

OFFICIAL APPLICATION  
2014 “Top Shops” LIST  
**Deadline: Thursday, June 12, 2014**

Are you a Top Shop? PROMO Top Shops is a compilation of the top pure-play promotional marketing agencies, both large and small, and a sought after resource by both brand marketers looking for exceptional promotional agencies, as well as agencies seeking experienced partners for brand work.

To be considered you must guarantee that 80% of your revenue is generated from true promotional marketing services for consumer brands. Then, get ready to talk up the two best killer promotional marketing campaigns that you executed this year! Finally, when evaluating applications, we will also consider your recent client roster.

Chief/Marketer/PROMO’s editors *will* also reach out to agency execs and your clients, evaluate the campaigns you submit and finally, compile the list of 2014 Top Shops. Top Shops will tout the top promotion agencies and give a flash look into each chosen shop’s top skills, recent campaigns and contact information. The listing will be found online in an easy-to-find, searchable resource at [www.ChiefMarketer.com/topshops](http://www.ChiefMarketer.com/topshops) for 12 months and will be delivered as a Special Edition of AgencyNext polybagging with Chief Marketer in October.

Important Notes for You:

- **This is an editorial feature—THERE IS NO CHARGE** to be considered for or included in Top Shops. We’re also not looking for your financials. We’re just going to showcase the top agencies—who they are and what they do best for consumer brands. Based on your input we will present clear and useful information to an audience of more than 100,000 marketing professionals, making it an easy and useful resource for them to find and contact you.
- **Deadline for submissions: Thursday, June 12, 2014.** And we mean it. Due to tight printing schedules, NO EXCEPTIONS will be granted so please plan accordingly.
- **Eligibility:** PROMO Top Shops is for agencies that *create and execute promotional marketing programs for consumers*. Consultancies, suppliers, vendors, field-staffing companies, etc. are not eligible. And, PROMO reserves the right to refuse inclusion to any entrant. If you’re not 80% about promotional marketing—Top Shops is not for you.
- **Entry Format:** All information must be typed into **this** Word document and emailed as an attachment to [mvankuren@accessintel.com](mailto:mvankuren@accessintel.com). No pdfs, no faxes. We also suggest you confirm receipt of your file after sending.
- **All questions must be answered in full.** Incomplete applications will be excluded from Top Shops.
- If you have any questions, please call Chief Marketer Senior Editor and Promotional Awards Director Patty Odell at 203-899-8442 or email her at [podell@accessintel.com](mailto:podell@accessintel.com).

## Part 1: Tell Us About Your Shop

1. Agency name:
2. Headquarters address:
3. Main phone number:
4. Web site:
5. Facebook page:
6. Twitter handle:
7. RFP contact
  - Name:
  - Phone number:
  - Email:
8. Year agency was founded:
9. Independent \_\_\_\_\_ Parent Company \_\_\_\_\_
10. What percentage of your 2013 revenue was generated specifically by consumer promotional marketing work? \_\_\_\_\_ **(Must be 80% or higher)**

**Note for questions 10 and 11: We're not looking for your revenue figures—just the percentage breakdown of business/consumer and brand/agency business. Please provide your best estimates for both items. Company-wide, globally.**

10. 2013 revenue split: B-to-C programs: \_\_\_\_\_% / B-to-B programs: \_\_\_\_\_%
11. 2013 revenue split: Brand clients: \_\_\_\_\_% / Agency clients: \_\_\_\_\_%

## Part 2: Tell Us What You Do

**PLEASE READ THIS BEFORE YOU START:** Responses that go over the word count limits will disqualify your application.

10. Tell us about any specialty or special focus or feature (250-word maximum) of your agency. Be specific. Nobody wants to hear that your shop is full of *creative thinkers* or provides stellar *customer service*.

11. Tell us (3) changes you have made to the agency in the last year that brand marketers need to know about and why did you make them?

*Tip: Did you merge with or acquire another agency? Expand service offerings with a significant new consumer promotional marketing capability? Boost staffing? Open new offices? Upgrade promotion marketing-related technology? Please explain how, why and when.*

(50-word maximum per change)

**Change 1:**

**Change 2:**

**Change 3:**

12-14. List **five** clients with whom you worked during 2013 or 2014. **Please name the client that directly paid your agency, even if it was another agency:**

**Client 1:**

**Client 2:**  
**Client 3:**  
**Client 4:**  
**Client 5:**

15. Name a few fun culture facts people don't know about your company that make it a Top Shop to work at (200 word maximum).

16. Tell us about the two killer consumer promotional marketing programs you executed *this* year that represent your strengths, the quality of work you do, and why they were successful. *Tip: Be sure to include specifics about how your ideas and strategies helped the client reach their objectives.* (Limit 200 words per description.)

**Program 1:**  
**Program 2:**

17. Describe any mobile, social media, digital or technology capabilities.

18. Describe any major personnel changes or upgrades.

19. Please rank **your top three** core agency offerings below, from the largest piece (ranked 1) of your annual revenue to the third largest (ranked 3).  
*Tip: Your selections should NOT reflect what you **can** offer, but what you **do** offer and **have executed**. We'll confirm with your shop and clients. Even full-service agencies have specialties. If you pick more than three offerings, we still will list only three for your agency.*

The list, in alphabetical order (note that we classify social media, mobile and digital as add-on strategies to the below):

- CPG and Trade Promotions
- Partnership/Entertainment Tie Ins
- Event/Experiential Marketing
- Games, Sweeps and Contests
- Influencer Programs
- Interactive Marketing
- Loyalty/Retention Marketing
- Partnership Marketing
- Promotion Creative Concept/Design
- Promotional Marketing
- Promotion Planning/Development
- Retail (in-store) Marketing
- Sales Promotion
- Sampling
- Shopper Marketing
- Sponsorship Activation/Marketing
- Sports Marketing
- Mobile (wireless) Marketing
- International/Global Marketing
- Other (list something tangible we can consider).

### **Part 3: Client References**

Please list **three** clients as references so Chief Marketer/PROMO editors can call or email for a quote about you. Include name, title, company, phone and email. This is *required information* for all Top Shops entries; but PROMO **will not publish** or use clients' contact information in publishing the listing. Note: you should assume we WILL CALL these references.

#### **Reference 1 (required)**

- Name:
- Title:
- Company:
- Phone number:
- Email:

#### **Reference 2 (required)**

- Name:
- Title:
- Company:
- Phone number:
- Email:

#### **Reference 3 (required)**

- Name:
- Title:
- Company:
- Phone number:
- Email:

### **Step 4: Web Site Link**

There is absolutely **no charge** to enter Top Shops. However, if you would like to have a live **link for one year** in the online version of Top Shops at [chiefmarketer.com/topshops](http://chiefmarketer.com/topshops) and a 2014 Top Shops Logo for you to display on your website there is a charge of \$95 per month billed annually up front.

Be just a click away for prospective clients by entering your credit card information below. (Or, we can call you for it, just provide a contact name and number.)

*We'll email you a receipt for your purchase when your card is charged.*

- Cardholder name:
- Credit card number:
- Expiration date:
- Security code (3 digits on back of Visa and MC; 4 digits on front of Amex):
- Credit card billing address:
- Credit card phone number:
- To whom should PROMO email the credit card receipt?:
- That person's email address is:

### **Part 5: Senior Leadership Verification and Reference**

Note: By completing this section, you certify that the information you're providing to PROMO is 100% true and accurate. You also acknowledge that our editors may call your senior leadership for follow-up, interviews and fact checking—as well as some calls about the agency culture and people.

- Name of CEO:
- Date of this submission:
- CEO's email address:
- CEO's direct phone:
- Mailing address for Top Shops documentation:
  
- Name of President if different from CEO:
- Email address:
- Direct phone:
- Mailing address for Top Shops documentation:
  
- Name of Head of Creative Services
- Email address:
- Direct phone:
- Mailing address for Top Shops documentation:
  
- Name of Head of Business Development
- Email address:
- Direct phone:
- Mailing address for Top Shops documentation:
  
- Name of Head of HR:
- Email address:
- Direct phone:
- Mailing address for Top Shops documentation:

### **Part 6: Top Shop Case Studies**

If you would like to receive the opportunity to feature a full-page promotional marketing case study within the AgencyNext Special Edition Top Shops' feature (only 12 spots available) sent to 55,000 marketing professionals and a PDF linked to your Top Shops' listing on [chiefmarketer.com/topshops](http://chiefmarketer.com/topshops) for an entire year, let us know who we should contact here:

- Name:
- Phone number:
- Email:

**Done! You're on your way to being one of PROMO's 2014 Top Shops.**

Any questions? Contact Patty Odell at 203-899-8442 or email her at [podell@accessintel.com](mailto:podell@accessintel.com).