



# Virtual Concept Policy

We recognize that Virtual Concepts are widely used within our industry. We are pleased as a supplier to partner with our valued distributor network to provide. We would however like to see them used for a strategic opportunity and not just a means of showing something new and cool, we have samples we can provide for that purpose. Our virtual concepts are a little unique in that they required writing, creative and design, much more time consuming than just placing a logo on a stock image.

We are happy to work with you on a well qualified, strategic opportunity and provide our writing, creative and design services at no charge. We do however request that the following are taken into consideration:

- Opportunity Qualified - BANT, client has Budget, you are dealing with the individual that has the Authority to purchase, there is a specific Need and a well-defined Timeline
- Able to provide end objective and goal of the promotion
- Who is the target audience
- Provide core brand message or key point of differentiation, if this cannot be provided we can research the client brand on your behalf
- Virtual Concepts to be presented in person or through discussion. It is challenging to let a highly creative product do all of the selling, some justification should be provided which can't be done by emailing a visual image

## We provide two styles of Virtual Concepts

### BASIC (FRONT COVER ONLY)



### FULL CONCEPT (FRONT / INSIDE / BACK)



If the above criteria cannot be met, we are happy to provide these concepts at our internal net cost.

**Basic Concept: \$45.00**  
**Full Concept: \$90.00**

These costs represent our internal time to research the brand, write content, develop creative and design.

Our goal is to ensure that our virtual concepts have the highest likelihood of succeeding. A great starting point is to share a random sample with your client and discuss how it could compliment their program and convey a memorable message.

For more detail please contact Brian at **519 897-6758** or **brian@letourdespice.com**