Approved Uniform
- Black, close-toed non-slip shoes (no open-toed shoes or gym shoes)
- Gloves
- Apron (brought from home)
- Agency approved hair restraint
- Chips Ahoy! button

The following Pre-Event Checklist must be completed prior to your sampling event

- Read and understand **all** of the information in this training manual.
- Review your kit contents for accuracy.
- Conduct your pre-call to the store 3 days before your event and ask the receiving clerk if the product is in stock.
- Activate your debit card the day before your event.
- Ensure you bring the following items to your demo: Entire kit contents, Demo Table, Table Cloth, Pen (to complete paperwork), Apron, Tape, Paperwork, Small Trash Can or Trash Bag



Features & Benefits

- Chips Ahoy! introduces cookies inspired by ice cream flavors with Chips Ahoy! Ice Cream Creations. No melting, no brain freeze, just yummy goodness.
- For a minty, chocolaty taste, look no further than Chips Ahoy! Ice Cream Creations Mint Chocolate Chip - a chewy, double chocolate chip cookie with mint chips.
- Coffee & Chocolate lovers unite to savor a delicious chewy chocolate chip cookie with a blend of mocha chunks and delicious chocolate chips in Chips Ahoy! Ice Cream Creations Mocha Chunk.
- No Straw required for Chips Ahoy! Ice Cream Creations Root Beer Float! This chewy cookie comes packed with vanilla and root beer flavored chips to deliver that one of a kind classic taste of a root beer float.
- For slightly sweet caramel flavors there's Chips Ahoy! Ice Cream Creations Dulce de Leche, a delicious, crunchy cookie with dulce de leche chips.

Chips Ahoy! Fun Facts

- Chips Ahoy! has been challenging the conventions of the chocolate chip cookie for 50 years. Yes, America's favorite chocolate chip cookie is celebrating its 50th birthday this year, and to do so, will unleash the Ahoy! spirit with festivities throughout 2014 - starting with its newest twist on the chocolate chip cookie - Chips Ahoy! Ice Cream Creations!
- And the fun doesn't stop there. Chips Ahoy! launched a new "It Takes Ahoy!" marketing campaign about nudging the smallest conventions of the "supposed to" in March that features the return of an old friend with a new look - the Chips Ahoy! Cookie Guy. The campaign also includes TV, digital, social media and in-store promotions.
- Chips Ahoy! nudges the conventions of what a Chips Ahoy! cookie is "supposed to" be with the launch of Chips Ahoy! Ice Cream Creations Dulce de Leche and Root Beer Float - the first Chips Ahoy! cookies without ANY chocolate chips included. These aren't the only Chips Ahoy! cookies that are nudging conventions though, there are over 18 different flavors of Chips Ahoy! cookies including Brownie Filled, Reese's and Chunky.

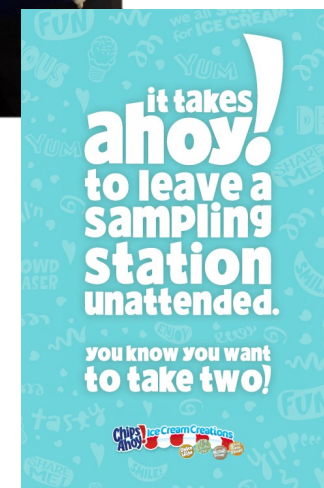
Executing the Event at Your Table

1. Arrive to your event on time and introduce yourself to the Store Manager. Try to set up as close to the Chips Ahoy! Ice Cream Creations product and display as possible or near the cookie or ice cream aisle.
2. Build a small table display of the Chips Ahoy! Ice Cream Creations product for shoppers to purchase directly from your table.
3. Place your mobile tray unit on your table with the strap in the back (Keep the strap in the mobile tray unit unless you are using it to move around the area). Open one (1) package of each Chips Ahoy! Ice Cream Creations flavor. Place one (1) cookie in a paper cone and place the paper cone in your mobile tray with the Chips Ahoy! logo facing out towards the shoppers. Make sure the paper cone is secure and as far down as it can go in the mobile tray. The cookie should be peaking out of the paper cone (about half the cookie should be visible), looking similar to an ice cream scoop in a cone. Make sure to keep the flavors separated, so you can give the correct flavor out for sampling.
4. Please have this tray on your table filled with samples at all times. (Unless you are approved to move around the store—see next page)
5. Encourage shoppers to try multiple flavors and ask their thoughts/opinions about the new Chips Ahoy! Ice Cream Creations cookies.
6. Have all 12 oval holes of your mobile tray filled at all times with Chips Ahoy! Ice Cream Creations flavors. Be aware of where you placed each flavor of Chips Ahoy! Ice Cream Creations in the mobile tray.
7. Recite the features and benefits to each shopper as they sample the product and encourage them to purchase the new Chips Ahoy! Ice Cream Creations cookies with the recipe card and money saving coupon.



Executing the Event with Mobile Tray

1. If you are allowed to move around the store with your mobile tray (with store manager's approval) place your second easel card (smaller size, "it takes ahoy! to leave a sampling station unattended") on the table to alert shoppers that you are walking around the sampling area.
2. The mobile tray provided in your kit will be assembled however, you will need to disassemble it in order to pull the white strap out.
3. Place your mobile tray unit on your table with the strap in the back. Open one (1) package of each Chips Ahoy! Ice Cream Creations flavor. Place one (1) cookie in a cone and place the paper cone in your mobile tray with the Chips Ahoy! logo facing out towards the shoppers. Make sure the cone is secure and as far down as it can go in the mobile tray. The cookie should be peaking out of the cone (about half cookies should be visible), looking similar to an ice cream scoop in a cone. Make sure to keep the flavors separated, so you can give the correct flavor out for sampling.
4. Before you move around the sampling area, please place two (2) samples of each of the four (4) Chips Ahoy! Ice Cream Creations flavors out on your table. There should be one (1) cookie per napkin. Make sure the smaller easel card is displayed near the samples for shoppers to see.
5. The tray strap will go over your head so that the strap rests between the back of the tray and your body. **Make sure you always have one hand on the tray to secure it from tipping forward!**
6. When walking about the store, you will need to be in full view of your sampling table at all times. Do not roam more than 500 feet away from your table.
7. Have all 12 oval holes of your mobile tray filled at all times with Chips Ahoy! Ice Cream Creations flavors. Be aware of where you placed each flavor in the tray.
8. Encourage shoppers to try multiple flavors and ask their thoughts/opinions about the new Chips Ahoy! Ice Cream Creations cookies.
9. Recite the features and benefits to each shopper as they sample the product and encourage them to purchase the new Chips Ahoy! Ice Cream Creations cookies with the recipe card and money saving coupon.





Post Event:

- Return any Chips Ahoy! Ice Cream Creations product from your table display back to the shelf.
- DO NOT take sample product out of the store. Leave any leftover samples with the Store Manager or in the employee break room.
- Clean up, breakdown your table and leave your area as you found it.
- Complete your PromoReports® Form and obtain a store stamp and a manager's signature.
- Destroy any remaining recipe cards with coupons at the end of the day.
- It is mandatory that you enter your results online or call into PromoReports® to report your results upon demo completion. For online entry, please follow the instructions on your PromoReports® form. If you are purchasing product, do NOT include the product you are purchasing in your inventory count.
- Retain your PromoReports® Form for 1 year after calling in your results.
- If you are third party agent (not working directly for PromoWorks) please follow your agency's instructions on receipts and PromoReports® form.

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.

You **must** have your Allergen signs (from this Training Manual and/or in your kit) displayed on the front of the table during your demo.



Please recycle your consumer engagement materials when possible.



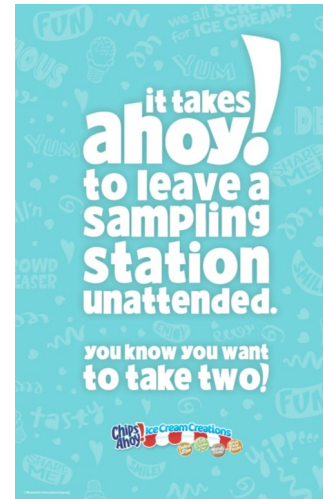
Chips Ahoy! Ice Cream Creations Branded Kit Items:



Table Runner



Large Easel Card
(Display on table)



Away from Table Easel Card
(to use only if you are roaming with mobile tray)



Button



Mobile Tray



Paper Cones



Front of Coupon



Back of Coupon

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Allergen Information

Chips Ahoy! Ice Cream Creations - Mint Chocolate Chip

Chips Ahoy! Ice Cream Creations - Mocha Chunk

Chips Ahoy! Ice Cream Creations - Root Beer Float

Chips Ahoy! Ice Cream Creations - Dulce de Leche

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