



<b>Market:</b>		<i>Input: Market Name/Co-op</i>	
<b>Timing/Location</b>		<i>Input: Dates</i>	
<b>Program Description :</b>			
<i>Input: Program overview</i>			
<b>Program Budget:</b>		<i>Input: \$ Budget</i>	<b># Restaurants:</b>
<b>Merchandising</b>	<b>In-store</b>	<b>Per store cost</b>	<b>Drive-thru</b>
Element 1:		\$	\$
Element 2:		\$	\$
Element 3:		\$	\$
<b>Media</b>	<b>Flight Dates</b>	<b>GRPs</b>	
Television			
Radio			
OOH (showing)			
Digital			
<b>Product Objectives</b>			
<i>Input: What are performance targets/objectives for products supported? (e.g.: URWs, UPTs, awareness/trial %, etc)</i>			
<b>POST ANALYSIS</b>	<i>Please include performance against objectives. If targets were not reached, please include lessons learned.</i>		
		<b>Percentage</b>	<b>Amount</b>
<b>Incremental Sales:</b>	<i>Input: Number from Promo Analysis</i>	%	\$
<b>Incremental Transactions:</b>	<i>Input: Number from Promo Analysis</i>	%	
<b>Impact to Food &amp; Paper:</b>	<i>Input: Number from Promo Analysis</i>	%	
<b>Promo Food Cost:</b>	<i>Input: Number from Promo Analysis</i>		\$
<b>Weekly Net Profit after Labor:</b>	<i>Input: Number from Promo Analysis</i>		\$
<b>Total Program Profit:</b>	<i>Input: Number from Promo Analysis</i>		\$



## Key Product Mix Shifts

Key Product Mix Shifts						
CSD	Pre	Post	% Change	Pre	Post	% Change
	UPT (Total Day)			AWU		
16 ounce						
21 ounce						
32 ounce						
42/44 ounce						
<b>Total CSD</b>						
Other Promotional Products	Pre	Post	% Change	Pre	Post	% Change
	UPT (Total Day)			AWU		
Product #1						
Product #2						
Product #3						
Product #4						
Product #5						

### Contact Information

<b>Agency:</b>		<b>Contact:</b>	
		<b>Phone:</b>	
		<b>e-mail;</b>	
<b>Dr Pepper Account Executive:</b>		<b>Contact:</b>	
		<b>Phone:</b>	
		<b>e-mail;</b>	