

Marketing & Publicity Category

Supportable Activities	Non-Supportable Activities
<ul style="list-style-type: none"> • Non-Tactical Advertising (all mediums are supported, e.g. print, digital, social media, radio, TV, vehicle wraps) • Sampling (e.g. samples packs, booths, outsourced promoters, delivery) for <u>trade</u> and/or at <u>trade</u> premises (e.g. retailers, supermarkets, F&B outlets) • Marketing collaterals for trade (e.g. flyers, posters, brochures, videos) • Listing/Processing fees • Engage external marketing & PR consultant/agency • Trade shows (e.g. booth space, design, construction and set-up) • Trade memberships (e.g. SMFA, RAS, culinary institution) • Premiums and contests for trade customers 	<ul style="list-style-type: none"> • Tactical Advertising (e.g. with messaging of consumer discounts, free gifts) • Sampling at roadshows, community, charity events (i.e. not targeted at trade) • Marketing staff salary and/or sales incentives • Premiums and contests for consumers • Hardware costs (iPads, LCD panels) • Operational costs and overheads (e.g. electricity, rental, manpower, logistics)

Trade Promotion Category

Supportable Activities	Non-Supportable Activities
<ul style="list-style-type: none"> • *Trade discount (e.g. up to 10% discount off selling price) with 10% cap OR • *Bulk purchase rebate (e.g. buy 10 get 1 free, buy 10kg rice get 1kg oil free) with 10% cap • Trade customer loyalty programme (e.g. drinks dispensers, display shelves, rice cookers for regular purchase of healthier ingredients) <p>*NOTE: Grant applicants must choose <u>either</u> trade discount or bulk purchase rebate to administer to any one customer.</p>	<ul style="list-style-type: none"> • Direct discounts to consumers • Premiums to consumers • Operational costs and overheads (e.g. electricity, rental, manpower, logistics)

Ingredient Thematic Promotion Category

Activities based on HPB's instructions to Scheme Participants (Opt-In Basis)