**COVERAGE AND INFRASTRUCTURE SLIDE**

It is very important to describe in which cities do we have offices; where else can be touched with the promotional impulse and some of the business center services their customer will have.

**ADMINISTRATIVE WARRANTY SLIDE**

Customers do need to know about the specialized departments the Agency has to offer them in order to resolve daily contingencies and in case of some urgency.
VALUE ADDED SERVICES SLIDE

This is a very important slide, where we must presume our scope of value added services, where customers can find hidden needs and unexpected solutions, all for the same prize.

TRAINING AND MOTIVATION SLIDE

This is a strategic slide where we must reflect our specialized approach for training needs, due to their core business is related directly with people management.
INFORMATION SLIDE

This strategic & tactical slide reflects how we handle all the marketing and promotional information, obtained directly from the different point of purchases where customers have promotions and where the buying decisions are directly taken.

ADDITIONAL INFORMATION AND CONTROLS SLIDE

The way information is obtained and the kind of it, leads the Customer to a higher level view of the Agency experience to control de promotional development in a medium-long basis plan, through a dynamic and hyperactive challenged market.
THE SUPERVISION SLIDE

Every promotional activity must be supervised permanently. This is a point where all customers press assuming people don’t need to be supervised if they are well trained and well paid. Thing that as another cultural phenomenon, in Mexico is almost impossible to achieve. There are many factors to be correctly explained to justify this basic control.

HEADQUARTERS AND FOREIGN OFFICES SLIDE

The coverage is truly important, but the way each Agency approaches to the Customers needs and budget is even more.
FOREIGN OFFICES SLIDE

The promotional market is used many times to commit a fraud. That is why it is needed to give real confidence to the customer specially before starting a promotional activity about the real facilities do we have and the experience in the cities around each.

FOREIGN OFFICES SLIDE

If the Agency has different foreign offices, it is important to give the adequate visibility to the customer, in order to gain the account pursuit.
CONCLUSION SLIDE

In this important slide, we must deliver our last message to the potential customers.

PROPOSALS AND CUSTOMER PRESENTATIONS STUDY CASE

Agencies have a crude problem. We have to develop many proposals in order to win some of them; making them first to invest much time in this activity and many other times watching how their proposals are used by the same customer, but with other 3rd part provider. This no loyal environment makes the market suffer lack of confidence in both sides. While at other perspective, it can easily be understood how agencies grow developing specialized areas and departments just focused to develop proposals, to develop financial advantages, even sometimes to develop saving programs upon affecting the common laws and taxes.
TEASERS SLIDE
It is a common way to start a promotional proposal.

GENERAL DESCRIPTION SERVICES SLIDE
It is important to try to describe all the promotional scope in just one slide.

PUBLICIDAD MÓVIL y MARKETING 360°
"LA IMAGEN PERFECTA PARA PRODUCTOS GENERAL MILLS DE SU PROPIO PROMOTIONAL TEAM”
ADP PROMOTIONS AGENCY 2007

¿Quieres más "GENERAL MILLS" al hacer proyección en solo el punto de venta, sin ningún gasto ni ningún tipo de promociones? ¿Quieres tu producto "GENERAL MILLS" en su propio Promotional Team y reforzar su presencia en el punto de venta? ¿Y si lo tienes a un costo increíblemente bajo, ¡elige LA FENIX!

¿POR SUPUESTO QUE SÍ!
"LA IMAGEN PERFECTA DE SU PROPIO PROMOTIONAL TEAM”
BUSCANDO ALTERNATIVAS PARA VENDER MÁS
ADP PROMOTIONS AGENCY ES SU MEJOR OPCION!

GENERAL DESCRIPTION SLIDE
Here the Agencies must show their objectives and benefits so customer can see if the concept of operation is applicable.
Here the Agencies can explain the general scope of service, the period, examples and more details.

SCOPE & EXAMPLES SLIDE

LA IMAGEN PERFECTA DE SU PROPIO PROMOTIONAL TEAM

RADIO CON SCAJA

TRANSFORMACION CAMPAÑAS

ARTE DE PUBLICIDAD

CORREO CLASICO

MOTOCICLETAS

INFLABLES

BRANDING CHARACTERS

... Y OUAQUIERA IDEA QUE "GENERAL MILLS" TENGA EN MENT.

* TRABAJAR Bajo LA PROFECCIONAL AGENT.

SPOTS SLIDE

This is the correct slide to expose all spots to be visited during the promotional activity.

EXAMPLES SLIDE

Here, for instance, is perfect to show the promotional materials to be used.

* PUBLICIDAD Bajo LA PROFECCIONAL AGENT.
OPERATION COMPARISONS SLIDE

Here Agencies can develop different comparisons in order to support their recommendations.

OPERATION CALENDAR SLIDE

Here Agencies calendar their recommendations.
GENERAL SERVICE SCOPE SLIDE

Here Agencies can show the wide scope of their services and how all the activities try to perform a unified master plan that benefit not just consumers, obviously, but the brand success first of all.

ADDITIONALS SLIDE

POINT OF PURCHASE AND OTHER SUPPORT MATERIALS SLIDE

BUDGET SLIDE

It is very important to give examples of how budget will be determined.