

# MARKETING APPROVAL PROCESS

Any marketing collateral that's going out directly to our members must go through PTN's approval checkpoint. This includes email campaigns, flyers, promos, direct mailers, and everything in between.

The approval process is quick and meant to provide guidance on brand terminology (e.g. franchise owners not franchisees, service professionals not technicians) and culture so vendors can make a more lasting impression. Before distributing (or printing 100 copies!), send your content to PTN's Vendor Relations Specialist.

## TIPS FOR SUCCESS

### **USE THE CORRECT LOGO**

Since the launch of Neighborly® as well as several brand refreshes, it's so important to utilize the correct brand logos. These can be downloaded from the PTN site on the vendor homepage.

### **SHOW YOUR PTN VENDOR PRIDE**

Stand out from the crowd — use the PTN preferred vendor icon. The icon allows members to recognize and easily identify PTN preferred vendors. This can be downloaded from the PTN site on the vendor homepage.

### **FOLLOW NEIGHBORLY'S REGISTERED TRADEMARK RULES**

The first instance of any brand name, including Neighborly, must have a registered mark. In the phrase "Neighborly brands," brands is lowercase and not registered: Neighborly® brands.

### **STAY ON BRAND**

Be brand-specific with your campaigns whenever possible. Franchise owners always appreciate specialized campaigns that target them directly, and they love to see their brand logo.

## GOOD TO GO

Once all content has been approved, you are free to send it to members!