



For my girlfriend Valentine 2009 campaign

Organised by Stennik

Proposal and price list

www.fmg.org.uk • www.stennik.com

Background information

For my girlfriend (FMG) is a road safety campaign that reminds young people about the potentially catastrophic consequences when things go wrong while they are travelling by car.

Specifically, it challenges young men to take responsibility for their female passengers. It is a fact that more young girls aged 17-19 years die as passengers in cars, than as drivers - and the reverse is true of young men of the same age.

Campaign activity focuses on and around Valentine's Day each year - the most romantic day of the year.

In previous years the key campaign resources have been a Valentine card, poster and radio commercial. The Valentine card and poster are distributed to educational establishments, pubs and clubs to convey the message to students and other young people.

The campaign has been around since 2002 and won a Prince Michael International Road Safety Award in 2004.

For more information please go to the campaign website: www.fmg.org.uk.

Who manages/produces the campaign?

FMG was originally developed by a group of road safety teams in eastern England, working in partnership with Stennik, the road safety publicity consultancy.

Nowadays the campaign is managed and organised by Stennik.



Who takes part?

The campaign is open to road safety teams and other road safety professionals across the UK and further afield.

In 2008, 36 road safety organisations took part in the campaign - including two councils in Ireland.

Who distributes the campaign resources?

Some participating local authorities simply purchase the resources they require and use them as they see fit. Other authorities commission Stennik to handle distribution (on their behalf) to educational establishments, pubs and clubs etc.

How is the campaign funded?

The FMG campaign does not receive any central funding - all participating authorities buy the campaign resources they wish to use (see the price list section of this proposal).

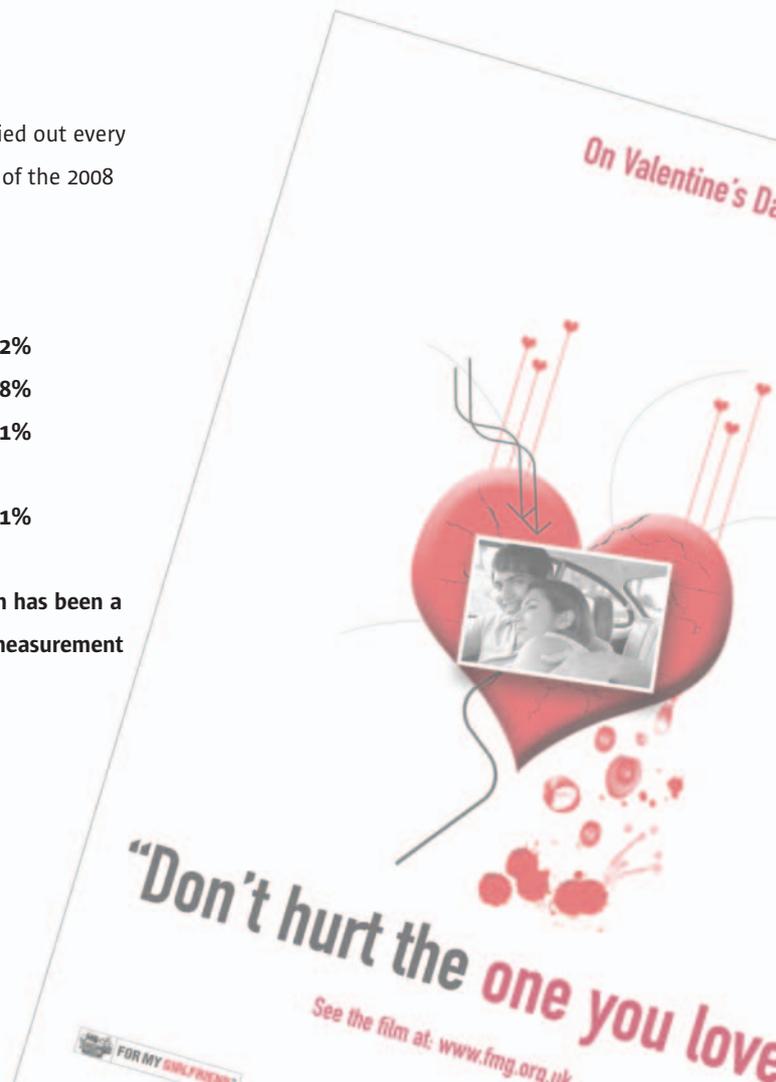
Is the campaign successful?

Independent, professional post campaign evaluation is carried out every two years - the latest evaluation was carried out at the end of the 2008 campaign.

Key findings of the report included:

The campaign is thought provoking and effective	92%
The campaign is memorable	88%
The campaign is aimed at people like me	81%
The campaign has made me more aware of the speed people drive when I am a passenger	81%

The researchers concluded: **'Overall the 2008 FMG campaign has been a success with high levels of recall and good results for our measurement statements.'**



What are the plans for the 2009 campaign?

Resources planned for the 2009 campaign, subject to sufficient interest, comprise:

- A 'viral' film
- A cinema commercial
- A Valentine card
- A poster
- A flyer
- A radio commercial

A storyboard for the viral film/cinema ad, and designs for the Valentine card, poster and flyer are all included in this proposal.

The viral film is called '*Don't hurt the one you love*', and the Valentine card, poster and flyer are designed to support the viral film.

The viral film will cost around £8,000 to make, and converting the film for cinema use a further £2,000.

All participating authorities will be asked to make a contribution towards the cost of the viral film - because everyone will benefit from it - but this contribution is not mandatory if budgets do not permit.

Costings for all items are included in the price list section.



What are the next steps?

If you are interested in participating in the 2009 campaign, please complete the order form in this proposal.

This will not commit you to anything at this stage - it is simply to give us an indication of likely participation.

We will then confirm your order and costs, at which point you can either proceed or withdraw.

What are the timescales?

We are asking for **initial orders by Friday 28 November**. We will then confirm costs by Friday 5 December. If you decide to proceed you will receive your campaign resources in mid January 2009 - we will confirm an exact date closer to the time.

How can you find out more?

If you have any questions please contact Jo Lazar, FMG project manager at Stennik, by email: jolazar@stennik.com or phone: **01379 650112**.



Viral film - storyboard (subject to final confirmation)

The first two scenes will look as though they have been filmed on a mobile phone - to make it appear as if it's a film made by a young couple.



Scene one
Young, attractive couple out on date in car. Male driving.
Female flirting teasing male, filming him on her mobile phone.



Scene two
Driver has pulled over and is now filming the girl with his phone. She is sexily dressed and he is 'coming onto' her. They agree to 'go back to his place'.



Scene three
Close up of female's face/head in bed, looking calm and 'satisfied'.



Scene four
Camera pans out to show that she is actually in intensive care clearly badly hurt and fighting for her life.



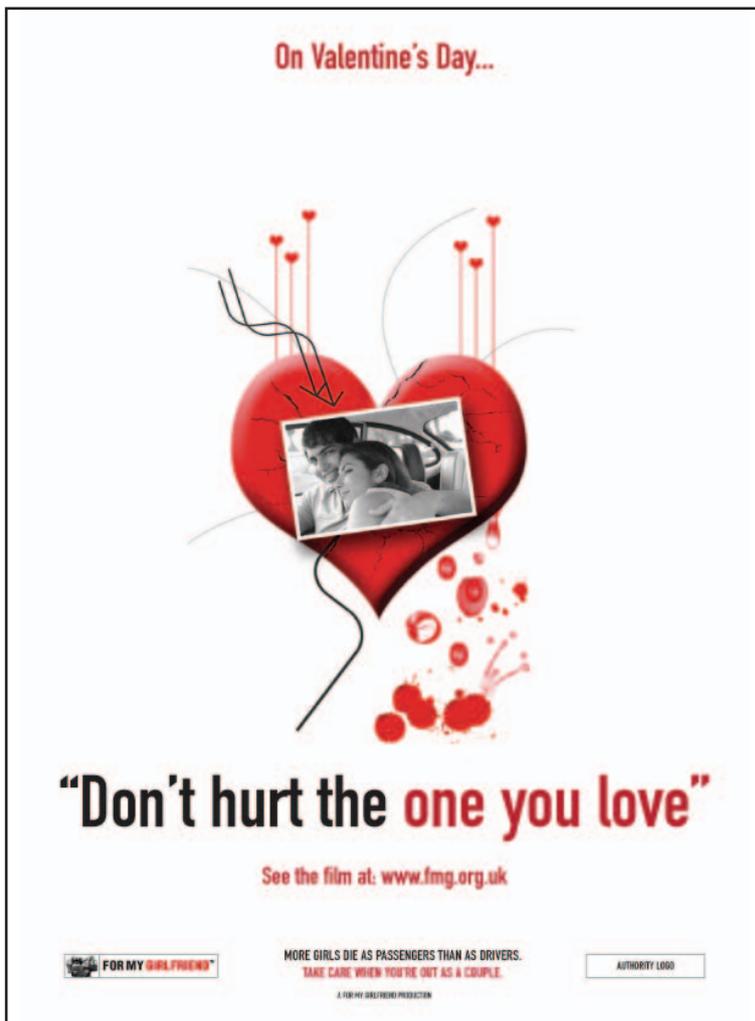
Scene five
Boy in corridor in hospital, distraught at what has happened.

More girls die as passengers than as drivers.

Don't hurt the one you love - take care
when you're out as a couple.

Closing caption

Campaign poster (designed to 'promote' the viral film)

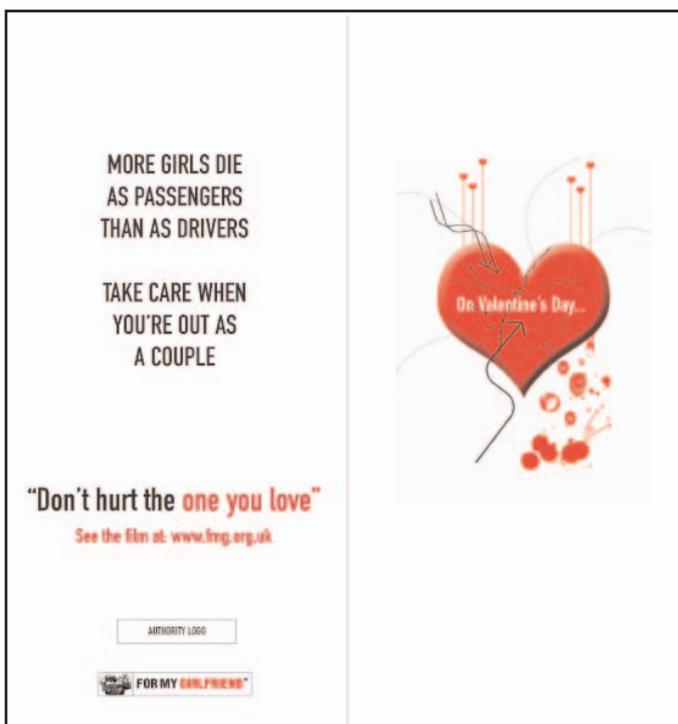


Flyer (designed in the style of a cinema ticket)

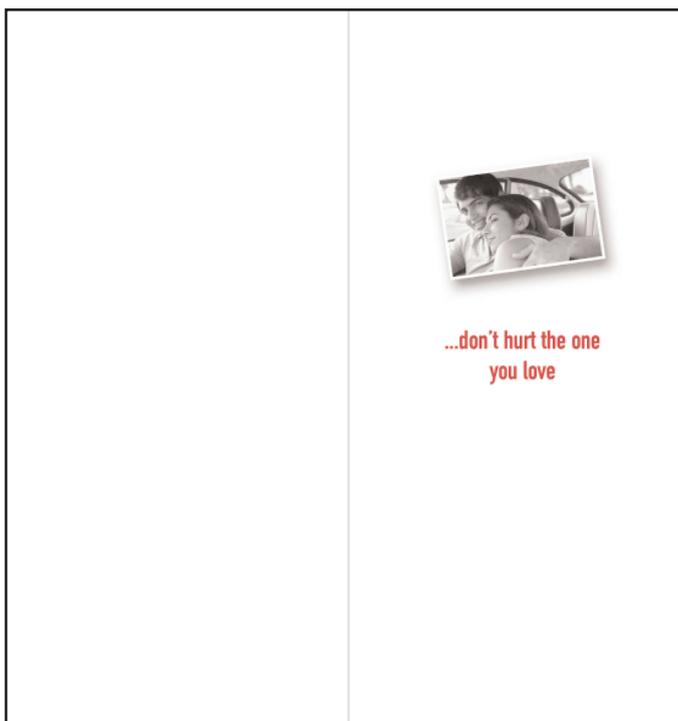


Valentine Card

Front and back cover



Inside



2009 resource price list

Valentine card



GENERIC (no personalisation)

Quantity	1,000	2,500	5,000	10,000	15,000	20,000	25,000
	£195	£395	£575	£1,100	£1,650	£2,200	£2,750

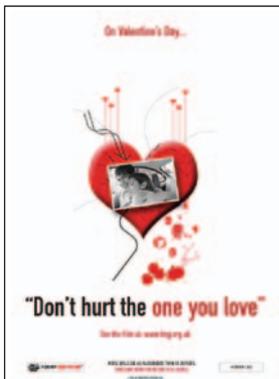
OVERPRINTING (logo, contact details etc on rear of card)

Quantity	1,000	2,500	5,000	10,000	15,000	20,000	25,000
Mono (B/W)	£325	£335	£345	£460	£565	£670	£775
Colour	£440	£450	£465	£585	£690	£795	£895

(Because of the cost of overprinting, if you are purchasing a small quantity (under 5k) we suggest you opt for the generic card)

Poster

Available in A3 or A4 format.



	100qty	250qty	500qty	1,000qty	5,000qty
GENERIC					
A3	£295	£330	£400	£530	£1110
A4	£200	£220	£260	£350	£650
OVERPRINTING (LOGO etc)					
Mono (B/W)	£100	£105	£120	£145	£200
Colour	£230	£235	£250	£275	£330

Ticket/flyer



GENERIC (no personalisation)

Quantity	2,500	5,000	10,000	20,000	50,000
	£195	£295	£395	£595	£995

If you would like your logo/contact details overprinted on the Valentine Card and/or poster, please add the cost for overprinting in either mono (B/W) or colour, to the generic price. You will need to supply your logo (either as an Illustrator EPS, TIFF, or hi-res Jpeg and the contact details you require). All prices exclude VAT @ 17.5% + delivery.

Closing date for orders - Friday 28 November 2008.

Delivery of printed materials - mid January 2009

2009 campaign order form

Valentine card

Generic

QTY REQUIRED

PRICE

Plus mono (B/W) overprinting

Or colour overprinting

Poster

A3 generic poster

QTY REQUIRED

PRICE

Plus mono (B/W) overprinting

Or colour overprinting

A4 generic poster

Plus mono (B/W) overprinting

Or colour overprinting

Ticket/flyer

Generic

QTY REQUIRED

PRICE

TOTAL PRICE (ex VAT + delivery)

VIRAL FILM

All participating authorities are being asked to make a contribution towards the cost of the viral film - we need to raise £8,000 for this to go ahead.

We recognise that available budgets vary significantly from authority to authority, and would ask you to make the level of contribution you can afford. If we surpass the £8,000 figure, we will calculate a reduction for those authorities who contribute the most.

If you are genuinely not in a position to make a contribution to the film, but would like to participate in the campaign and purchase other resources, please indicate below.

The maximum amount we are willing and able to contribute towards the cost of the film is:

£1,000 £500 £250 £100 NIL

Other amount - please specify _____

CINEMA ADVERT

Please indicate here if you are interested in using the viral film as a cinema advertisement. It will cost in the region of £2,000 to get the film converted for this purpose, and this cost will be shared by participating authorities. We will confirm the cost once we know how many authorities wish to participate.

DISTRIBUTION OF RESOURCES

Tick here if you would like us to contact you to discuss distributing campaign resources in your area on your behalf.

WASHROOM MEDIA

Tick here if you would like costs and availability for 'washroom media' sites in pubs and clubs in your area. You will be under no obligation at this stage.

Please tell us the postal code areas you would like to cover _____

RADIO ADVERTISEMENT

Tick here if you are interested in a radio commercial and we will contact you with prices and scripts.

ARTWORK FOR OTHER MEDIA

We can provide FMG campaign artwork for use in other media including bus back, Adshel, cinema, 48-sheet poster, press advertising etc. The fee for this is £240 plus VAT per application.

Please tick box if you require this artwork and we will contact you to discuss the details.

Contact details

YOUR NAME	<input type="text"/>	ORGANISATION	<input type="text"/>
P/O NO	<input type="text"/>	TEL NO	<input type="text"/>
EMAIL	<input type="text"/>		
ADDRESS FOR INVOICE	<input type="text"/>		
DELIVERY ADDRESS (If different)	<input type="text"/>		
SIGNATURE	<input type="text"/>	DATE	<input type="text"/>

How to order

Please complete the order form and either fax it back on

01379 651828

or send to:

Jo Lazar

Project Manager

Stennik

The Thatched Barn

Low Road

Wortham, Diss

Norfolk IP22 1SH

T: 01379 650112

jolazar@stennik.com

www.stennik.com

Closing date for orders: Friday 28 November 2008.

Resources will be delivered mid-January 2009.

Please do not send payment. We will confirm your order and send an invoice to include VAT + delivery.