



# Over-redemption

Application form  
United Kingdom

## INTRODUCTION

The purpose of this application form is for us to find out more about you. Completion of this application form does not oblige either you or us to enter into a contract of insurance.

Following a reasonable search you must provide us with all information which may be material to the cover we offer in a clear and accessible manner. Information is material if it would influence our decision whether to insure you, what cover we offer you or what premium we charge you. If you are in any doubt whether a fact or circumstance is material you should disclose it.

## HOW TO COMPLETE THIS FORM

Whoever fills out the form must be a principal, director or partner of the applicant company. They should make all the necessary enquiries of their fellow senior management, employees and persons responsible for arranging the insurance to enable our questions to be answered.

If you require extra space to answer the questions or provide any other material information, please use the additional information section at the back of the form. Once you have completed the form please return it directly to your insurance broker.

## SECTION 1: COMPANY DETAILS

1.1 Please state the name and address of the company for whom this insurance is required:

Insured company:	
Address:	
	Postcode:
Website:	E-mail:
Contact name:	

## SECTION 2: THE PRODUCT

2.1 Please state the following:

a) the name of the product(s) being promoted:


b) the product description:


2.2 Please state whether the promotion is a new product launch or a product re-launch:

New product launch:       Product re-launch:       Neither:

2.3 Please state:

a) the market share of the product:

 %

b) target audience of the product:

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c) the average rate of sale of the product per household per month:

2.4 Please state the percentage of product sales via the following outlets:

Supermarkets:  %

Local grocers:  %

Newsagents:  %

Off licences:  %

Public houses:  %

Restaurants:  %

Petrol stations:  %

DIY stores:  %

Online:  %

Other:  %

*If other, please provide details and continue on the ADDITIONAL INFORMATION page if necessary:*

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2.5 Please provide the following information about the product:

Sizes of units:	Units sold per annum:	Consumer price	
		Min £:	Max £:

### SECTION 3: THE PROMOTION

3.1 Please state whether you have previously organised:

a) an identical or similar promotion:

 Yes No

b) a promotion for the same product during the last 5 years:

 Yes No

*If you have answered yes to a) or b), please provide full details of the previous promotion, including the response data and whether the response exceeded your anticipated response. Please continue on the ADDITIONAL INFORMATION page if necessary:*

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3.2 Please state the following:

a) the name of the promotion:

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b) what is being offered in the promotion:

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c) how the promotion is being communicated:

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d) the objective of the promotion (e.g. distribution, awareness, increasing market share, repeat purchase):

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e) how a valid claim can be made under the promotion (e.g. how many proofs of purchase or unique codes are required):

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3.3 Please state whether it is possible to remove the proof of purchase without purchasing the product:  Yes  No

*If yes, please explain how and continue on the ADDITIONAL INFORMATION page if necessary:*

3.4 Please state whether the promotion is restricted to one per household:  Yes  No

*If no, what restrictions are in place?*

3.5 Please state when the promotion is due to:

a) start:

DD / MM / YY

b) finish:

DD / MM / YY

3.6 Please state, if relevant:

a) the final redemption date for retailers:

DD / MM / YY

b) the coupon clearing account close date:

DD / MM / YY

3.7 Please state:

a) the sizes and the number of product units which are being used for the promotion:

Sizes of units:	Number of units:

b) how long you anticipate it will take to sell the products:

3.8 Please state whether:

a) the promotion is restricted to flashed promotional packs:

 Yes  No

b) any additional supplies of the product will be available during the promotion:

 Yes  No

*If you have answered yes to a) or b), please state how many additional units will be available:*

3.9 Please state the unit price of the promotional item(s) offered and the handling cost, and continue on the ADDITIONAL INFORMATION page if necessary:

Unit price of the promotional item offered:	
Handling cost:	

3.10 Please state what the perceived value of the item offered is to the consumer:

3.11 If the promotional item is a voucher, please state whether the cost per redemption is incurred at application, on usage or on both:

- Application
  Usage
  Both

*If both, please provide full details and continue on the ADDITIONAL INFORMATION page if necessary:*

**SECTION 4: THE ADVERTISING CAMPAIGN**

4.1 Please state:

a) how the promotion will be advertised:

Type	Cost	Further information (i.e. TVRs, publications etc.)
TV:		
Radio:		
Newspapers:		
Magazines:		
Point of sale:		
Online:		
Other:		

b) the countries where the promotion will be advertised:

4.2 Please state:

a) whether you are using a handling house for the promotion:  Yes  No

*If yes, please provide the name and contact details:*

b) whether the handling house has had previous experience of this style of promotion:

Yes

No

c) how the handling house will ensure the terms and conditions of the promotion have been complied with:

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d) how the handling house will report the redemption levels:

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## SECTION 5: INSURANCE HISTORY

5.1 Have you ever:

a) made a claim for over-redemption insurance?

Yes

No

b) had over-redemption insurance declined by any insurer?

Yes

No

c) exceeded the anticipated response for a fixed fee contract?

Yes

No

*If you have answered yes to a), b) or c), please provide full details and continue on the ADDITIONAL INFORMATION page if necessary:*

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**SECTION 6: INSURANCE REQUIREMENTS**

6.1 Please state the estimated redemption rate:

Percentage: _____ %	Monetary equivalent: _____ £
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6.2 Please explain how the estimated redemption rate has been calculated:

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6.3 Please state the range of percentage redemption rates which you would like the insurance to cover:

To start at: _____ %	To finish at: _____ %
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6.4 Please state the loss payee (if other than the insured company):

**SECTION 7: DECLARATIONS**

I declare that:

- after full enquiry the answers to the questions contained in this application form, and any other information supplied by me, are substantially true, accurate and correct;
- I will inform underwriters before cover incepts of any change to the information supplied by me; and
- I understand that if any of the information contained in this application form or provided elsewhere is substantially untrue, inaccurate or incorrect, or I have not disclosed any other information that is material, the Policy may be avoided without any return of premium, the terms and conditions may change, a higher premium may become payable or we may reduce the amount of any claim payment.
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Signed: \_\_\_\_\_ Full name: \_\_\_\_\_

Position held: \_\_\_\_\_ Date: \_\_\_\_\_ DD / MM / YY

**ENCLOSURES**

I confirm that I have enclosed the following with this application form:

- a) promotional artwork:
- b) artwork related to advertising:
- c) samples of product packaging and proof of purchase:
- d) terms and conditions of the promotion



ADDITIONAL INFORMATION: