

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

Page 1 of 5

## 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, have a look at the preview of the application form on the right hand side of this web page, 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.

**PS:**

**The Guidelines have been updated for 2020, please read the updated guidelines before submitting your application.**

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- 1 **Company Information**    2 Project Information    3 Documentation In-store demos    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.

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### 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.

\*

- Q1 2020 (Jan.-Mar.)     Q2 2020 (Apr.-Jun.)  
 Q3 2020 (Jul.-Sep.)     Q4 2020 (Oct.-Nov.)

Date(s) \*

Next step

1 Company Information

2 **Project Information**

3 Documentation In-store demos

4 Budget and Design

5 Terms & Conditions

### 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

Next step[Previous step](#)

As the co-financing funds are not intended to cover costs incurred by the exporter or producer as a part of its regular operations, the co-financing funds must be used to buy services from third party operators tasked with conducting marketing activities (i.e. agencies employed to conduct in-store demonstrations or designers and printers hired for production of marketing materials).

## Page 3 of 5

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

1 Company  
Information

2 Project  
Information

3 **Documentation**  
**In-store demos**

4 Budget and  
Design

5 Terms &  
Conditions

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

### Adress 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.

\*

Bla gjennom ... Ingen fil valgt.

### 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.

Next step

[Previous step](#)

<b>1</b> Company Information	<b>2</b> Project Information	<b>3</b> Documentation In-store demos	<b>4</b> Budget and Design	<b>5</b> Terms & Conditions
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### Guidelines

#### What the NSC can co-finance

- MATERIALS - brochures, posters, recipe booklets, roll-up banners, etc.
- PRODUCT LABELLING - labels, stickers etc
- B2C-ACTIVITIES - product demos, in-store demonstrations, events, cooking demos
- B2B-ACTIVITIES - product demonstrations, events, trade shows (PS: Not customer visits)
- PR-ACTIVITIES - product launches, press trips, events, etc.
- MEDIA PURCHASES - advertisement in external newspapers, magazines, on TV, in social media and through e-commerce channels
- ANALYSES AND MEASUREMENTS – associated with the abovementioned activities (for example focus groups)

#### 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 BONUSSES
- 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

<b>Total estimated budget (without tax): *</b> E.g. 200 000 USD	Please use the currency which will be used in the invoices related to the project.  Do not include VAT.
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Share of (%) co-funding applied from the NSC (maximum 50%): \*

50%       25%       Other

<b>Total amount of co-funding applied from the NSC (incl. tax): *</b> E.g. 50% of the total estimated budget	Please use the currency which will be used in the invoices related to the project.  The share of co-financing can never exceed 1.25 million (without tax) per project, and a single exporter or producer cannot receive more than 1.25 million NOK (without tax) in co-funding from one species budget, for one kind of marketing activity in one market within one fiscal year.
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Upload preliminary budget:  
[Template for attachment is found here](#) \*

Ingen fil valgt.

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

Mock-ups for material

Ingen fil valgt.

Other information

Other attachments

Ingen fil valgt.

[Previous step](#)

1 Company Information

2 Project Information

3 Documentation In-store demos

4 Budget and Design

5 Terms & Conditions

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

During the marketing campaigns/activities, the Norwegian seafood industry's trade mark, "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](#)

How are the products that are to be marketed as a part of this campaign labelled with "Seafood from Norway"? \*

- Product labelling
- Stickers
- Other

Other type of labelling \*

Please describe how "Seafood from Norway" is used on products marketed as a part of this project.

Product labelling:

Ingen fil valgt.

### Terms & Conditions

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

Declaration of intent \*

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

[Read the consent declaration 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

[Previous step](#)