



**MARKETING SERVICES  
AGREEMENT – ORDER FORM**

The Get Real Marketing Company Limited  
59-65 Worship Street, London, EC2A 2DU  
(the "Supplier")

Tel:

Fax:

Client:	The Information Commissioner
Registered Address:	Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.
Contact Telephone Number:	01625 545847
Contact Name:	Robert Parker
Start Date	05.07.11
Expiry Date	31.03.12

**DESCRIPTION OF CAMPAIGN:**

The Supplier will design, organise and implement the recruitment of 15 students as brand ambassadors ("Student Brand Ambassadors") on behalf of the Client from 15 different universities around the UK. The selection of the universities involved to be agreed by the Client before any recruitment activity takes place.

Each Student Brand Ambassador will be trained by the Supplier with assistance from the Client as required and will carry out 9 days of activity as follows:

- PR activity (2 days = 16 hours)
- Promotional Distribution (2 days = 16 hours)
- Stand Activity (2 days = 16 hours)
- Online Social Networking related activity (2 days = 16 hours)
- Market Research (1 day = 8 hours)

The aims of the activities described above are to raise awareness of information rights amongst fellow students and to promote awareness of the risks to personal information security and how to protect personal information. In particular the activity will cover the risks of identity fraud and understanding personal electronic footprints.

**CAMPAIGN MILESTONES:**

<b>CAMPAIGN MILESTONE (if any)</b>	<b>DATE FOR COMPLETION</b>
Training Day.	September 2011
Survey Results Report	November 2011
Completion of all Services	March 2012



## **SERVICES:**

The Supplier will carry out the following:

- Select and agree the target universities with the Client.
- Invite applications from students wishing to be Student Brand Ambassadors ("SBAs"), conduct telephone interviews and select 15 appropriate candidates, brief any other students as and when required to assist the SBAs.
- Design, organise and manage the Training Day for the SBAs to be hosted by the Client at the Client's premises.
- Produce and distribute all training materials.
- Supply the Client with a report giving full details of the action plans to be undertaken by the SBAs at their respective universities.
- Pay the SBAs from the Fees provided by the Client.
- Co-ordinate all activities undertaken by the SBAs and supply them with all promotional materials as agreed with the Client.
- Organise market research surveys to be undertaken by each SBA covering at least 50 of the SBA's peers using a questionnaire agreed by the Client, collate and analyse the results of the surveys and report to the Client.
- Monitor the SBAs activity through weekly contact with each one.
- Organise the collection of photographic/video evidence of the activities carried out by each SBA.
- Provide the Client with weekly updates and monthly reports detailing all activities undertaken and progress to date with regard to all action plans.
- Provide the Client with a report and de-brief on completion of all Services (or earlier termination) detailing all activity carried out, the feedback from the SBAs, photographic/video evidence of the activities and an evaluation of the outcomes, learning points and successes of the Campaign.

## **CLIENT SUPPORT SERVICES:**

1. All Client branded promotional materials to be supplied to the SBAs will be agreed between the Client and Supplier and will be supplied by the Client.
2. The Client will agree and draft the key messages and information to be briefed to each SBA after the market research results have been collated and analysed by the Supplier and supplied to the Client.
3. The Client will agree and supply the PR content of any training or briefing packs or promotional material supplied to each SBA in the form of standardised SBS news release templates.
4. The Client will draft and supply the Market Research questionnaires to be used by each SBA when surveying their peers.
5. The Client will draft key performance indicators in relation to the Social networking activity to be undertaken by the SBAs.



**SPECIAL CONDITIONS:**

- 1. All promotional material used must be approved in advance by the Client.
- 2. The ICO Logo must not be used on any material or document without the prior approval of the Client.
- 3. Costs and quantities of all promotional materials not included in the Fees set out below must be approved in advance by the Client.

**PAYMENT SCHEDULE – THE FEES**

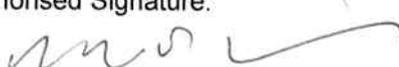
Student Brand Ambassadors Activity <i>1 SBA x 15 Universities x 9 days per SBA</i>	Cost
Set up & Recruitment	£2,000
Management	£4,725
Rep Fees	£12,150
Feedback	£400
Expenses	£1,350
Training Day	£3,750
Facilitation Fees	£5,625
<b>TOTAL:</b>	<b>£30,000</b>

**DOES CLIENT REQUIRE RETURN OF IN-PUT MATERIAL?**      **Yes/**  
*please circle*

By signing this Order Form the Client hereby acknowledges its acceptance of the provisions set out in this Order Form and the accompanying Conditions of Business which together form the Agreement and acknowledges that its attention has been drawn to the Conditions which the Client has read before signing this Order Form or the Conditions and that the provision of the Services is subject to the Conditions.

Please print name in full: ROBERT PARKER

Position within Client: COMMUNICATIONS PLANNING MANAGER

Authorised Signature: 	Date of signature: 12/7/11
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GAVIN ALORICH

20/7/11

