




Your fulfilment partner

PHL HANDLING BRIEF

Customer:		Brief date:	
Name:		Brief deadline:	
Telephone:		Promotion name:	
Email:		Promotion type/Mechanic:	

Please complete all relevant sections and fax to 01938 551 901 and we will respond within the next 24 hours

If you have any further queries please contact us using the following contact details;

 Monday – Friday 9am to 5pm – Tel: 01938 551 919

Out of hours email contact: emma@promotionalhandling.co.uk

Out of hours telephone contact: 07841 743079



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Handling requirements

Please check all items of handling requirement with some basic information we will ask you for the details on data capture, shipping and collation further down.

Receive in applications		Customer Care-line/Telephone entry route	
Data capture		Email entry route	
Validation of applications		Storage	
PO Box		Collation/ Kitting/ POS	
Freepost		Distribution/ Postage	
Fax entry route		Banking	
Online entry route		Order fulfilment	
SMS/MMS entry route		Printing of customer correspondence	
Print Management		Fixed Fee	



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Timing

Date from:		Date to:	
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Estimated redemption rate/Volume

Promotional material to be produced:		% Redemption rate	
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Promotion Open to?

- UK Mainland only
- UK Including Northern Ireland
- UK Including Northern Ireland and Republic of Ireland
- Other (Please specify)



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Promotional Fulfilment details

Briefly describe the application route and/or fulfilment requirements of the promotion. Please include as much details as possible for example tolerance levels (i.e. one application per household and POPs) and how the promotion will be communicated.



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Data Capture of applications (for address labels or further promotional activity)

- Name, address & postcode
- Telephone number
- Email
- Gender
- Date of Birth
- Opt in /Opt out
- Other (please specify)

Premium/gift/prize details

For the purposes of collation of marketing materials and/ or fulfilment of promotional items please give an out line of premiums/gifts/prizes including quantities, weights and dimensions



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Postage/Shipping required

- 1st Class
- 2nd Class
- Special Delivery
- Recorded delivery
- Next Day Courier with POD

Campaign Overview/Additional information

Please provide some details regarding the aim/objectives of this promotion. If you require a fixed fee service this section is a required field. Details such as supporting ATL and BTL campaigns should be included if known.

Thank you for your enquiry, we look forward to getting back to you soon!