

Campaign Contacts

Title: Start Date: End Date:

What is the primary purpose of your campaign? Marketing/Brand Awareness Identifying Leads/Contracts

Describe in detail how NG.com can help you achieve that goal. Include a description of user flow (1. User receives info packet in mail 2. User visits website and enters code 3. User receives gift in mail, etc.):

What is your target audience (18–24 males, influencers, prior service, etc.):

NG.com Content

Do you need a page on NG.com? Yes No Requested URL:

Will you be providing, and how often will you be updating the following:

Body Copy: Photo Galleries: Videos:

Event Schedules: Downloads:

Will you use NG.com to collect data (fan clubs, event registrations, upload photos, etc.): Yes No

Describe:

Will you require emails be sent from NG.com (fan club emails, registration confirmations, etc.): Yes No

Describe:

Will you require interactive development (Web/mobile applications, interactive maps, etc.): Yes No

Describe:

Will you require graphic design (slider design, image manipulation, etc.): Yes No

Describe:

Reporting

Are you requesting reporting other than what is found in the NG.com SOP (must be approved by NGB COR): Yes No

Describe:

Potential Lead Processing

Will you be using the 1-800-GO-GUARD number in your campaign materials: Yes No

Will you be uploading records to NG.com to identify/process Leads (i.e., CSV/BRC files): Yes No

Who needs access to your upload folder:

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Campaign Contacts

Primary:

Alternate:

NGB: