

There might be small differences between the actual form and this preview.

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Application Form Joint Marketing Program

Use this form to submit an application for co-funding through the NSC Joint Marketing Program for marketing projects and/or in-store demonstrations.

Important! Read the Guidelines carefully, and prepare the following before you begin the submission process:

Budget: One file containing a budget with the estimated total cost of the project and budgetary break down with all relevant expenditures (template can be found as attachment on the right side of this web page)

Address list (if relevant): One Excel/Word/PDF-file containing the complete or tentative address list for all planned.

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2 Project Information

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4 Budget and Design

5 Terms & Conditions

Exporter/Producer: *

Exporter/Producer - Company Name

Contact Person: *

Given name

Surname

Fornavn

Etternavn

Title: *

CEO/CFO/Manager

Phone Number: *

+47 888 88 888

E-mail: *

example@example.com

The Norwegian exporter/producer is responsible for the project unless otherwise agreed. This means that the exporter is responsible for administrating the Joint Marketing project with regards to customers, retailers, agencies, etc., and also for the documentation of the project after it has been completed.

Project period

When and where will the activities be conducted?

The application must be submitted to the NSC **not less than one month before the start of the project.**

Applications for projects to be conducted during the current calendar year must be submitted before the 15th of November. Applications for activities planned for the following year, can be submitted after the 15th of November.

*

Q3 2019 (July-September) Q4 2019 (October-December)

Date(s) *

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Project Description

What kind of marketing project are you applying for co-financing through the Joint Marketing Program?

Name of the project: *

Country *

Specie *

- | | |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Salmon | <input type="checkbox"/> Trout |
| <input type="checkbox"/> Cod | <input type="checkbox"/> Mackerell |
| <input type="checkbox"/> Saithe | <input type="checkbox"/> Herring |
| <input type="checkbox"/> Snow Crab | <input type="checkbox"/> King Crab |
| <input type="checkbox"/> Brown Crab | <input type="checkbox"/> Halibut |
| <input type="checkbox"/> Shrimp\Prawn | <input type="checkbox"/> Other |

Product

Name of the agency used for development and/or implementation of the activity: *

Short description of the activity (What are you going to do? How is the "Seafood from Norway" trademark and/or the Norwegian origin incorporated in the communication? Please be specific). *

Maksimum 200 ord. Brukt for øyeblikket: 0 ord.

Are in-store demonstrations a part of the project? *

- Yes No

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As NSC funding cannot go directly to any part of the value chain, external agencies must be used for the development and execution of the co-financed projects.

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This page will only appear if in-store demonstrations are a part of the project.

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How many in-store demonstrations will be conducted? *

E.g. 100

In which retailer(s) will the in-store demonstrations be conducted? *

E.g. Carrefour, AEON

Address list

Please attach an address list detailing the name and address of each store, the date(s) which the in-store demonstrations are to be held, and the total number of in-store demonstrations given as a part of this project. If the list is not yet confirmed, please upload a file indicating which retailers will be a part of the project, and how many demonstrations will be given in total.

*

参照... ファイルが選択されていません。

Important!

[See Explanation photo documentation.](#)

For in-store tasting demonstrations, the NSC requires **one picture (no more) of each demo day from each store, with date and place clearly indicated**, in order to confirm that the demo was conducted in the specified market, store, etc., in accordance with the approved project description. The picture must clearly show how the "Seafood from Norway" trademark was incorporated in the total communication related to the In-store demonstration in relation to the exporter's own brand. Without adequate photo documentation, the NSC cannot co-fund the in-store demo.

[Template for attachment used to report In-store demonstrations is found here](#)

Hint: Converting the PowerPoint-presentation to the PDF-format will give a much smaller file, which will take far shorter time to upload.

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Guidelines

What we can co-finance

- MATERIAL – brochures, posters, recipe booklets, roll-up banners, etc.
- PRODUCT LABELING – labels, stickers etc.
- CONSUMER-TARGETED CAMPAIGNS, product demos and trade shows
- COOKING DEMOS targeted towards customers and end consumers
- PR-ACTIVITIES – launching products, events, etc.
- MEDIA BUYING – advertisement in external newspapers, magazines, on TV, in social media and through e-commerce channels
- ANALYSES AND MEASUREMENTS – associated with the abovementioned activities

What we cannot co-finance?

- PLAIN USE OF «SEAFOOD FROM NORWAY» TRADEMARK – without complementary text
- LABOUR COSTS for exporters, importers, stores or other parts of the value chain
- COST OF RAW MATERIALS
- SALES BONUSES
- ADVERTISEMENT related to price discounts, for instance in customer magazines or flyers
- DISCOUNT COUPONS, PRIZES, GIFTS, gift cards and similar buying incentives
- RENTAL OF STAND SPACE, purchase or rental of shelf space for products
- ACCOMMODATION AND TRAVEL COSTS for demo personnel or others who have to travel to another country

Total estimated budget (incl. tax): *

E.g. 200 000 USD

Please use the currency which will be used in the invoices related to the project.

Share of (%) co-funding applied from the NSC (maximum 50%): *

Share of (%) co-funding applied from the NSC (maximum 50%): *

- 50%
- 25%
- Other

The share of co-financing provided by the NSC is dependent on the proportion of the total marketing communication which conveys the Norwegian origin of the product compared to the company's own brand. The maximum share of the NSC's co-financing is 50% of the total cost. For media buying the maximum limit of co-financing is 50% of the first 200 000 NOK of the total cost. If the cost of the media buying exceeds 200 000 NOK, the NSC can only cover 15% of the exceeding value. The reason for this limitation is that the common marketing budget should be used on a variety of activities and go to a broad range of companies.

Total amount of co-funding applied from the NSC (incl. tax): *

E.g. 50% of the total estimated budget

Upload preliminary budget:

[Template for attachment is found here](#) *

参照... ファイルが選択されていません。

Which design template(s) do you want to use? *

Provide template ID number (e.g. 1-8-31-50)

Mock-ups for material

参照... ファイルが選択されていません。

Other information

Other attachments

参照... ファイルが選択されていません。

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PS: Labelling with the "Seafood from Norway" trademark on products

During the marketing campaigns/activities, the Norwegian sea food industry's trademark, "Seafood from Norway", must be a part of the product's branding. If the products are produced and/or labelled abroad, the foreign producer must apply for a licensing agreement from the NSC to be able to use the "Seafood from Norway" trademark on their products and in order to be eligible to receive co-financing through the Joint Marketing Program.

[Read about Licensing of the "Seafood from Norway" trademark](#)

Terms & Conditions

Declaration of intent *

- By checking this box you acknowledge the guidelines and declare your intent to abide by them.
-

[Read the Guidelines for the Joint Marketing Program here.](#)

Do you give your consent to store and process the personal information about you in order to handle this application? *

- I hereby give my consent
-

[Read the consent declaration here.](#)

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