

AGENT REWARDS

Materials Due - Three (3) Weeks Prior to Campaign Date
Submit materials to marketing@abcglobalservices.com

The ABC•CCRA marketing team will produce all creative components of the campaign, including: email, social media, SurveyMonkey Q&A, collect responses and select prize winner(s).

Partner to Provide the Following Ad Materials:

Creative Assets:

- Company logo in Vector or hi-res PNG file format
- Three (3) hi-res brand images - please name image files with description exactly as you want it to appear on the image, i.e., property name/location or other applicable description
- Title or subject of Quiz (15 words max)
- Introductory copy of 50-60 words (word doc format), that introduces your brand and highlights key products/services and/or content that is included in the presentation – this copy will be used for the email promoting your Agent Rewards campaign.

Educational Presentation Guidelines:

- PowerPoint format (10-15 slides maximum) or Video MP4 format (3 minutes maximum length)

Presentation Guidelines:

- Include: ABC•CCRA logo on cover
- Content of presentation should include the key information necessary for advisors to successfully answer the questions
- Last slide of presentation should highlight the prize(s) and include a call-to-action button to “Play Agent Rewards”
- Avoid using continuous lengthy paragraph style copy – bullet points and images are encouraged

Agent Rewards Quiz Guidelines:

- 5-10 multiple-choice questions including up to 4 multiple answers to each question and highlight which is the correct answer, provide in word doc format

Agent Rewards Guidelines:

- Tell them what you want them to know! Your questions/answers should be the key takeaways that you want travel advisors to learn from your presentation
- Avoid trick or misleading questions and answers

Prize and Fulfillment Details:

All respondents that score 100% will be entered into a prize drawing to be provided by the partner.

- Provide at least one Grand Prize of a minimum of a 2-night hotel stay or at least \$200. Multiple prizes are encouraged for higher engagement, additional prizes can be of lesser value.
- ABC•CCRA will select winner(s) and notify partner with winner name(s)/contact details. Partner is responsible for fulfilling prize(s) to winners.
- ABC•CCRA will provide partner with complete list of participants with individual response details to Agent Rewards questions within 7 days of campaign completion.