

# Appendix A: Marketing Activity Template

RSPs please submit to Chorus at least two weeks prior to your 60-day bonus credit period commencing

Style category	Brief Overview of plan	List activity <i>(please be specific – add/delete lines as required)</i>	Describe activity <i>(include key messaging)</i>	Scale of activity	Start date	End date	How might Chorus validate this has occurred at the promised scale?
Above the line (ATL)		ATL Activity 1	e.g. NZ herald homepage takeover	e.g. # of TARPs			
		ATL Activity 2	e.g. radio				
		ATL Activity 2	e.g. TVC				
Customer offers		BTL Activity 1	e.g. \$300 sign up credit				
		BTL Activity 2	e.g. discounted monthly rental				
		BTL Activity 2	e.g. free plan upgrade				
Direct Marketing		Direct Activity 1	e.g. eDM	i.e. 50k			
		Direct Activity 2	e.g. DM	i.e. 20k			
		Direct Activity 2	e.g. outbound calling	i.e. 3 FTE for 2 days			