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SCENIC US – GVG  
BROCHURE LEAD GEN – PROJECT PROPOSAL – 12.27.16

**Project Goal: Generate Scenic European River Brochure Orders**

*Flight Date: January 23 – April 01, 2017*

Base Cost: \$10,000 (due before project launch on January 23, 2017)

No-risk, Performance Based Potential: \$27,500

**Maximum Total Cost: \$37,500**

**Inclusive of the following:**

- Email and Online Marketing to the GVG Proprietary Affluent Consumer Cruiser/Traveler Databases
  - Note: The Network of GVG Database resources includes 30+MM opt-in consumer email addresses. The most affluent segment is at least 3MM in size. There is much untapped opportunity within this universe for generating highly qualified consumer Scenic Cruises brochure requests and downloads at a very efficient campaign cost, as previously demonstrated.
- Revise the proven email and special-purpose landing page to reflect the latest Scenic European River Cruise brand materials.
- Media/Execution Cost: \$10,000 (due before project launch on January 23, 2017)
- No-risk, performance-based cost - \$27,500
  - \$20 per unique Brochure Order with Mailing Address
  - Maximum campaign cap of 1,375 orders. Limit may be expanded based upon response volume and Scenic Cruises budget approval.