

ENDEAVOUR PRAWNS CAIRNS TEST MARKET FEEDBACK FORM

RETAILERS & RESTAURANTS

If you are participating in the Endeavour Prawn Cairns Test Market Campaign, please fill out the following feedback form for Retailers and Restaurants and fax it to:

Queensland Seafood Marketers Association (QSMA)

Fax: (07) 3344 2620

Please tick week of campaign:	<input type="checkbox"/> Week 1 (to Sun Oct 14) <input type="checkbox"/> Week 2 (to Sun Oct 21) <input type="checkbox"/> Week 3 (to Sun Oct 28) <input type="checkbox"/> Week 4 (to Sun Nov 4) <input type="checkbox"/> Week 5 (to Sun Nov 11) <input type="checkbox"/> Week 6 (to Sun Nov 18) <input type="checkbox"/> Week 7 (to Sun Nov 25) <input type="checkbox"/> Week 8 (to Sun Dec 2) <input type="checkbox"/> Week 9 (to Sun Dec 9) <input type="checkbox"/> Week 10 (to Sun Dec 16) <input type="checkbox"/> Week 11 (to Sun Dec 23) <input type="checkbox"/> Week 12 (to Sun Dec 30)
Name of Business:	
Contact Name:	
Contact Email:	
Have your sales of Endeavour prawns:	<input type="checkbox"/> Increased by ____% <input type="checkbox"/> Decreased by ____% <input type="checkbox"/> Remained the same.
Have you noticed any increase in enquiry for Endeavour Prawns?	<input type="checkbox"/> Since last week. <input type="checkbox"/> Since the campaign began.
As a percentage of total prawn sales, have your sales of Endeavours:	<input type="checkbox"/> Increased by ____% <input type="checkbox"/> Decreased by ____% <input type="checkbox"/> Remained the same.
Have you received any comments about the campaign messages, press, television or point of sale?	
Have you seen any advertising for Endeavour prawns in this week?	Television: <input type="checkbox"/> Yes <input type="checkbox"/> No Radio: <input type="checkbox"/> Yes <input type="checkbox"/> No Press: <input type="checkbox"/> Yes <input type="checkbox"/> No Outdoor Billboard: <input type="checkbox"/> Yes <input type="checkbox"/> No
Please supply any further feedback you think will help us fine-tune this campaign. <i>Example: Comments received from customers, feedback from the general public, your opinion on the quality of the creative, suitability of messages etc.</i>	