

BEFORE YOUR SHOP:

1. Review and sign off on your Shop Instructions (this page).
2. Review the Blank Survey - this is a pre-shop tool meant to help you familiarize yourself with the survey questions and format.
3. Know your assigned location and timeframe.
4. You must go on your assigned shop date - plan ahead!
5. Review photo and receipt requirements (outlined below).

If you have questions regarding this assignment, contact BestMark immediately. Do NOT attempt to complete this shop until you have reviewed all your shop materials and fully understand the shop requirements.

Send all inquiries to shops@bestmark.com or your scheduler.

PROJECT SPECIFICATIONS

***** You MUST be 21+ to complete this shop! ****

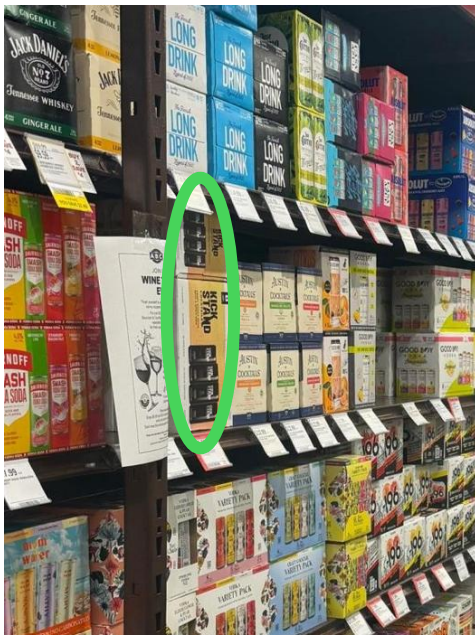
You will visit your assigned location and locate the “**Kickstand Cocktails**” variety 8-pack (including 4 flavors). **Kickstand cocktails are Ready-to-Drink alcohol beverages, which can be found in the section that features pre-mixed, single-serving alcoholic beverages packaged in cans/bottles.**

***Please note that some locations may have a dedicated display for the Kickstand product, which may be in a separate area away from the RTD section of the location. ***

Once you’ve located the product in store, you will take a minimum of TWO photos showing the product merchandising and where it is displayed in store and on the shelf.

After you’ve taken your photos, select **THREE Kickstand variety 8-packs** and proceed then proceed to the cashier to purchase your items. You will be reimbursed for the purchase of up to **THREE Kickstand variety 8 packs**.

KICKSTAND COCKTAILS VARIETY 8-PACK



PRODUCT AVAILABILITY / SELECTION

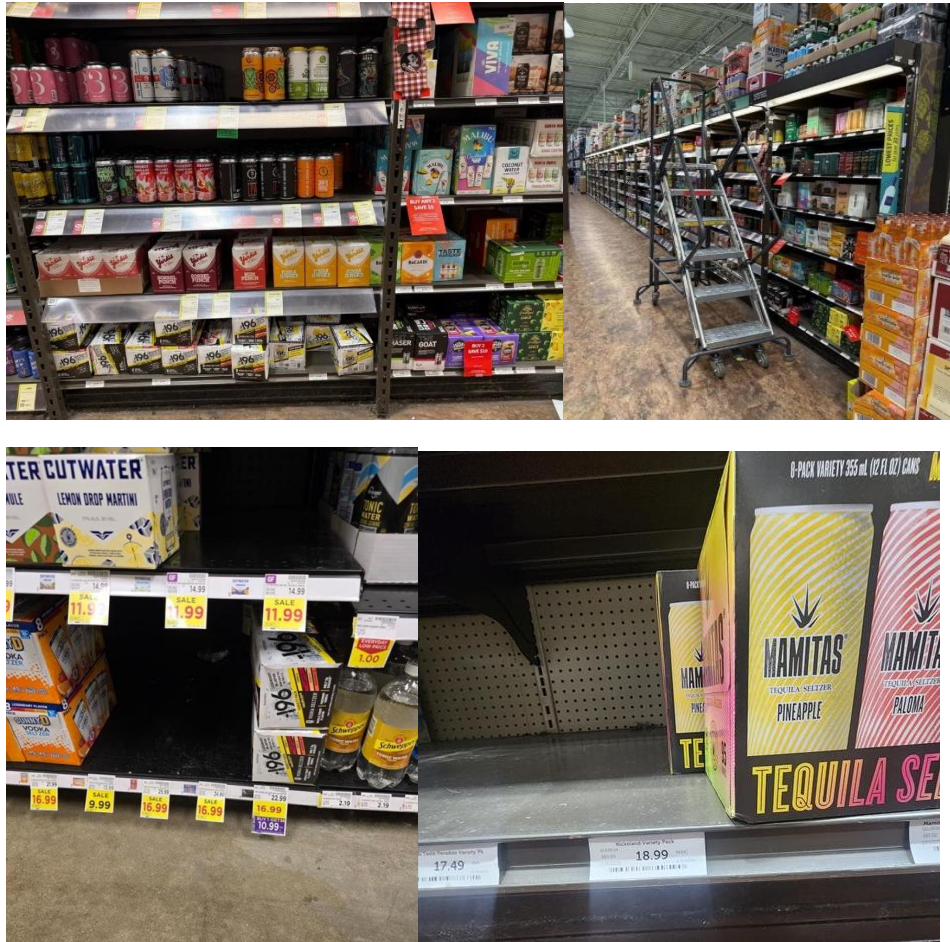
- If you are having trouble locating the brand/product in store, please note that some locations may have a dedicated display (examples shown below) for the Kickstand product, which may be in a separate area away from the RTD section of the location.
 - You must seek assistance from an associate after looking for at least 10 minutes.



- This shop requires you to **purchase THREE Kickstand variety 8-packs** during your shop.
 - If the location only has ONE or TWO packs in stock/available for purchase, you MUST purchase the maximum number you can AND provide details on your shop report submission.
 - In the rare instance, there aren't any for sale, you are still required to take photos of the empty shelf/aisle (where the product would have been stocked)

confirm with a sales associate that there are not ANY in stock AND provide details in your shop report submission.

Example of acceptable empty shelf/aisle photos, in the event the Kickstand variety 8-pack is not available for purchase (shown below):



When taking your photos, to help us accurately assess store conditions and placement opportunities, please ensure photos capture the Ready-To-Drink section comprehensively and focus on areas relevant to Kickstand.

- **Take wide-angle photos that show the full RTD section whenever possible.**
- **Avoid submitting multiple photos of the same area; capture different sections to provide a complete view of the RTD section.**
- **Focus on locations where Kickstand is currently placed or could potentially be placed.**

- **DO NOT include photos of wine or beer sections unless Kickstand is merchandised there.**

These examples illustrate photos that do not provide adequate coverage of the RTD section or relevant merchandising opportunities and may disqualify your shop submission:

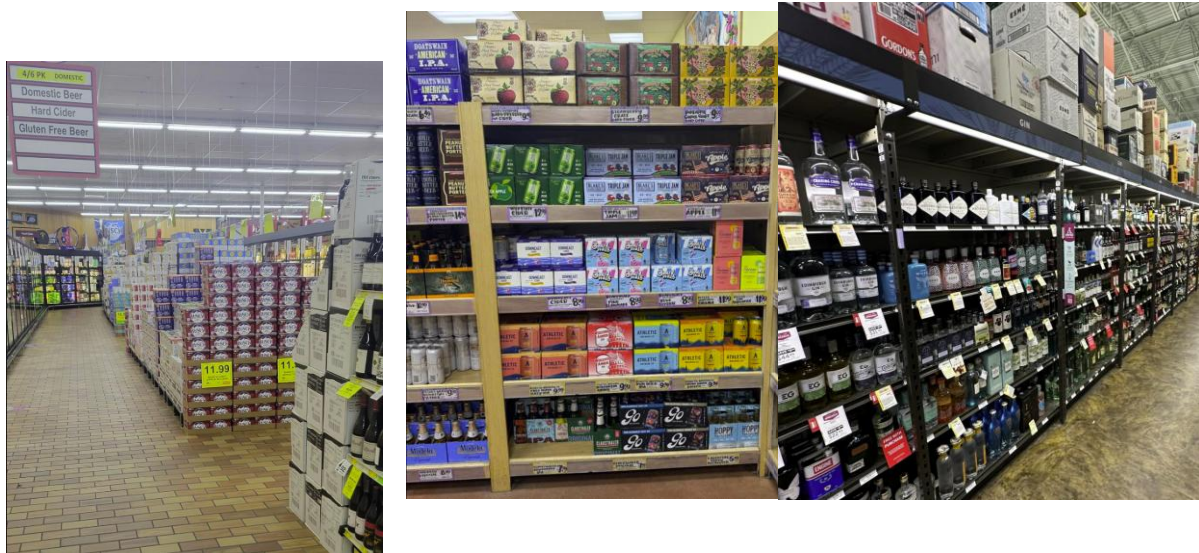


PHOTO / RECEIPT VALDIATION

- You must provide a minimum of TWO photos showing the product merchandising and where it is displayed in store and on the shelf OR photos of the empty shelf/aisle (where the product would have been stocked)
- You must upload a copy of your itemized receipt including the amount spent and location visited.

- **If the product is not available for purchase, you may submit a photo of the empty shelf/aisle along with a photo of the location's exterior for validation purposes.**

- You must upload your SELFIE PHOTO in the RECEIPT UPLOAD space to attach the image to your survey.

AFTER YOUR SHOP:

- Complete and submit your survey by the due date and time (as noted above). The deadline is noted in Eastern standard time. If your survey is not submitted by the deadline, it will be automatically cancelled.

- Answer all questions accurately and provide detailed supporting narrative to explain your responses.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly on the same day. You should respond directly to the QA Editor who contacted you.



STORE VISIT

Location 123 Main Street
N/A, NY 12345

Shop Details Shop Date _____ Shop Day _____
Start Time _____ End Time _____
Dispatch ID 5697853 Shop Type D

Kickstand - Store Presence

Was the Kickstand Cocktails variety 8-pack available for purchase? ☐ Yes ☐ No

0 / 10

If yes, where was it located in the store and on the shelf?

Did you need to seek assistance in order to locate the product? ☐ Yes ☐ No

How many 8-pack cases did you purchase?

Please upload at least 2 photos of the 8-pack on the shelf (or in the aisle):

Explain the responses you provided above for the Kickstand store presence questions: