



Agency Credentials

2013

10

YEARS

***We deliver
Brand Experience
since 2003***

**Winner of Effie
Bronze Award 2013
for “ Absolut Blank
Campaign”** as the
implementation
agency.

Concept/Entrant agency :
G2 Romania/ PR Agency :
2 Active PR



Member of

***Our
Mission
Statement***



Brand experience delivery is our core business and consequently we want to be part of any activity at the consumer touch point.

FLM in facts&figures

Since 2003

FLM creates experience moments where consumer meets the brand

Very large and diverse expertise in one-to-one communication campaigns

*5 offices
throughout the
country*

1 Head office in Bucharest

4 Regional offices in Brasov, Iasi, Cluj, Timisoara

*56 full time
employees*

23 people in Bucharest/33 people spread around the country

They supervise and coordinate promotional teams throughout the whole country

*2,200,000
promotional
hours*

More than 2200K hours of activity provided for various types of BTL/field marketing programs(promotions at point of sale or consumption, sampling, tasting, merchandising, road shows, events, etc.),

**Creation of
complex and
innovative
Activation
Mechanisms** for
both the brand and
the consumer

Implementation;
Recruitment of
personnel for
promotional activities &
Specialized staff;
Training - Central or
local/regional;
Supervising;
Reporting

**Graphic Design,
Copywriting**
**Production &
Acquisition
Management** for
promotional materials;

Complete
**Logistics
Management**
both central and
locally (handling,
transport, storage)

*This is
what we
deliver...*

Legal support
for Promotional
regulations;
**Collection of
personal data**
related promotional
activities

- FLM proves continuity in its business through the continuous partnerships and collaborations activating our client's brands in different promotion channels



And projects for ...

Brands activated in the last 2-3 years

FLM-Existing structure & resources

Central Office

in Bucharest – provides full management and coordination

5 Regional Offices

in Iasi, Brasov, Cluj, Timisoara, Bucharest – ensure regional/local management, regional coordination and business relationship with sites/stores where promotion projects are being implemented

7 Regional Field Managers

in Bucharest, Constanta, Galati/Braila, Iasi, Brasov, Cluj, Timisoara (each of whom has at least 5 years of experience in this position with Front Line Marketing)

Area/Local permanent Supervisors

Alba-Iulia, Bacau, Baia Mare, Brasov, Bucuresti, Cluj, Cosntanta, Craiova, Deva, Hunedoara, Focsani, Galati, Iasi, Oradea, Pitesti, Ploiesti, Satu-Mare, Sibiu, Targu-Mures, Timisoara.
Team Leaders for local projects in each major city (see map) – total 52 out of which 26 are permanent staff

**Our Field
Department is the
Engine** of all
promotional projects
undertaken by the
agency



Responsibilities: planning and organization of field work, recruitment, learning and constant training of team leaders and promoters, distributing and collecting materials and / or products involved in projects, quality control services, etc.

All personnel is employed by Front Line Marketing in accordance with the current legislation;

FLM-Existing Resources Map & Office Addresses



CITY	TYPE OF WORKING POINT	ADDRESS
Bucuresti	Central Office	150, Vasile Lascar Str, sect 2
Iasi	Regional Office	20, Petre Tutea Str.
Cluj	Regional Office	78 Dorobantilor Str.
Timisoara	Regional Office	1/D Carei Str.
Brasov	Regional Office	68 Vlahuta Blvd.
Bucuresti	Central Warehouse	Zona Fundeni
Brasov	Regional Warehouse	Carpatex Industrial Platform

-  Regional office
-  Regional manager
-  Local /city manager
-  Warehouse

Temporary warehouse in Constanta during summer for seaside activations support (every year June – September)
 There is allocated space for storage (giveaways/outfits/others) in all regional offices
 Non-permanent storage solutions available in all the cities pending on requirements



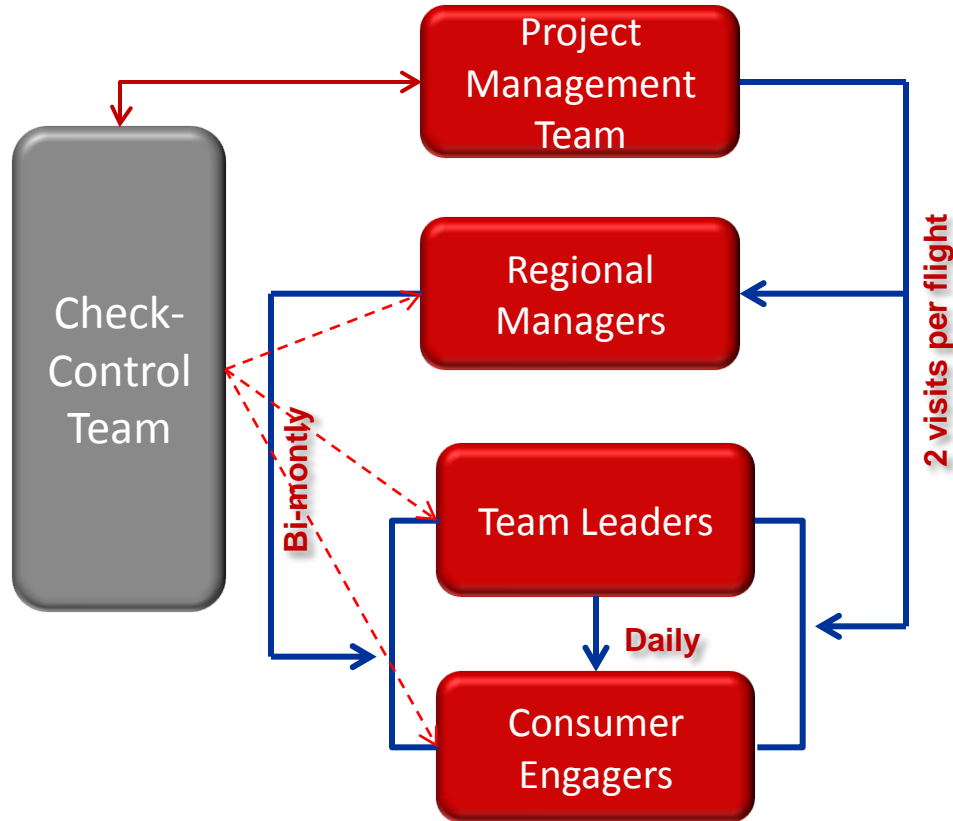
Argument for supervision with **7 Regional Managers**

Our supervision structure already exists!

- It has an **excellent expertise** in major projects during the years
- Each individual has **more than 5 years** of experience with FLM
- It offers more speed, flexibility and coverage in control and supervision
- Less number of teams to be supervised by one Regional Manager
- **Lower supervision costs** (transport, accommodation, etc) due to smaller area covered by one individual

Supervision

Structure and Flow



Who's doing What

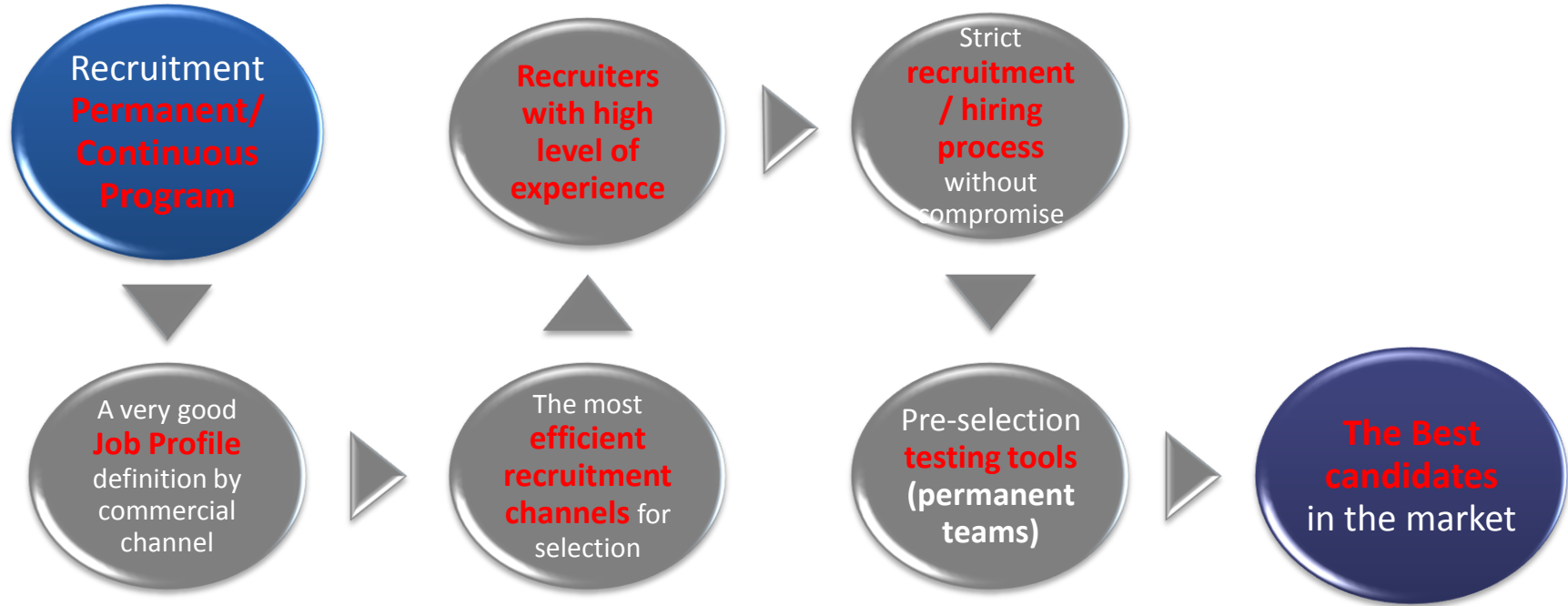
- **Project Management Team**
 - Ad-hoc checking of : Execution Excellence, Stock accuracy. Minimum two visits per campaign flight
- **Regional Managers**
 - Minimum Bi-monthly regional supervision and checking of each TL+Promo team. Execution Excellence, Stock accuracy.
- **Team Leader**
 - Daily local supervision and control of Promo team: campaign implementation, out-fit; attitude and clear message communication, stock accuracy,, etc
- **Check control team**
 - This is FLM's internal control tool
 - Ad-hoc un-announced checking for all people involved in supervision and implementation)
 - Frequency : at least one visit per flight per city

Check-Control Team

FLM internal control tool

- It is under **direct subordination of the Account/Project Management Team**
- It is **based on “mystery customer”** type of activity so team members are changed periodically (switch between regions) and it is organized and deployed for major projects
- The control team members do not have direct or indirect relationship with the field teams
- Unforeseen **timing and routing** - **established by Account/Project Management Team**
- **Focus on**
 - **The complete team presence in the field**
 - **Activation schedule compliance**
 - **Instant Stock control**
 - **Targeted consumers approach**
 - **Out-fit/promotional materials/etc accuracy**

Recruitment key ingredients



It's mandatory to **look** good but it's ALSO important to have the right **attitude** and **abilities** for this position

On-line/off-line pre-selection tests developed by out-sourced HR specialist : aptitude/ability test; personality test; handle stress test;

Recruitment channels

Consumer Engager's Recruitment Tools

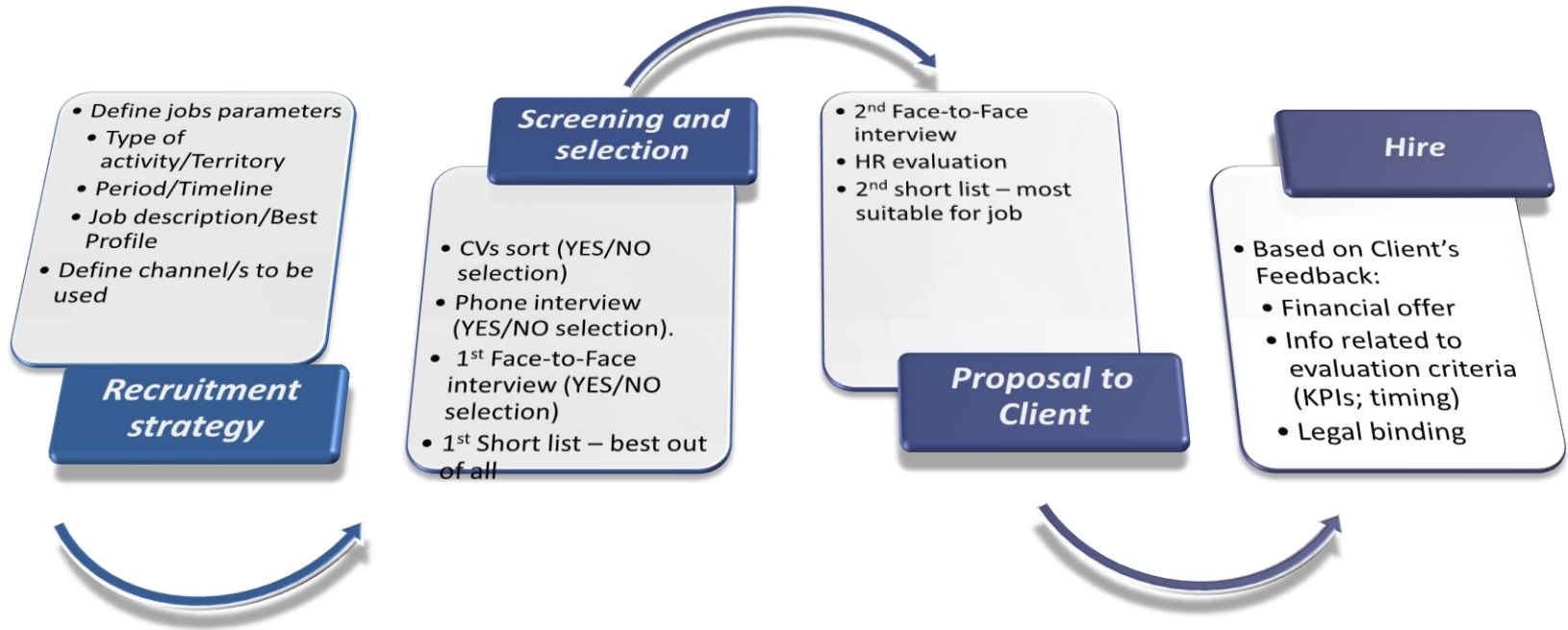
- Recruitment channels
 - **Universities & Campuses** – main pool of resources
 - Dedicated **recruitment advertisement** in campus and universities area
 - (For project that requires permanent teams we dedicate **Brand Ambassadors in each University Campus** to identify better resources and create positive awareness)
 - **Specialized on-line tools**



- **Our own-use online recruitment platform:** www.promojobs.ro (under construction, to be ready-end of the year)

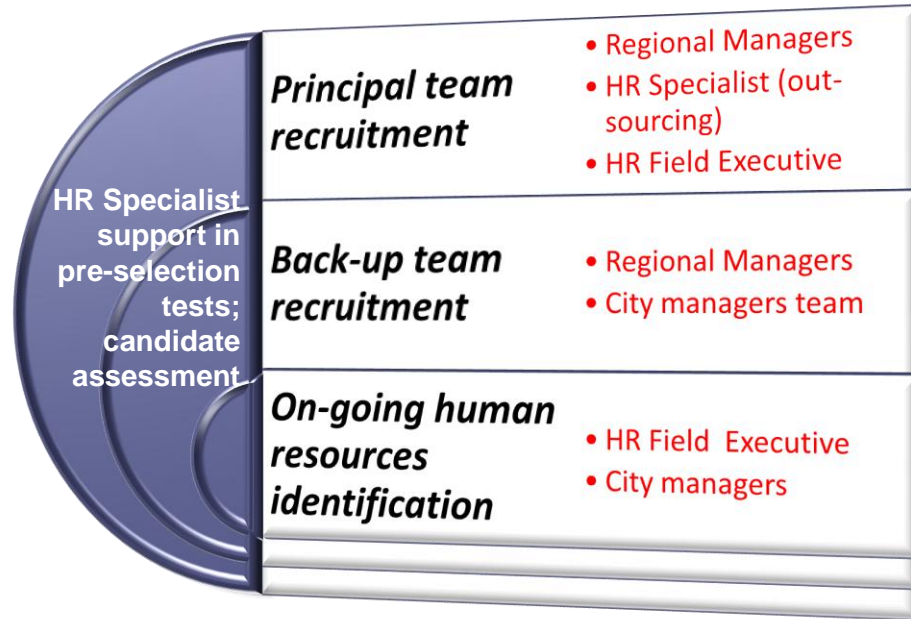
Recruitment

Consumer Engager's recruitment/hiring process



Recruiters

We have Experienced recruiters vs needs



Regional Managers (RM)

- Over 5 years experience in this position with Front Line Marketing–recruitment is one of the main responsibility in their job
- Over 300 collaborators recruited, trained and managed per year (by each RM) – different profiles and jobs
- 4 RM (out of 7) - specialized Recruitment Training module

HR Field Executive (in Bucharest)

- 3 years of experience in this position
- Over 800 collaborators interviewed and recruited per year - different profiles and jobs

City Managers / Team Leaders

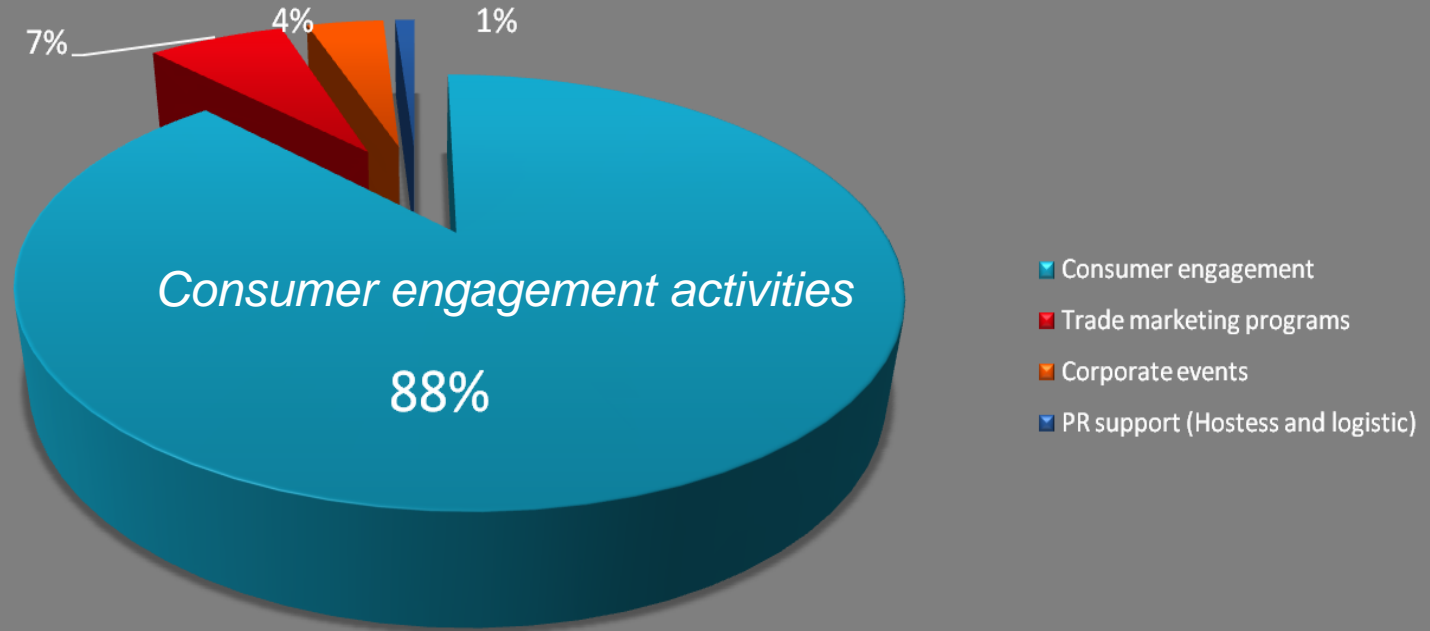
- Experienced resources for basic recruitment in each major city in the country

1 HR Specialist

- outsourced part-time consultant for big projects recruitment and training strategies

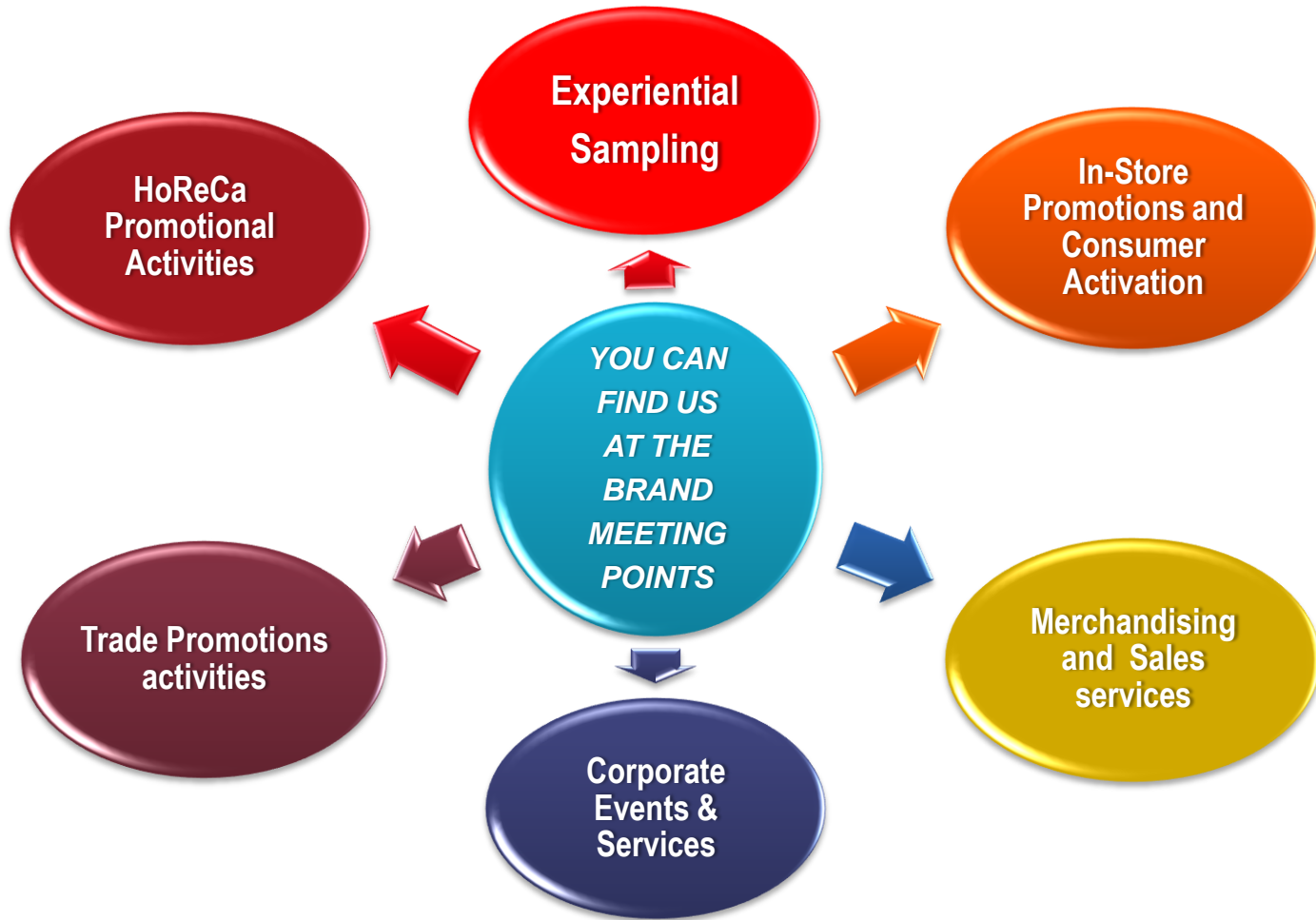
FLM-Volume of Business

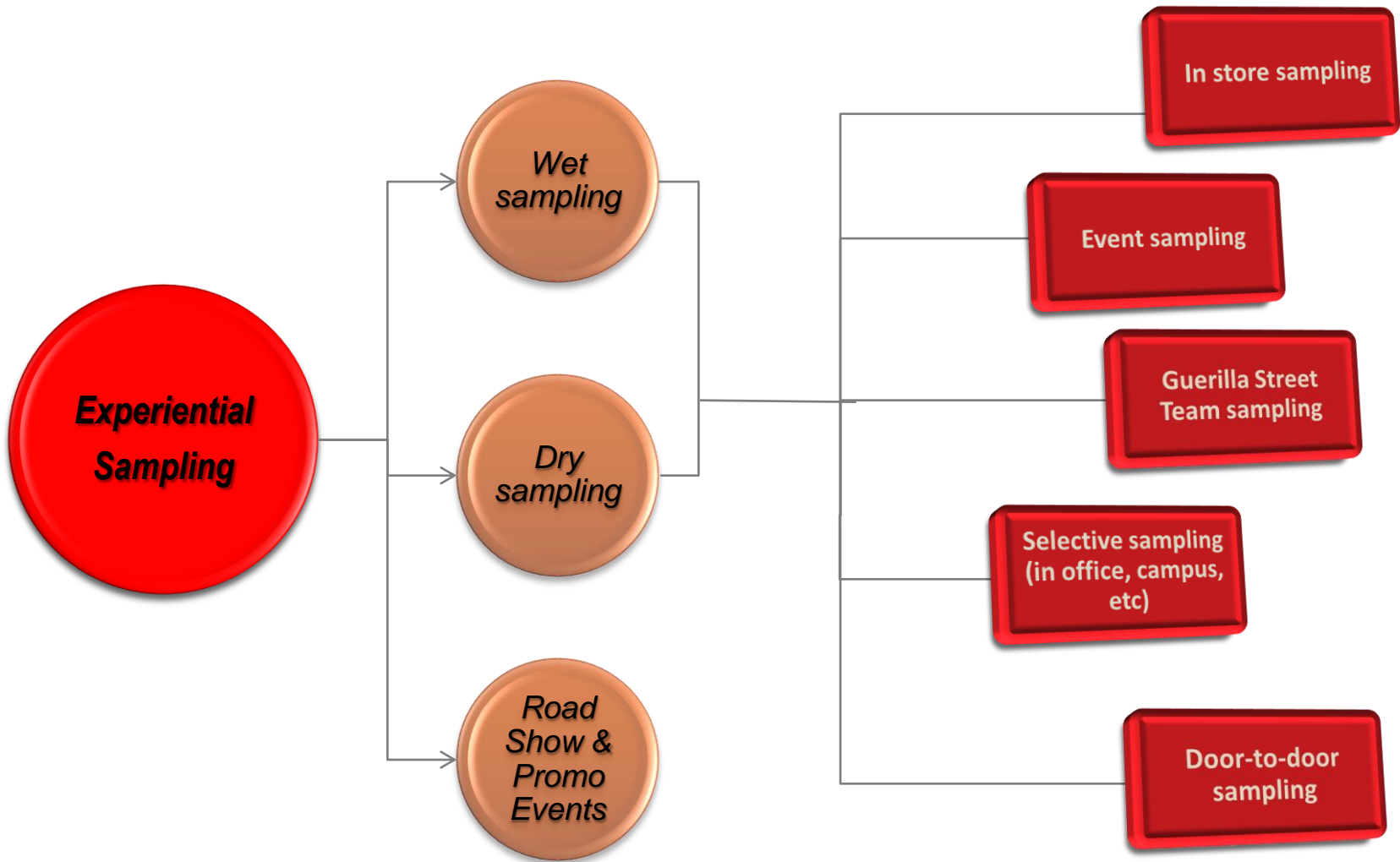
Breakdown by categories of main services



FLM- highlights

- Our main clients are in the **FMCG sector**
- The **offices in Bucharest, Brasov, Iasi, Cluj, Timisoara**, together with the coordination points in **Galati and Constanta** allow the company to implement and monitor the promotional activities with/without promoters in the most important Romanian counties (big cities and small to middle towns as well).
 - During the years the structure covered also promotional activities in rural areas and in very small communities
- **The Agency has 56 field-marketing active**, skilled representatives, thus permitting clients to activate BTL programs, simultaneously or staggered, in over **400 retail locations and/or 50 cities**.
- It hires, on contract basis, **over 1500 promoters/hostess/TL** a year for more than **60 000** promotional working man-days.





In-Store Sampling

- **Friesland / Napolact**
 - Permanent sampling programs at national level for all brands (Napolact, Milli, Dots, etc) and products (yogurts, milk, cheese, yellowcheese, etc) portfolio
- **Caroli**
 - Continuous sampling program for all products portfolio – KA, national coverage
- **Chio**
 - New chips aroma launch 2013: “aripioare picante” & “shaorma” – national KA sampling program
- **Other**
 - Ursus Cooler; Timisoreana Bruna; Coca-Cola; Nestea; Coca-Cola zero; etc



Event Sampling

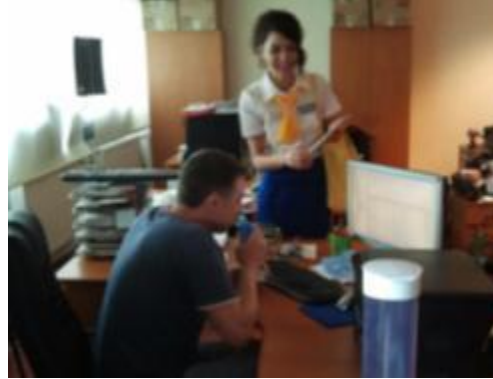
- ***Coca-Cola B'estfest 2011 & 2012***
 - Consumer mass sampling
 - Over 10.000 contacts
- ***Coca-Cola – 007 Skyfall opening gala event***
 - Location: Afi Palace Cotroceni - Cinema City
 - Branding, sampling and logistics management
- ***Other Event sampling activations***
 - ADFel
 - World Yachting Championship
 - Peninsula Festival
 - The Biggest concerts in Bucharest 2011&2012



Selective Sampling In-Office

➤ **Nivea for Men – Skin Energy**

- ✓ **5 Cities** (Bucuresti, Iasi, Timisoara, Cluj, Brasov)
- ✓ Mechanism: Sampling + 1-to-1 communication
- ✓ Around **20.000 direct contacts**



✓ Other Clients:

- ✓ Coca-Cola
- ✓ Napolact
- ✓ Orkla



Selective Sampling In-Campus

- **Chio 2013**
 - ✓ New chips aroma launch 2013: “aripioare picante” & “shaorma”
 - ✓ 6 cities
 - ✓ Over 40.000 direct contacts
- **Coca-Cola – Euro 2012 Campaign & Olympics 2012 Campaign**
 - ✓ **10 Cities** (Bucuresti, Iasi, Timisoara, Cluj, Brasov, Constanta, Galati, Tg Mures, Oradea, Sibiu, Ploiesti)
 - ✓ **Over 160.000 direct contacts** (in two activation waves)
- ✓ **Coca-Cola Teens Sampling Program 2011**
 - ✓ **7 cities** (Bucuresti, Iasi, Timisoara, Cluj, Brasov, Constanta, Galati)
 - ✓ **Over 95.000 direct contacts**



Guerilla Street Team Sampling

- **Coke Connect – National Sampling 2013**
 - **Activation in progress**
- **Fanta Sampling 2012**
 - **Objectives:** recruit teens 12-16 y.o. under *Fanta*. *Fii natural!* Platform
 - **Channels** – Out-Door: Seaside, Public Places, parks, etc
 - **9 Cities** and Black Sea Resorts
 - **Contacts: 480.000**
- **Coke Teens Sampling 2012**
 - **Channels** – Out-Door: Seaside, Public Places, parks, etc
 - **16 Cities** and Black Sea Resorts
 - **Contacts: over 900.000**



Door-to-Door Selective Sampling

- **Coke & Meals Experiential D2D sampling April/May 2012**
 - **OBJECTIVE:** Create a MEMORABLE AND POSITIVE ASSOCIATION BETWEEN COKE AND FOOD/FAMILY TABLE and establishing the habit of enjoying their meals with Coke.
 - **TARGET:** MUMS 30-45 y.o. at home.
 - **7 Cities:** Brasov, Constanta, Iasi, Timisoara, Oradea, Galati, Bucuresti
 - **Contacts:** over 360.000



Road Shows & Promotional events

- **Nestea Ice Cube**

Over 40.000 Direct Contacts

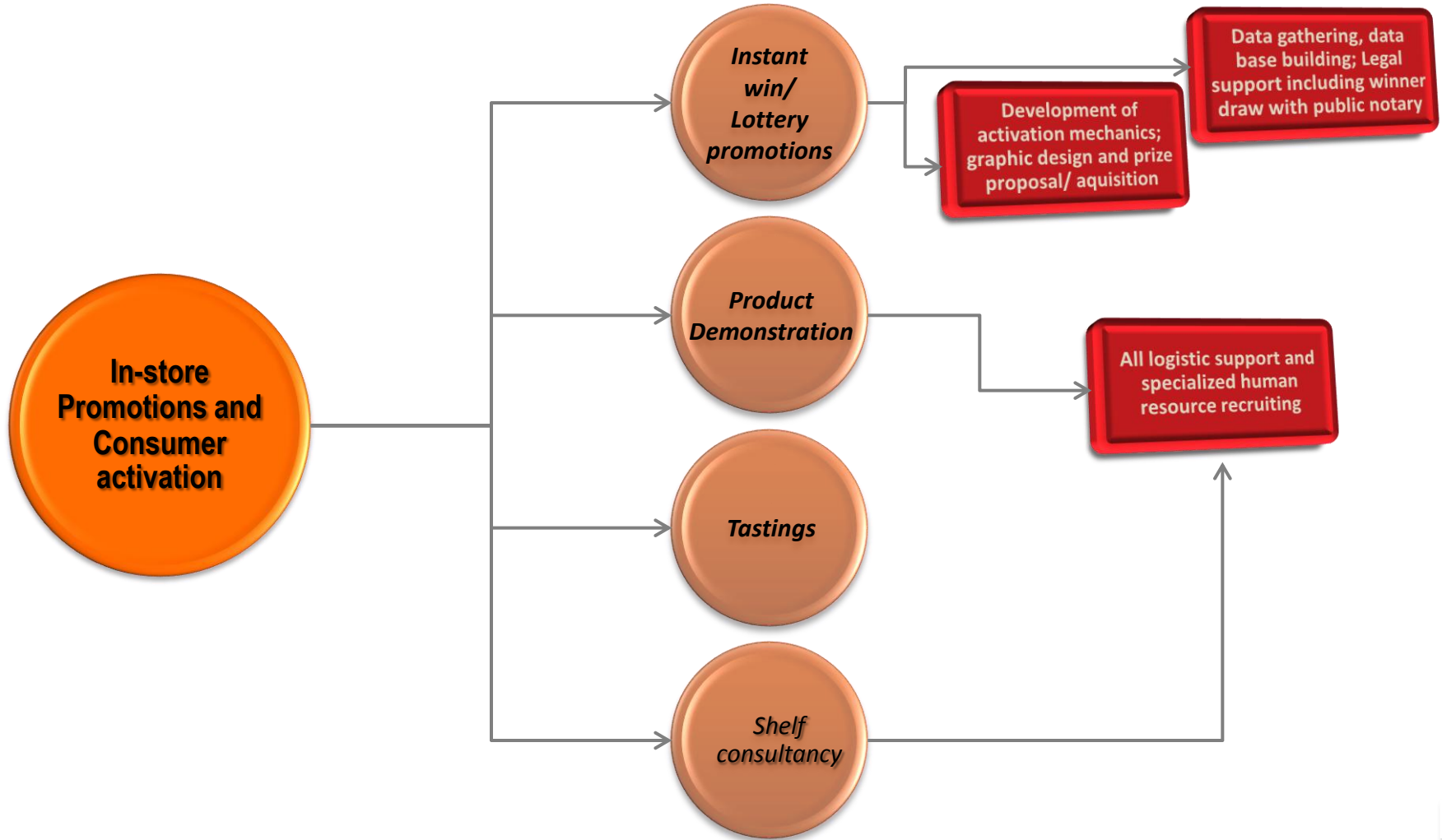
7 Events on route

Cities: Bucuresti, Brasov, Cluj
Timisoara, Mamaia, Neptun

Other:

Coca-Cola, Coca-Cola zero,
Bebeko by Beko;
Ford; Michelin; etc





Retail Projects with high complexity

FrieslandCampina Romania, Napolact, *Casa in Ardeal*

- Local teams activated in 103 locations in 25 cities
- Special branding / decorations in locations
- Sampling, instant win, lottery for the big prize
- 3 month project – over 19.000 offered prizes



Coca-Cola, Coca-Cola, Euro 2012

- 334 locations
- Special branding / decorations in locations
- 121 communications & incentive mechanisms (different per KA network)



Instant win/ Lottery promotions

FrieslandCampina/Napolact; Coca-Cola; Johnson Wax; Pernod Ricard



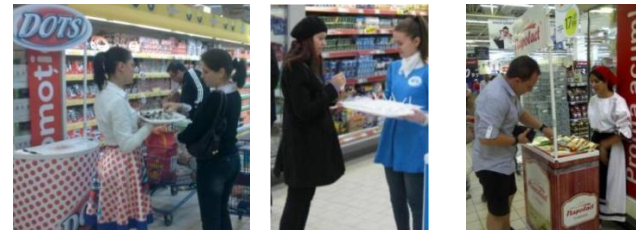
Product demonstration & Shelf consultancy

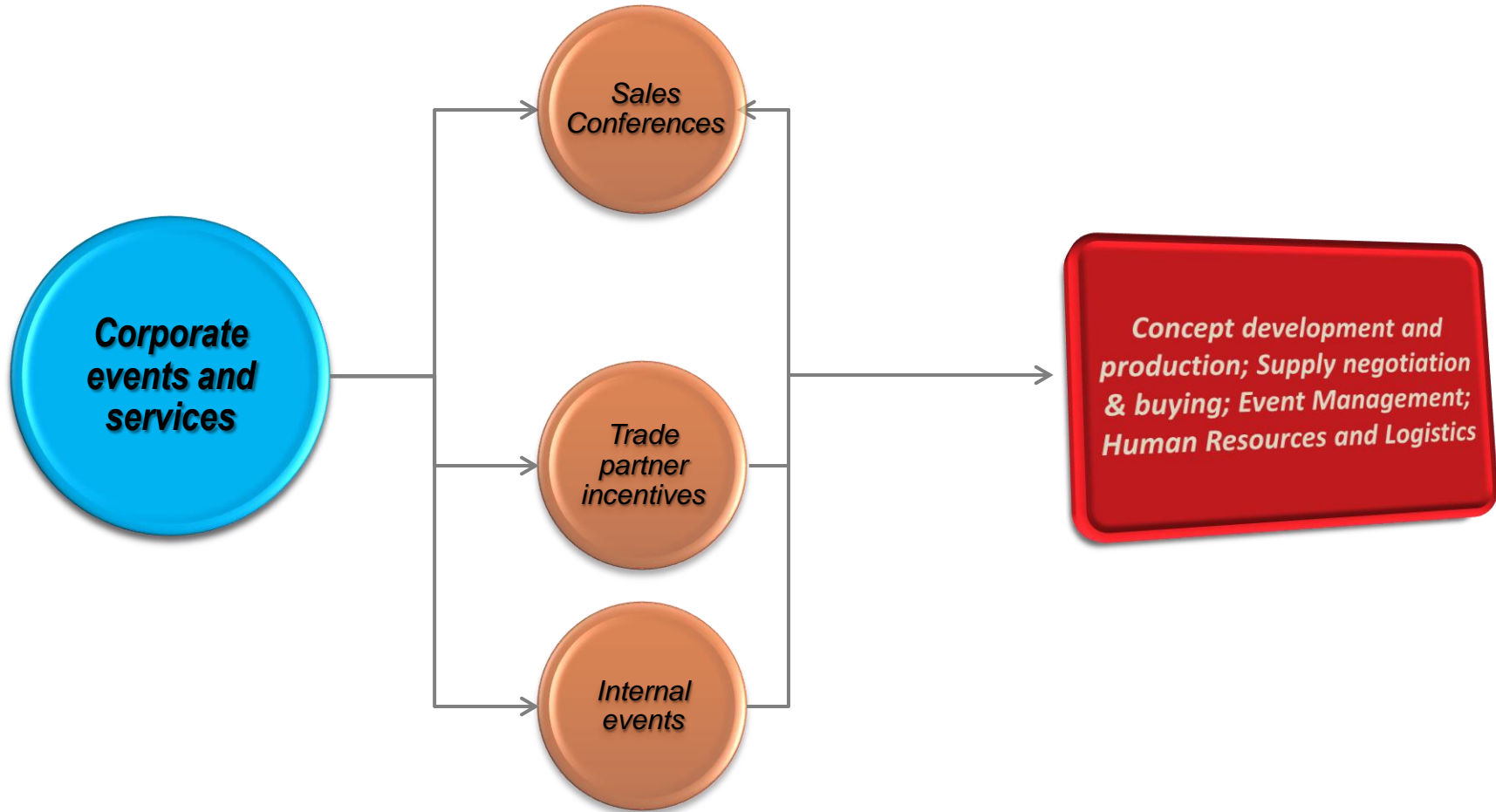
Philips, Coca-Cola; Vodafone; FrieslandCampina/Napolact; Microsoft



Open product Tastings

FrieslandCampina/Napolact; Caroli; Orkla





Coca-Cola Trade Partners Event 2012

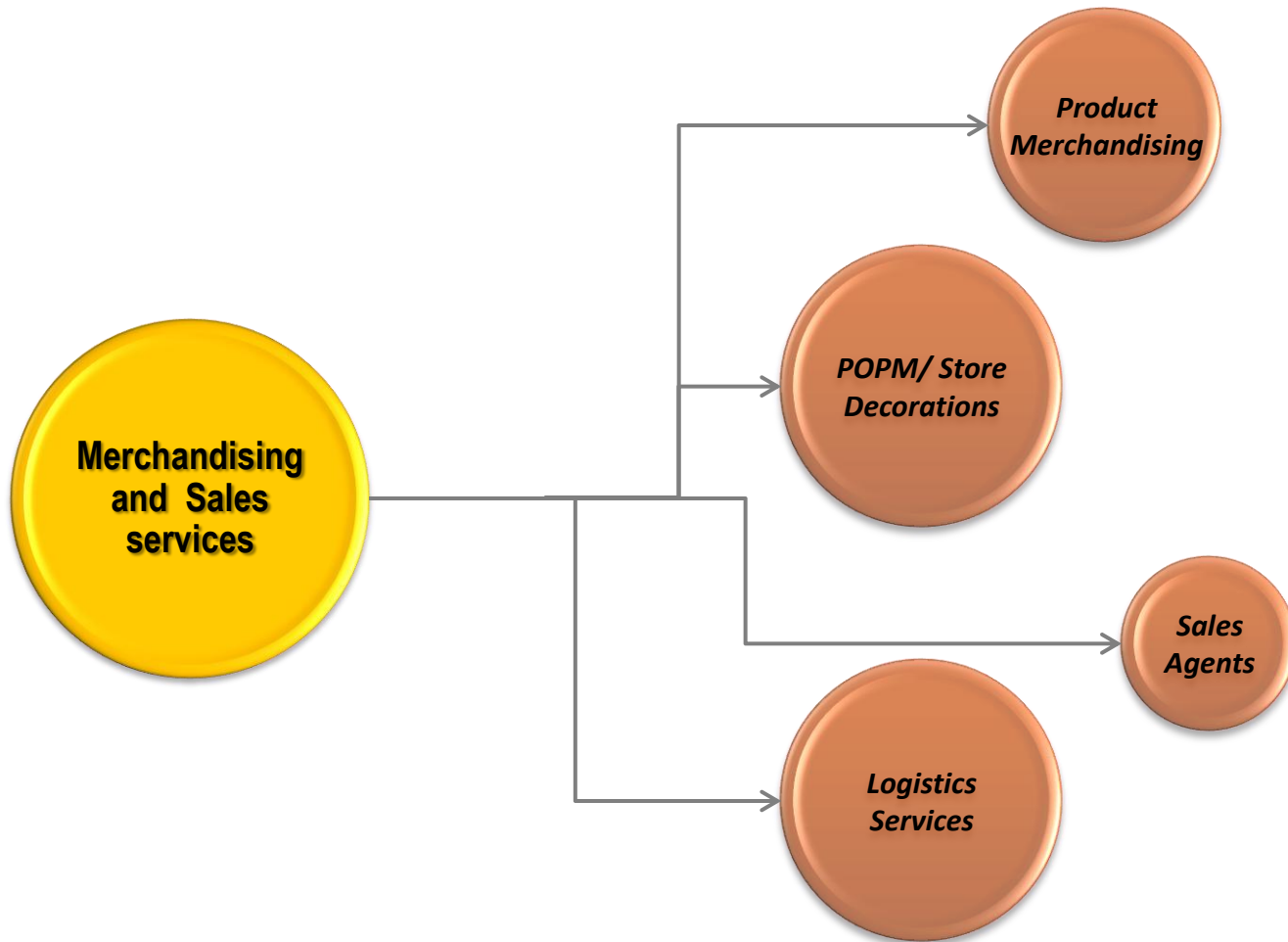
Coca-Cola 125 y celebration

**FrislandCampina/ Napolact
National Sales Conference 2012/2013**

Castrol – Trade Partners Event 2012

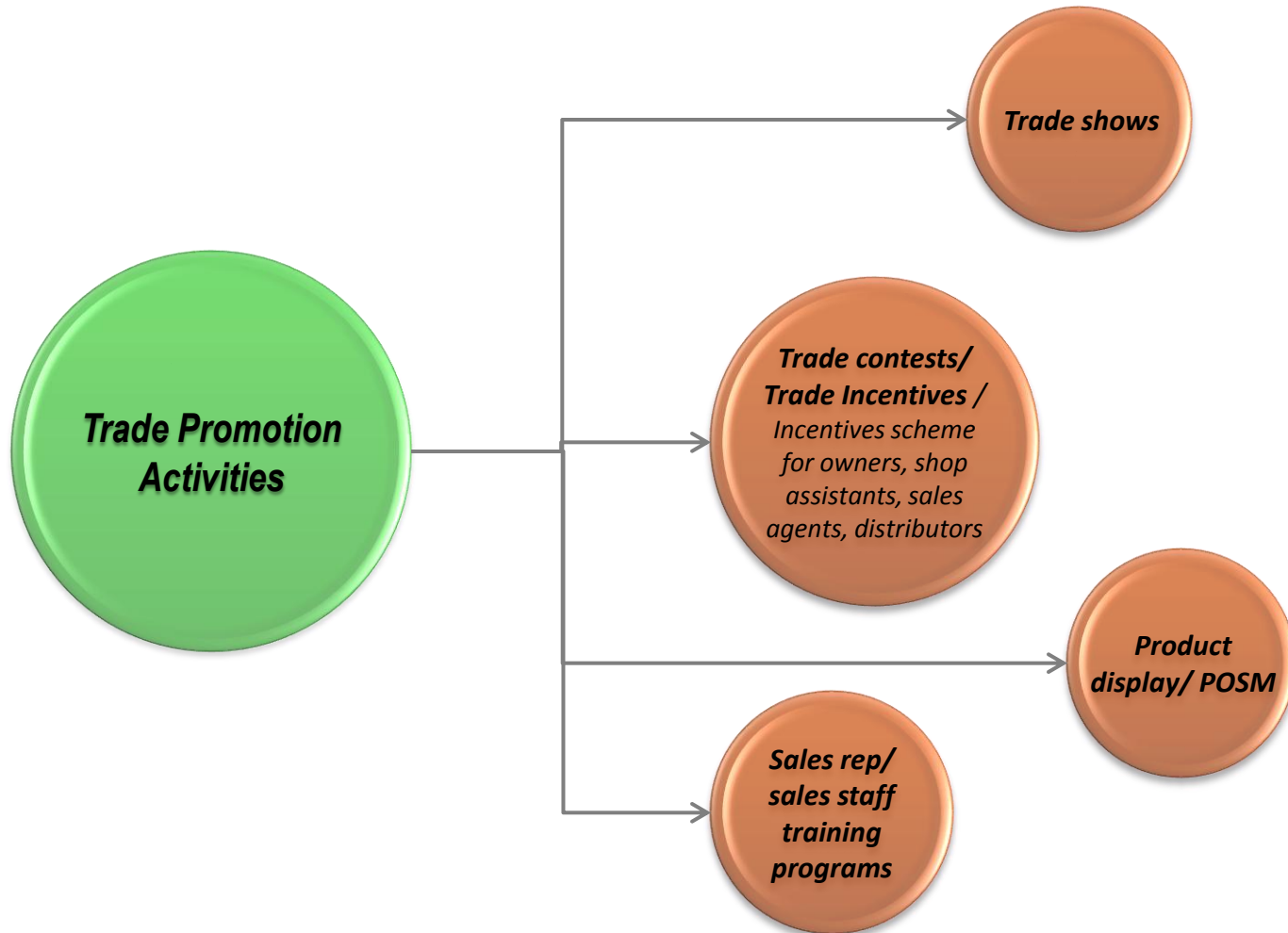
Michelin – Trade&Sales Road Show





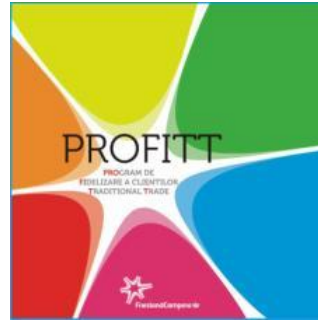
Philips
Coca-Cola
Vodafone
Caroli





***FrieslandCampina/ Napolact* PROFITT – Trade Loyalty Program 2012 & 2013**

400 stores; Target: Manager, Sales
Assistants; Sales Agents



***Ursus* – National Trade Promotion 2013**

15,000 stores; Target: Manager/Owner;
Sales People, Sales Agents; Distribution
Agents



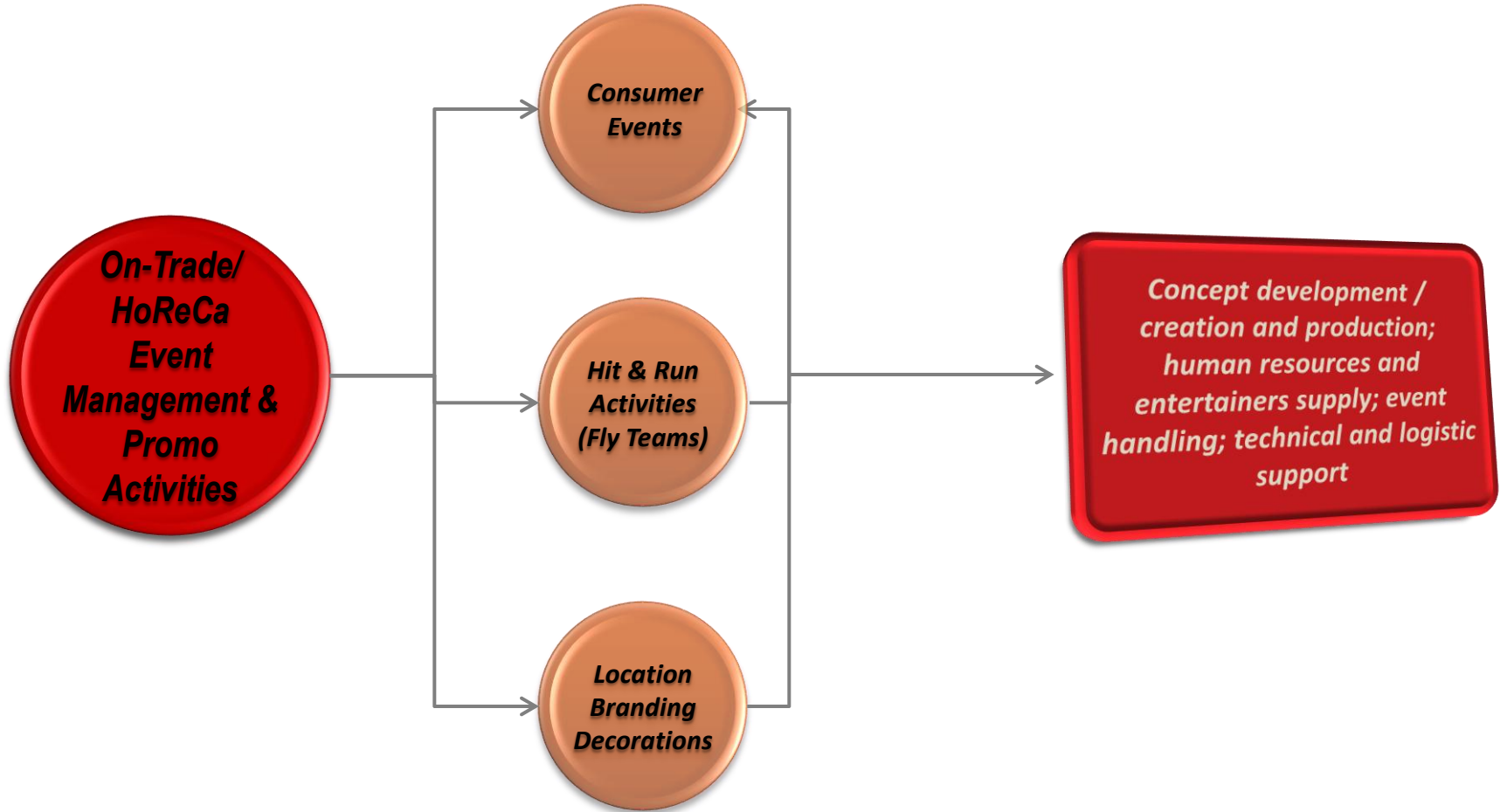
***Coca-Cola* Perfectly Served**

Bartenders Training Program; Development; creative
materials; event management; logistics

MetroExpo : Coca-Cola, Beck's

Stand Design & Production, Event Management





Consumer activation

Pernod Ricard Romania (Ballantine's, Absolut, Havana)

- Activations
 - **HoReCa**-> **121 activations** (bars, pubs, cafes, restaurants), **club events management**
 - **Special Projects: Seaside, Winter Resorts, Concerts/Festivals** – **121 activations**

Over 300 activation events in 2012

Over 100.000 direct contacts reached at events in 2012



Consumer activation

Pernod Ricard Romania, Ballantine's, Club Events DJ Party 2012-2103

- National coverage with local teams
- Over 170 events - one location per night
- Instant win activation using customized Ipad application
- Over 70.000 reached contacts; over 9.000 offered prizes; over 18.000 photos



Hit & Run activities

Pernod Ricard Romania, Ballantine's, Hit & Run - Scottish Mix

- mobile teams – hit&run activation – 5-6 locations per night
- Sampling & instant win activation using customized Ipad application
- Over 10.000 direct contacts

Other Clients:

JTI, Coca-Cola, Nivea



Special Events

Event: Color events

Client: Pernod Ricard Romania

Brand: Absolut

Period: 2012 - 2013

Services:

- Hostess services
- Tailor Made and Generic Branding
- Technical stage support (huge creative light design, A/V support)
- Sampling
- Logistic
- Brand experience activations



**Location
Branding
Decorations**



Providing Value To You

- One of the most **powerful Field Implementation Structure** (National Coverage, Expertise, Experience) in Romania
- Excellence in Execution – including **Management for large projects at national level**
- **Experienced Recruitment**
- Team Development Strategy
- **Senior Account & Project Management Staff**

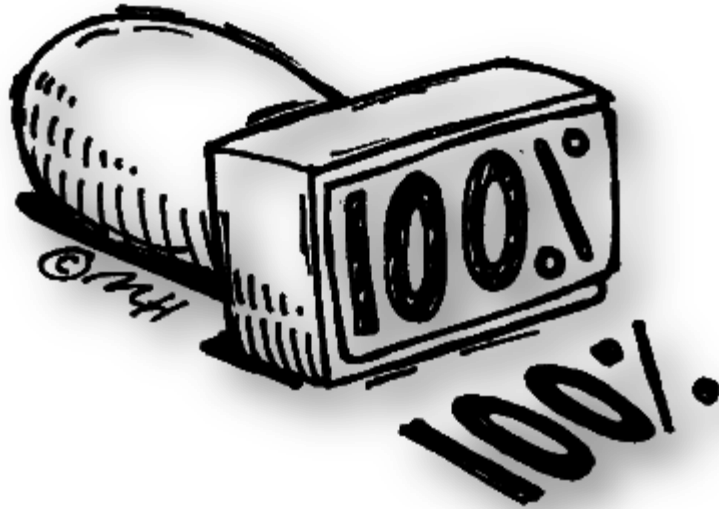
Why Front Line Marketing?

RESPONSIBILITY

OPENNESS

INTEGRITY

Why Front Line Marketing?



Think of
**Front Line
Marketing**
as your virtual
*Experiential
Consumer
Engagement* and
*One-to-One
Communication*
Team.



MULTUM ESCO
BIYAN
SHUKRIA
GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKHMET
THANK
YOU
BOLZIN
MERCY
MAAKE
GRAZIE
MEHRBANI
PALDIES
GOZAIMASHITA
EFCHARISTO
MAKETA
MINMONCHAR
DANKSCHEEN
SPASSIBO
SNACHALHUYA
NUHUN
CHALTU
WABEEJA
MAITEKA
HUI
YUSPAGARATAM
TINGKI
GUI
HATUR
UNALCHEESH
ATTO
ANBHA
MERSI
SPASIBO
DENKAUJA
NENACHALHYA
ENOKU
SIKOMO
BAIRKA
TAVTAPUCHI
MEDAWAGSE
BAIRKA
FAKAAUE
KOMAPSUMNIDA
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