

Marketing Fund & Blueprint

Your guide to Marketing with
Mainline and Orange

Marketing Fund & Blueprint

This guide is designed to help you understand how Marketing can benefit your business, and how Mainline can help you to get the most out of Marketing and the Orange brand. It also gives you information on the funding available from Mainline and Orange to help you pay for the best marketing activities for your business.

1. What is Marketing?

You already know that the main purpose of your business is to sell, sell, sell. It's simple – the more connections or upgrades you sell, the more profit you make.

How do I get the most out of my business?

The easy answer is to create awareness – awareness of your business and the benefits it can offer your customers. This goes hand in hand with the sales process, and helps you to get your message out to your customers. That's where marketing comes in.

Do I really need marketing?

Well, if you have a product or service to sell, and your market place is as competitive as the mobile phone industry, then yes – you need marketing to set you above your competitors and get that customer before someone else does.

What is my market place?

Determined by the nature of your business, your market place is the environment you operate in. It is you, your customers, your suppliers and your competitors.

How does marketing get more out of my business?

You may be ticking along quite nicely at the moment, but what if you want more? What if you want more business, more customers and more profit?

You need to promote your business, promote your products and services, and increase your potential customer base. You need to market your enterprise. You need to tell your customers why you are so great, and why they will get the best products and services from you.

Marketing sends your message out into the market place and fights for your business in this increasingly competitive environment. It tells your customers why they should choose to do business with you and not your competitor.

But I don't have time to think about marketing...

You may have your own internal marketing team to deal with that side of your business, but some of you won't have that facility available to you. That's where Mainline can support you. You want to focus on sales – leave the marketing side to us!

2. What can Mainline do for me and my business?

Mainline's team of marketing professionals are here to help you grow your Orange business. Working closely with Orange, the Mainline Marketing team have a wealth of information to share with you to help maximise your potential of your business no matter what size your company.

Our experience and knowledge of the mobile phone industry ensures that we can use tried and tested methods of promoting your business. Mainline Marketing will look at your business operations, your current customer base and your ambitions for the future, and discuss with you ways of moving your business in the right direction.

And the best bit is, all of this is funded by Mainline and Orange.

3. What is the Marketing Fund?

- The Marketing Fund is a pot of money available to you to help pay for activities that promote your business together with the Orange brand.
- The Marketing Fund is made up from Marketing Bonuses earned for New Connections.
- It is held and maintained by Mainline and issued at our approval.

4. How does the Marketing Fund work?

- You earn marketing bonus for new Consumer and Business Connections
- Marketing Bonuses are paid into your Marketing Fund after Day 14 of each month, subject to qualifying connections.
- You can claim for the cost of **approved** marketing activities from your Fund by submitting a formal claim to Mainline Marketing (see page 8 for more details).
- The cost of approved claims will be deducted from your Marketing Fund subject to sufficient funds being available.
- Claims are processed weekly on Tuesdays and payment is made into your Bank Account by BACS transfer, and will usually show on your statement on Friday.

5. How much Marketing Bonus can I earn?

- You can earn Marketing Bonus for new connections (Consumer and Business) once you have made a minimum of 10 connections in any one month.
- No bonus is payable for upgrades.
- The table below shows you how much you can earn -

Connection Type	Bonus Amount
Net New Connections Business and/or Consumer	£10
Net New Data Connections	£10

Please note that you need to make a minimum of 10 new connections per month to qualify for Marketing Bonus. This can be a combination of both Business and Consumer Connections.

The above excludes any additional bonuses applied by Mainline

- Example -
The following connections in one month will earn you -

5 x New Consumer Connections	£50.00	(5 x £10)
6 x New Business Connections	£60.00	(6 x £10)
Total Marketing Bonus Earned	£110.00	

- Your Marketing Fund does not include vat.

6. What can I use it for?

- You can use your Marketing Fund to pay for **approved** activities that promote your business together with the Orange network.
- All activities must meet the Orange guidelines (see below for more details).
- Key activities include -

<p>Media Advertising</p> <p>Radio Newspapers Billboards</p>	<p>Store Branding</p> <p>External Signage Staff Uniforms Business Stationery</p>	<p>Directory Entries</p> <p>Yellow Pages Chambers of Commerce Local Business Pages</p>
<p>Events & Exhibitions</p> <p>Trade Shows Local Exhibitions & Events</p>	<p>Direct Marketing</p> <p>Leaflet Drops Mailshots</p>	<p>Point of Sale</p> <p>Posters Leaflets</p>
<p>Product Promotion</p> <p>Customer Incentives Promotional giveaways</p>	<p>Sponsorship</p> <p>Sports Teams / Clubs and Stadiums</p>	<p>Staff Incentives</p> <p>Non-cash based Rewards and Incentives</p>

These are just some of the more common activities dealers use their Marketing Fund for. If you have a specific activity in mind that isn't included in the above table, please contact Mainline Marketing and we will be happy to advise.

7. Are there any restrictions?

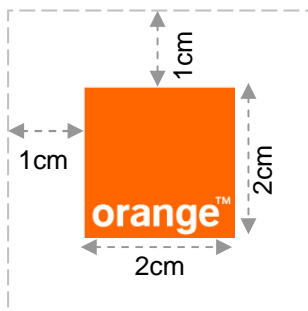
- Orange do have some restrictions on the types of activity that they will fund.
- We strongly advise that you get **approval** from Mainline before you commit to any activity to ensure it meets the Orange guidelines and can be claimed from your Marketing Fund.
- The main restrictions are –

<ul style="list-style-type: none"> • Any activity that Orange consider to be detrimental to their brand.
<ul style="list-style-type: none"> • Activities that do not promote the Orange brand.
<ul style="list-style-type: none"> • Sponsorship of under 16s teams, events and activities.
<ul style="list-style-type: none"> • Website design, build and maintenance.
<ul style="list-style-type: none"> • Purchase of business equipment (computers, printers, fax machines etc).
<ul style="list-style-type: none"> • Shop refits (carpets, furniture, fixtures and fittings etc).
<ul style="list-style-type: none"> • Staff wages, including commission or cash based staff incentives.
<ul style="list-style-type: none"> • Alcohol, tobacco or gambling related activities.

8. How should I use the Orange brand?

- The Orange brand is a highly valuable business device, both to the Orange network and its independent dealers. The brand is one of the most easily recognised and as such Orange have strict requirements on its use and application.
- The Orange logo must -
 - be present and used correctly
 - not be distorted or changed in any way
 - have a clear space on all four sides, referred to as the 'calming zone'.

The calming zone must be clear and have no other text or graphic devices overlapping it. The simplest way to work out the correct calming zone is to make sure that there is a clear border of no less than half the width of the logo itself. For example, if you use the Orange logo and it is 2cm square, you need to have 1cm of clear space on all four sides -



Mainline can supply the Orange logo with the required calming zone built in.

All you need to do is insert it into your artwork – no need to measure the space you need for the calming zone.

Call Mainline Marketing and we will send you the graphic in your preferred file format.

The best position for the Orange logo is in the corner of your artwork – tucked out of the way and separate from your own corporate branding and identity, but at the same time prominent enough to show you are promoting the Orange network.

- You must also take care when choosing a tag-line or catchphrase to use in your promotion. You cannot use wording that implies you are part of Orange Direct or are in anyway endorsed by the Orange network. You are not allowed to call yourself an "Authorised", "Accredited", "Approved" or "Subsidiary" Orange Dealer.
- The phrase Mainline recommend is "Your local Orange specialist", as this clearly defines the relationship between your business and the Orange network – and it's approved for use by Orange.
- You cannot use puns on the word Orange or fruit, for example "For the juiciest deals around..." or "Don't be a lemon, choose Orange".
- You cannot use any branding devices used by Orange, such as "the future's bright".
- You must promote a specific deal or tariff, and cannot claim for activity that just promotes Pay As You Go, Upgrades, Vouchers, Ringtones / Logos or Unlocking Services.

9. How much can I claim towards the cost of Marketing?

- You can claim 100% of the costs of **approved** activities that promote only the Orange brand and your business.
- Orange understand that you may want to promote other networks too, and will pay for the proportion that represents the Orange network -

For example, if your external signage displays four network logos, you can claim for 25% of the cost of the signage.

Or if you have a 20 page corporate brochure, and two of those pages promote the Orange brand and have the logo present and correct, you can claim for 1 tenth (the cost of two pages) of the cost of producing the brochure.

- There are some activities that Orange will not fund 100%. For more information on this, please contact Mainline Marketing and we will be happy to discuss this with you.
- The maximum value of any one claim is £5,000.00 plus vat. For activities that cost more than this, you must seek approval from Mainline Marketing before you commit to the activity.

10. How do I claim from my Marketing Fund?

- You will need to submit three pieces of documentation to claim from your Marketing Fund -

1. A copy of your supplier invoice

It must clearly show the activity being claimed for, the cost of the activity and must be dated within six months of making your claim

2. An invoice from your business to Mainline

This must be for the amount you are claiming, and must show net, vat and gross amounts where applicable. It must also be dated. We will only accept proper invoices and will not be able to pay invoices without the correct information.

3. Evidence of the activity being claimed

This could be the page from the newspaper or publication where you placed your advert, a copy of a direct mail leaflet you have sent out, or a photograph of your exterior shop sign.

The types of evidence will vary for each activity. For further details, contact Mainline Marketing.

11. What is Blueprint?

Blueprint is a programme of marketing activities designed by Mainline to help grow your Orange business. The two menus – Blueprint for Retail and Blueprint for Business – give a comprehensive range of approved marketing activities that Mainline will carry out on your behalf, to your specifications, and is all fully claimable from your Marketing Fund.

- It saves you time as you don't have to source your own suppliers.
- It can also save you money as Mainline are often able to negotiate more favourable rates with suppliers.
- All activity is fully compliant with the Orange branding guidelines, ensuring that the activity is claimable from your Marketing Fund.
- We will deduct the costs directly from your marketing fund, without you having to submit a claim.
- It offers a range of activities exclusive to Mainline, some of which are not available through other distributors.
- Key activities include -

<p>Data Services</p> <p>Lead Generation, Data Lists, Database Profiling.</p>	<p>Incentive Points</p> <p>For personal, staff & customer rewards.</p>	<p>PR Programme</p> <p>Exposure and coverage in the local press.</p>
<p>Store Branding</p> <p>Staff Uniforms, Branded Stationery.</p>	<p>Orange Accredited Training</p> <p>B2B, Telesales, Retail & Product Knowledge</p>	<p>Point of Sale</p> <p>Bespoke Posters & Leaflets.</p>
<p>Event Days</p> <p>Store Launch, Open Days, Trade Shows, Exhibitions & Promotional Events.</p>	<p>Orange Branded Merchandise</p> <p>Ideal for giveaways & promotional activities.</p>	<p>Artwork Services</p> <p>Bespoke artwork for use in your promotional literature, and fully compliant with Orange guidelines.</p>

Mainline Marketing are here to support you, whether you want help or advice with a one-off, short term promotion or if you want us to work with you to develop a long term strategy to help your business grow.

For more information, please contact Mainline Marketing on 01283 500100 or email marketing@mainline.uk.com

12. Terms and Conditions for the Supply of Marketing Goods and/or Services

1. Definitions and Interpretation

1.1 The words and expressions defined in Mainline's Dealer Terms and Conditions ("**Dealer Conditions**") apply equally to these terms and conditions ("**Marketing Conditions**") unless the context otherwise requires.

1.2 Additionally in these Marketing Conditions:

"Additional Charges" means the costs of carriage, any additional packaging, any taxes, duties or other charges levied by any Governmental or authority in respect of or by reason of the sale, delivery, export or import of the Goods, courier and messenger costs, in addition to the Price;

"Approval Request Form" means the form submitted by the Buyer requesting Mainline's approval to a marketing activity proposed by the Buyer;

"Goods" means all marketing related goods supplied to the Buyer by Mainline or a third party as detailed in the the Approval Request Form or otherwise agreed by Mainline in Writing;

"Marketing Contract" means any agreement between Mainline and the Buyer for the supply of Goods and/or Services to the Buyer at the Price;

"Marketing Support Bonus" means bonuses allocated to the Buyer for approved marketing purposes which are calculated monthly in arrears by reference to the net connections made by the Buyer in the preceding calendar month;

"Price" means the price payable to Mainline by the Buyer for the Goods and/or Services, payable in accordance with Condition 5; and

"Services" means the marketing related services to be provided to the Buyer by Mainline or a third party as detailed in the Approval Request Form or otherwise agreed by Mainline in Writing.

1.3 Any reference in these Marketing Conditions to a Condition or sub-Condition shall be to a Condition or sub-Condition of these Marketing Conditions.

1.4 The headings in these Marketing Conditions are for convenience only and shall not affect their interpretation.

2. Basis of Marketing Contract

2.1 These Marketing Conditions shall apply to the sale and supply of all Goods and/or Services and shall govern the Marketing Contract subject to the Dealer Conditions to the exclusion of any other terms and conditions introduced or submitted by the Buyer. In the event of any conflict the Dealer Conditions shall prevail.

2.2 No variation of these Marketing Conditions shall be binding unless agreed in Writing by Mainline and no collateral or supplemental contract may be made or construed unless confirmed in Writing by Mainline.

2.3 Any Approval Request Form submitted by the Buyer to Mainline shall constitute an offer and shall remain valid unless it is withdrawn in Writing by the Buyer.

2.4 The Marketing Contract shall be made when Mainline accepts the Buyer's Approval Request Form in Writing and not before.

2.5 Mainline may at any time without notifying the Buyer make any changes to the Goods and/or Services which do not materially affect the nature or quality of the Goods and/or Services.

2.6 Mainline's employees or agents are not authorised to make any representations concerning the Goods and/or Services unless confirmed by Mainline in Writing. In entering into the Marketing Contract the Buyer acknowledges that it does not rely on any such representations which are not so confirmed save that nothing in this Condition excludes Mainline's liability for fraudulent misrepresentation.

2.7 In the event that the Buyer wishes to cancel an Approval Request Form, it may only do so with Mainline's consent in Writing and on the terms that the Buyer shall indemnify Mainline in full against all loss (including loss of profit), costs (including the cost of all labour and materials used), damages, charges and expenses incurred Mainline as a result of cancellation.

2.8 Any typographical, clerical or other omission in any sales literature, quotation, price list, acceptance of Approval Request Form, invoice or other document or information issued by Mainline shall be subject to correction without any liability on the part of Mainline.

3. Marketing

3.1 The Marketing Support Bonus allocated to the Buyer may be applied to marketing activity which has been approved by Mainline and which in the first instance is paid for either by:

3.1.1 Mainline directly; or

3.1.2 the Buyer in accordance with Mainline's prior acceptance of an applicable Approval Request Form;

3.2 In the event that the Marketing Support Bonus allocated to the Buyer is not applied to an approved marketing activity in accordance with these Marketing Conditions within 3 months of allocation or such period as Mainline may from time to time determine it may be withdrawn and re-allocated or applied as Mainline in its entire discretion determines.

3.3 In the event that the Buyer ceases to trade with Mainline, howsoever arising, any Marketing Support Bonus or any balance on an incentive or promotion scheme allocated to the Buyer may forthwith be cancelled by Mainline and applied as Mainline in its entire discretion determines to meet its objectives. Mainline shall be entitled to invoice the Buyer for any deficit in the Marketing Support Bonus or negative balance of any incentive or promotion fund allocated to it and this invoice shall be payable immediately upon receipt by the Buyer.

3.4 It is agreed that Mainline shall incur no liability or responsibility to the Buyer as to the success, failure, delivery or effect of any of its marketing activities. No warranties are given as to any likely return in sales, profit or other benefit from any advertising and promotional activity.

3.5 All marketing activity of the Buyer for which the Buyer seeks a contribution from Mainline must be documented in a Approval Request Form and pre-approved by Mainline in Writing as to its cost, timing, nature, type of activity and relevance to Mainline's own marketing objectives. Mainline must proof/approve all or any artwork, designs, item production, print or other materials or matter before it is produced. Unless otherwise agreed in Writing any marketing activity approved by Mainline must be undertaken within 30 days of Mainline's approval in Writing for it to qualify for a contribution from Mainline.

3.6 The Buyer will be required to monitor all aspects of the marketing activity and report back in a format prescribed by Mainline on a timely basis.

3.7 The Buyer shall provide all supporting documentation required by Mainline as to the operation of the marketing activity and its costs including, but not limited to, orders, invoices, proofs and example items. For the avoidance of doubt, all supporting documentation including, but not limited to, invoices must be submitted to Mainline within 30 days of the date of any invoice issued by a supplier in relation to the marketing activity or the undertaking of the marketing activity whichever is the earlier.

3.8 In the event that any changes are made to a marketing activity by the Buyer without obtaining revised approval in Writing from Mainline, the Buyer understands that Mainline has the entire discretion to decline a claim for a contribution to such marketing activity in its entirety or to only meet such part of the cost as Mainline may determine meet its own marketing objectives.

3.9 In so far as Mainline incurs any capital expenditure as part of marketing activity and such capital items are provided to the Buyer, the Buyer acknowledges that such items remain the property of Mainline and the Buyer undertakes to keep them safe, in good order, maintain all necessary consumables for the item, keep them insured for their full replacement value and deliver them up to Mainline on demand and immediately upon termination of the Marketing Contract.

4. Prices

4.1 The Price and any Additional Charges shall be as:

4.1.1 set out in Mainline's acceptance of the Approval Request form; or

4.1.2 agreed by Mainline and the Buyer in Writing from time to time.

4.2 Mainline reserves the right to increase the Price and/or Additional Charges to take account of any increase howsoever arising in the Price and/or Additional Charges including but without being limited to any increase in the costs of materials, labour or transportation or to take account of any fluctuations in exchange rates, or alteration of duties as shall be reasonable in the circumstances.

4.3 Where Mainline supplies the Goods and/or Services the Price is Ex Works and shall be exclusive of transport costs and insurance costs.

4.4 Mainline reserves the right to charge the Buyer, for any additional work undertaken over and above that which would have been otherwise required, (including any expenses or financial penalties incurred by Mainline) as a result of any instructions supplied by the Buyer being incomplete, incorrect, inaccurate, illegible, out of sequence, in the wrong form, or provided to Mainline too late to enable it to meet a deadline.

5. Payment Terms

5.1 Mainline shall be entitled to deduct the Price and where applicable any Additional Charges from the Marketing Support Bonus currently allocated to the Buyer on or at any time after its acceptance of the Approval Request Form or despatch of the Goods and/or Services or any instalment thereof. In the event that any Additional Charges arise following such deduction by Mainline, Mainline shall be entitled to deduct those Additional Charges from the Marketing Support Bonus currently allocated to the Buyer as and when such Additional Charges arise.

5.2 Where the marketing activity is to be paid for in the first instance by the Buyer Mainline shall be entitled to refuse to pay any invoice submitted by the Buyer:

5.2.1 which relates to marketing activity undertaken outside of the period specified in Condition 3.5;

5.2.2 outside of the period specified in Condition 3.7; and/or

5.2.3 to the extent of any deficit in the Marketing Support Bonus allocated to the Buyer.

5.3 Where the marketing activity is to be paid for in the first instance by Mainline directly and insufficient Marketing Support Bonus has been allocated to the Buyer for the Price and where applicable any Additional Charges Mainline shall be entitled to:

5.3.1 cancel the supply of Goods and/or Services;

5.3.2 revoke its acceptance of the Approval Request Form; and/or

5.3.3 invoice the Buyer for the Price and any Additional Charges to the extent of the deficit which invoice shall be payable immediately upon receipt by the Buyer

and the Buyer shall indemnify Mainline in full against all loss (including loss of profit), costs (including the cost of all labour and materials used), damages, charges and expenses incurred by Mainline as a result.

6. Packaging

6.1 The packaging of Goods shall be entirely at the discretion of Mainline and Mainline shall have the right to pack all Goods in such manner and in such quantities as Mainline thinks fit and shall not be obliged to comply with any packaging requests or instructions from the Buyer unless agreed by Mainline and the Buyer in Writing.

6.2 The cost of any additional packaging requests or instructions agreed by the parties or deemed necessary by Mainline shall be an Additional Charge.

7. Delivery

7.1 Goods shall be delivered when delivery is tendered at the Buyer's principal place of business or such other address as agreed between the parties in Writing from time to time.

7.2 Where Goods are delivered in accordance with Condition 7.1 Mainline shall be entitled to impose the costs of delivery on the Buyer as an Additional Charge.

8. Services

8.1 Where the Services are to be performed by Mainline it shall reasonably endeavour to perform the Services on the date(s) specified in the Approval Request Form or otherwise agreed between the parties in Writing, subject to the availability of Mainline's employees, agents and sub-contractors and the availability and delivery of the Goods.

8.2 The time of performance of the Services and the length of time of performance shall not be of the essence.

8.3 The Services shall be performed at the location specified in the Approval Request Form or if a location is not specified in the Approval Request Form at the location agreed between the parties in Mainline's acceptance of the Approval Request Form or as otherwise agreed by Mainline and the Buyer in Writing.

9. Buyer's Obligations

9.1 Where the Marketing Contract is for the sale and supply of Goods and Services or for the supply of Services, the Buyer warrants that it and its agents, sub-contractors or employees will:

9.1.1 comply with Mainline's instructions in all matters relating to the Services;

9.1.2 provide to Mainline, its employees, agents and sub-contractors, in a timely manner and at no charge, safe and unrestricted access to all premises ("**Relevant Premises**"), resources, working space, staff and any other facilities as Mainline may reasonably require for the provision of the Services;

9.1.3 inform Mainline, its employees, agents and sub-contractors of all health and safety rules and regulations and any other reasonable security requirements that apply at the Relevant Premises;

9.1.4 be responsible (at its own cost) for preparing and maintaining the Relevant Premises for the supply of the Services;

9.1.5 take all reasonable precautions to ensure the health and safety of Mainline, its employees, agents, or sub-contractors whilst on the Relevant Premises and will inform Mainline of all health and safety rules and regulations and any other reasonable security requirements that apply at any of the Relevant Premises;

9.1.6 provide, in a timely manner, such data, reports and all other information as Mainline may reasonably request for provision of the Goods and/or Services and ensure that it is accurate in all material respects;

9.1.7 ensure that all services, including without limitation, electricity conduits, to the Relevant Premises are in good working order and suitable for the purposes for which they are used in relation to the Services and conform to all relevant United Kingdom standards or requirements; and

9.1.8 obtain before the date on which the Services are to start and maintain all necessary licenses and consents and comply with all relevant legislation in relation to the Services and the use of the data referred to in sub-Condition

6.

9.2 Mainline may deduct from the Marketing Support Bonus allocated to the Buyer or invoice the Buyer (where there is insufficient Marketing Support Bonus allocated to Buyer) for any additional reasonable costs and expenses incurred by Mainline caused by the Buyer's instructions, failure to provide instructions, or failure to comply with Condition 9.1.

9.3 If Mainline's performance of its obligations under the Marketing Contract is prevented or delayed by any act or omission of the Buyer, its agents, sub-contractors or employees, Mainline shall not be liable for any costs, expenses, losses or charges sustained or incurred by the Buyer arising directly or indirectly from such prevention or delay.

9.4 The Buyer shall be liable to pay to Mainline, on demand, all reasonable costs, charges or losses sustained or incurred by Mainline (including any direct, indirect, consequential or special losses) which arise directly or indirectly from the Buyer's acts or omissions whether in contract, tort or otherwise subject to the Mainline confirming such costs, charges and losses to the Buyer in Writing.