

# QR-CODE Cost Reduction Internal/External Analysis

## Welcome to AMA Creative Products!

Thank you for your interest in exploring how AMA Creative Products can help your organization achieve significant cost reductions and enhance your marketing impact through our innovative QR-CODE Apparel solutions.

This questionnaire is designed to be simple and efficient. By providing the information below, you will enable our AMA QR-CODE advisors to quickly understand your unique needs and develop a customized proposal that outlines your potential savings and strategic opportunities.

We are committed to making this process seamless for you. Your dedicated advisor will handle the detailed analysis and heavy lifting, ensuring you receive a precise and impactful plan.

**For all inquiries and to submit this completed form, please contact:** [info@amacp11qr.com](mailto:info@amacp11qr.com)

## Section 1: Your Organization & Strategic Goals

*This section helps us understand who you are and what you aim to achieve.*

1. Company/Organization Name:
2. Primary Contact Person:
3. Business Phone Number:
4. Business Email Address:
5. Your Industry/Sector:
6. Briefly describe your core business, products, services, or mission:
7. What are your top 2-3 marketing or operational goals for the next 12-18 months? (e.g., increase sales, enhance brand visibility, reduce marketing spend, improve customer engagement, support a specific cause, expand market reach)
  - \* Goal 1:
  - \* Goal 2:
  - \* Goal 3:
8. Who is your primary target audience? (e.g., demographics, interests, geographic location)

## Section 2: Your Current Marketing & Promotional Landscape

*This section helps us identify where you are currently investing and where potential cost savings lie.*

1. What advertising and marketing channels are you currently using? (Check all that apply)

- \* ☐ Television/Radio Ads
- \* ☐ Print Media (Magazines, Newspapers)
- \* ☐ Billboards/Outdoor Advertising
- \* ☐ Digital Ads (Social Media, Search Engine Marketing, Display Ads)
- \* ☐ Promotional Merchandise (e.g., branded pens, bags, t-shirts, hats)
- \* ☐ Event Sponsorships
- \* ☐ Direct Mail
- \* ☐ Other (Please specify):

2. What is your estimated annual budget for your current advertising and promotional activities?

- \* Total Annual Budget: \$
- \* If possible, please provide a breakdown for your top 2-3 most expensive channels:
- \* Channel 1: \$
- \* Channel 2: \$
- \* Channel 3: \$

3. Do you currently use any branded apparel or hats for marketing or internal purposes? (Yes/No)

\* If yes, please describe the types of items and how they are used:

\* What is your approximate annual spend on these items? \$

**4. What are the biggest challenges or frustrations you experience with your current advertising and promotional efforts?** (e.g., high costs, difficulty measuring ROI, limited reach, lack of engagement, environmental concerns)

## Section 3: Envisioning Your QR-CODE Apparel Solution

*This section helps us tailor our innovative solutions to your specific needs and explore new opportunities.*

1. Are you interested in utilizing AMA Creative Products' HOA/HOS Hat Inserts for your marketing? (Yes/No/Unsure)

\* If yes, what is your initial estimated quantity of inserts you might need? (e.g., 200min 1,000; 5,000; 10,000+; or "discuss with advisor")

\* Our inserts can feature up to five distinct QR codes. What types of digital content or calls to action would you envision linking to these codes? (e.g., website, special offer, social media, survey, video, event registration)

2. Our "Greenleak" advertising model emphasizes efficiency, sustained visibility, and environmental responsibility. How important are these aspects to your organization's marketing strategy? (Scale of 1-5, with 5 being very important)

- \* ☐ 1 (Not important)
- \* ☐ 2 (Slightly important)
- \* ☐ 3 (Moderately important)
- \* ☐ 4 (Important)
- \* ☐ 5 (Very important)

3. Are you interested in integrating the "Tapped In" philosophy (e.g., intention setting, personal transformation, energetic alignment) into your brand's message or internal culture? (Yes/No/Unsure)  
\* If yes, how do you see this aligning with your organization's values or mission?
4. Beyond hat inserts, are you interested in exploring other branded apparel and accessories from our shop (amacp11.com/shop) for marketing, employee branding, or retail? (Yes/No/Unsure)  
\* If yes, what types of products are you most interested in? (e.g., t-shirts, hoodies, sports bras, mugs, laptop sleeves, yoga mats)
5. **How do you envision distributing or utilizing these QR-CODE enabled products?** (e.g., customer giveaways, employee uniforms, retail sales, event promotions, direct mail)

## Section 4: Collaboration & Next Steps

*This final section helps us set clear expectations for our partnership.*

1. **What is your desired timeline for launching a new marketing initiative or implementing cost reduction strategies?** (e.g., 1-3 months, 3-6 months, 6-12 months)
2. What are your preferred methods of communication for project discussions? (Check all that apply)  
\* ☐ Email  
\* ☐ Phone Calls  
\* ☐ Video Conferencing (e.g., Zoom, Google Meet)  
\* ☐ Other (Please specify):
3. **Do you have any specific questions or additional notes you'd like to share with your AMA QR-CODE advisor before our initial discussion?**

## What Happens Next?

1. **Submit Your Form:** Please complete this questionnaire and email it to [info@amacp11qr.com](mailto:info@amacp11qr.com).
2. **Advisor Review:** Your dedicated AMA QR-CODE advisor will meticulously review your responses.
3. **Tailored Proposal:** We will then contact you to schedule a brief discussion, present our initial findings, and outline a customized proposal detailing your potential cost savings and strategic marketing opportunities.

We look forward to partnering with you to unlock new levels of efficiency and impact for your brand!

For more information please contact us at: [info@amacp11qr.com](mailto:info@amacp11qr.com) (Michael Robinson CEO/Managing Owner)