



VOLUME 5: MARKETING
Operations Manual

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Table Of Contents

| | |
|---|-----------|
| TABLE OF CONTENTS..... | 2 |
| 1 THE FLIP OUT BRAND..... | 3 |
| 1.1 POSITIONING | 3 |
| 1.2 UNIQUE SELLING PROPOSITIONS..... | 3 |
| 1.3 OUR BRAND VALUES | 3 |
| 2 LOGO AND CORPORATE IDENTITY | 4 |
| 2.2 LOGOS..... | 4 |
| 2.2.1 <i>Correct use of the logo</i> | 4 |
| 2.2.2 <i>Incorrect usage</i> | 4 |
| 2.2.3 <i>Clear space</i> | 4 |
| 2.3 TYPEFACE..... | 4 |
| 2.3.1 <i>Title Fonts</i> | 4 |
| 2.3.2 <i>Sample text</i> | 4 |
| 2.3.3 <i>Finding Typefaces</i> | 5 |
| 3 MARKETING ROLES AND TOOLS..... | 6 |
| 3.1 FRANCHISOR’S MARKETING ROLES AND TOOLS | 6 |
| 3.2 FRANCHISEE’S MARKETING ROLES..... | 6 |
| 3.2.1 <i>Marketing Approval</i> | 6 |
| 3.2.2 <i>Executing Marketing Activities</i> | 7 |
| 4 LOCATION OPENING MARKETING ACTIVITIES..... | 8 |
| 4.1 PRE-OPENING ACTIVITIES..... | 8 |
| 4.2 SOFT LAUNCH | 8 |
| 4.3 GRAND OPENING..... | 8 |
| 4.3.1 <i>Public Relations</i> | 8 |
| 4.3.2 <i>Special Promotions</i> | 8 |
| 5 MARKETING PLAN AND REVIEW | 9 |
| 5.1 MARKETING PLAN..... | 9 |
| 5.2 REVIEWING MARKETING ACTIVITIES | 9 |
| 5.3 LOCAL MARKETING REPORT | 9 |
| 6 LOCAL AREA MARKETING ACTIVITIES | 10 |
| 6.1 BUILDING RELATIONSHIPS..... | 10 |
| 6.2 ON SITE | 10 |
| 6.3 MARKETING BUDGETING..... | 10 |
| 6.4 EFFECTIVE ADS..... | 11 |
| 6.5 PROMOTIONS | 11 |
| 6.6 INTERNET | 11 |
| 6.6.1 <i>Website</i> | 11 |
| 6.6.2 <i>Social Media</i> | 11 |

Attachments

BRAND GUIDELINES

LOCAL MARKETING REPORT

1 The Flip Out Brand

1.1 Positioning

Flip Out Trampoline Arena is the premiere trampoline park network within Australia. National and International locations result in brand awareness.

Flip Out Trampoline Arena has all copyrights in place including trampoline design layout. If other trampoline parks are using similar designs, please inform Head Office immediately.

1.2 Unique Selling Propositions

Flip Out has extensive unique selling propositions (USP)

- Large and open layouts to allow for maximum customers
- Constant new and ongoing promotions
- An involvement and focus on the local community
- Active, educational and fun classes
- Active family entertainment, inclusive or varying ages
- Focus on healthy lifestyle

1.3 Our Brand Values

At Flip Out our brand values are:

- Strong family ties - Bringing families together
- Healthy living – Improving physical, social and mental wellbeing
- Open to all – A fun trampoline playground for all ages and abilities.
- Community support and involvement.

2 Logo and Corporate Identity

2.2 Logos

The Flip Out logo is one of the first brand elements that customers come into contact with. It is critical that the logo is consistently applied correctly on all customer touch points including signage, uniforms, corporate stationery, marketing material and merchandise.

Common mistakes in the application of logos are:

- Writing "Flip Out" as one word. Flip Out is two words.
- Failure to apply the correct aspect ratio
- Use of wrong colours
- Overlapping or crowding of the logo
- Rotating or adjusting the logo

Below are examples on the correct and incorrect usage of Flip Out's logo.

2.2.1 *Correct use of the logo*

The Flip Out logo must always be presented in the correct aspect ratio. This means the height and width must not be changed independently as the following examples show. The colours for the Flip Out logo can be found in the **BRAND GUIDELINES**.

2.2.2 *Incorrect usage*

The following are examples of incorrect logo usage. Our logo should never be represented in these ways:

Vertically Squashed



Horizontally Squashed



2.2.3 *Clear space*

There should always be space around the logo to help make it stand out from the surrounding text. This space is known as an exclusion or safe zone. This space is required in a range of uses are detailed in the Flip Out Brand guidelines.

2.3 Typeface

Any Flip Out documents and advertising materials must use our corporate typeface which is **Corbel**. This typeface was chosen primarily because it is one of the easiest typefaces to read. It also reflects the classical qualities of our brand.

2.3.1 *Title Fonts*

Flip Out uses two other typefaces as title fonts. These fonts are: Faktos and Railroad Gothic.

2.3.2 *Sample text*

This text is written in Corbel.

This text is written in Faktos.

THIS TEXT IS WRITTEN IN RAILROAD GOTHIC.

2.3.3 *Finding Typefaces*

These Typefaces are available online for free. They can be found by googling the required typeface. Custom typefaces can be downloaded on iOS devices, such as iPads or iPhones.

3 Marketing Roles And Tools

3.1 Franchisor's Marketing Roles And Tools

The Franchisor will set the overall marketing strategy for the Flip Out brand and utilise the marketing fund to carry out overarching marketing activities for the Flip Out network at national level. The Franchisor also sets promotional activities throughout the year.

3.2 Franchisee's Marketing Roles

Franchisees are required to carry out local area marketing activities in collaboration with the Franchisor. Every marketing initiative Franchisees undertake must be approved by the Flip Out Head Office. In many cases, Head Office provides pre-approved materials and promotions that can be used locally.

Approval is critical for several reasons:

- It ensures that the brand is being represented consistently and appropriately.
- It ensures that content is aligned with Flip Out Brand Guidelines.
- It helps ensure the greatest possible return from any expenditure.
- It ensures that mistakes are not made repeatedly and that the network undertakes only effective marketing and campaigning.

3.2.1 Marketing Approval

Franchisees must obtain written approval before committing to any marketing projects. Further, external suppliers must be from the List of Approved Suppliers, or pre-approved by Head Office. This is to help protect the Flip Out brand and ensure that campaigns, expenses and anticipated outcomes have been fully thought out.

Franchisees should make contact with the Flip Out Head Office before any marketing activity is to be booked and/or confirmed. This is especially true of advertising. Head Office should be supplied with:

- a short description of the planned activity.
- the actual date of the activity.
- the deadline for the relevant media outlet.
- costs and anticipated outcomes.
- Sample or description of the artwork

Arenas should always provide a basic cost to benefit statement concerning the marketing activity. This may take the form of a short profit and loss statement with a summary of anticipated outcomes.

As Franchisees are required to pay for local area marketing initiatives, it is ultimately their decision to act on local marketing.

If these basic guidelines are followed, Head Office will not unreasonably reject the request or withhold approval of marketing programs. During the approval process, Head Office may suggest changes to the program or advise not to partake in the program at all. A secondary recommendation will be provided if this is the case.

Naturally, the approval process will be significantly shorter if pre-approved marketing materials and templates are used.

Reports and information regarding marketing are gathered periodically. Franchisees are expected to comply with requests for marketing information.

3.2.2 *Executing Marketing Activities*

Flip Out promotes a winter and summer promotion annually, with other promotions held periodically throughout the year. All Arenas and franchisees must actively promote these marketing activities and comply with it's requirements. Marketing activities and promotions set by the Franchisor must be communicated to arena staff. Head Office will provide materials to assist with this. Efforts to promote national marketing activities need to be reported in the **LOCAL MARKETING REPORT**.

4 Location Opening Marketing Activities

4.1 Pre-Opening Activities

Pre-opening, it is essential that Franchisees generate buzz and excitement regarding their arena. 'Opening soon' posts and signs during the building or renovating phase will assist in the creation of pre-opening public anticipation and market awareness.

4.2 Soft Launch

A soft opening of the arena usually takes place as soon as the arena is completed. The objective of the soft launch is to enable staff to familiarise themselves with operational matters. In addition, staff members can get to know their individual roles and responsibilities within the arena.

Operational hitches must be ironed out before the grand opening and staff must be mentally prepared and adequately efficient to encounter heavy customer flow at the grand opening.

4.3 Grand Opening

Grand opening of the arena usually takes place two weeks after the soft launch. It gives the arena heightened exposure in the market by drawing public attention and creating awareness. This can be achieved through a public relations program as well as special promotions. The grand opening will be coordinated with the Franchisor.

Grand opening dates must be approved by Head Office. This helps ensure there is no conflict with any other stores, large sporting or music events etc.

4.3.1 Public Relations

To create a publicity blitz, the Franchisee can carry out the following:

- Engage sports personalities from the local sports clubs to participate in the opening.
- Invite the local press and broadcast stations to the grand opening. Provide them with press kits for pre-and post-opening publicity.
- Engage a caterer to provide food/light snacks and drinks.
- Conduct live demonstrations on trampoline training sessions.
- Arrange for photography/video recording of the highlights of the day and post on various social media such as Facebook, YouTube, etc.
- Place advertisements in conjunction with the grand opening.
- Arrange for door gifts to be given away.

4.3.2 Special Promotions

Special promotions will create an opportunity for impulse buying when very special discounts are given away for the day. This will create an excellent opportunity to promote Flip Out's product offering. Prior to the grand opening, the Franchisee should:

- Prepare promotional vouchers to be given away for the day.
- Brief staff on the special promotion and its validity period.

5 Marketing Plan And Review

5.1 Marketing Plan

All businesses experience peaks and troughs. The purpose of marketing is to even out the highs and lows. With this in mind, it is vital a marketing plan is created for your business.

This marketing plan may include elements such as:

- Flyer drops
- Sponsorships
- Flip Out Voucher distribution
- Flip Out Loyalty Program
- Displays for screens
- Group buying offers
- Local advertorials
- Direct marketing
- Google AdWords
- Social media

5.2 Reviewing Marketing Activities

Whatever marketing activities are chosen, paid or non-paid, reviews should be conducted to analyse the effectiveness and return of any activity undertaken.

Franchisees and managers should ask themselves, has the activity achieved the desired effect? How much has it cost to get a customer to take the desired action whether this be redeeming an offer or clicking an advertisement.

A simple calculation of amount spent divided by customer actions equated to cost per customer action. For example, \$100 / 450clicks = 22c per a click.

5.3 Local Marketing Report

The Franchisee must by the 10th of each Month submit a local marketing report detailing activity conducted within the previous month, including dates, media details, locations, budgets, results and visual proofs of activity. The **LOCAL MARKETING REPORT** is to be uploaded to the Flip Out Intranet and can be found as an attachment to this volume and Volume 6.

6 Local Area Marketing Activities

There are numerous local area marketing activities from which Franchisees can choose. Here are just a few ideas:

- Local school sports
- Vacation Care activity outings at Flip Out
- Flip Out Fundraising
- Wet Weather training nights for local sports clubs
- Player of the Match vouchers for local sports clubs
- Local charity events
- Playgroup promotions with local neighbourhood centres etc
- Ninja Classes
- Home school groups
- End of year celebrations

6.1 Building Relationships

It is important to build relationships and establish contact with businesses, schools and community clubs in the local area. This can be done through Fundraisers, offering vouchers or cold calls. Building relationships can have several benefits:

- Supporting school sports programs increase the chance of Flip Out being used as an end of season activity.
- Fundraisers, as stipulated in Volume 3, bring participants into the arena while promoting the business.
- Sports and community groups will be more likely to use the arena in the event of wet weather cancelling events.
- Businesses may wish to undertake team building activities or give out vouchers as staff incentives.
- Participants may be more likely to join Ninjas if Flip Out has previously supported their school.
- Community groups will be more likely to consider Flip Out as a potential destination if they already have a pre-existing relationship with the business.

6.2 On Site

Promotions and or programs currently held at Flip Out arenas can be promoted on site. This may take the form of flyers, posters, banners, on screen advertisements or the Flipping Times, Flip Out's quarterly advertisement magazine.

Staff should be kept informed of the latest promotions and trained to take the opportunity to upsell on any promotions or programs as they are launched. The online learning management system will assist with this.

6.3 Marketing Budgeting

- To ensure funds are being used appropriately and as effectively as possible, all marketing material should be approved by Head Office prior to use.
- Some funds should be budgeted for emergency use – to counter a competitive advertisement or promotion for example.
- Use the experience and resources of Head Office and marketing collateral provided to reduce costs and ensure brand consistency when developing a marketing activity.

6.4 Effective Ads

Franchisees should aim for local marketing activities and advertisements to be as effective as possible. The following should be considered in order to create an effective advertisement:

- Use an amazing deal, feature or 'must have' offer.
- Appeal to customers' interests, needs and wants.
- Promote a single, simple message and offer.
- Use merchandise effectively
- Ensure the ad stands out.
- Include factual information.
- State any conditions clearly.

6.5 Promotions

From time to time, the Franchisee may hold joint promotions with local organisations e.g. the local community club. All promotional activities that are not initiated by the Franchisor must first be approved by the Franchisor.

6.6 Internet

6.6.1 Website

The Franchisor shall administer the Flip Out official website. All information on this website is to be followed across all stores. The website provides information of Flip Out offerings, products and promotions. Through Roller, it also gives customers the ability to book parties, classes and regular visits.

6.6.2 Social Media

Franchisees, managers or any Flip Out staff should not publish any information, comment, or use the Flip Out trademark on any social media platforms such as social networking sites, forums, chat rooms and blogs unless written approval has been sought from the Franchisor.

The Franchisee will have access to their sites Facebook page. High level access is to only be held by the Franchisor or a person specified by the Franchisor. This is to ensure that Head Office is aware of the changes being made to public Facebook pages.

The main Facebook Page is run by an external social media company set by the Franchisor who will post on behalf of the Franchisor. Franchisees are recommended to shadow the main Facebook Page to ensure all customers are up to date with national offers and competitions.

Flip Out recommends posting no more than once per day and always following the guidelines set by the Head Office design team. Social Media posts should always be relevant to Flip Out.