

## FW: Colgate promo plan for base 115 and 200g

From: Amanda Vella <[AVella@coles.com.au](mailto:AVella@coles.com.au)>  
 To: Michelle Chen <[MChen@colpal.com](mailto:MChen@colpal.com)>  
 Cc: Alex Martin <[AMartin@colpal.com](mailto:AMartin@colpal.com)>; Jack Jessiman <[JJessiman@coles.com.au](mailto:JJessiman@coles.com.au)>  
 Date: Mon, 04 Apr 2022 15:49:14 +1000  
 Attachments: DD PAF (BSCW) Q2 2022 (Total Base).xlsx (342.28 kB)

Hi Michelle

I have keyed the DD promotion from 6/04

I have also keyed the BSCW deals from 6/04 to 28/06

Thanks  
 Amanda

From: Michelle Chen <[MChen@colpal.com](mailto:MChen@colpal.com)>  
 Sent: Monday, 4 April 2022 2:16 PM  
 To: Amanda Vella <[AVella@coles.com.au](mailto:AVella@coles.com.au)>  
 Cc: Alex Martin <[AMartin@colpal.com](mailto:AMartin@colpal.com)>; Jack Jessiman <[JJessiman@coles.com.au](mailto:JJessiman@coles.com.au)>  
 Subject: Re: Colgate promo plan for base 115 and 200g

Thanks Amanda, please find attached!

Cheers,

Michelle Chen | Colgate-Palmolive Company  
 Customer Development Executive | Coles (Oral Care)  
 1b/21 Lionel Rd, Mount Waverley, VIC 3149  
[MChen@colpal.com](mailto:MChen@colpal.com) | [0888888888](tel:0888888888)



On Mon, 4 Apr 2022 at 13:42, Amanda Vella <[AVella@coles.com.au](mailto:AVella@coles.com.au)> wrote:

Hi Michelle

DD start the same as our promo weeks which is Wednesday

Thanks  
 Amanda

From: Michelle Chen <[MChen@colpal.com](mailto:MChen@colpal.com)>  
 Sent: Monday, 4 April 2022 1:37 PM  
 To: Amanda Vella <[AVella@coles.com.au](mailto:AVella@coles.com.au)>  
 Cc: Alex Martin <[AMartin@colpal.com](mailto:AMartin@colpal.com)>; Jack Jessiman <[JJessiman@coles.com.au](mailto:JJessiman@coles.com.au)>  
 Subject: Re: Colgate promo plan for base 115 and 200g

Hi Amanda,

Can you please confirm if the DD PAFs need to start on a Monday (4/4/22) or Wednesday (6/4/22), and I'll send one straight away.

Cheers,

Michelle Chen | Colgate-Palmolive Company  
 Customer Development Executive | Coles (Oral Care)  
 1b/21 Lionel Rd, Mount Waverley, VIC 3149  
[MChen@colpal.com](mailto:MChen@colpal.com) | [0888888888](tel:0888888888)



On Mon, 4 Apr 2022 at 11:29, Amanda Vella <[AVella@coles.com.au](mailto:AVella@coles.com.au)> wrote:

Hi Jack

Jack has advised these are all good to move to DD. Please send through PAF's so we can have these all loaded

Thanks  
 Amanda

From: Amanda Vella  
 Sent: Friday, 1 April 2022 2:15 PM  
 To: 'Alex Martin' <[AMartin@colpal.com](mailto:AMartin@colpal.com)>; Jack Jessiman <[JJessiman@coles.com.au](mailto:JJessiman@coles.com.au)>  
 Cc: Michelle Chen <[MChen@colpal.com](mailto:MChen@colpal.com)>  
 Subject: RE: Colgate promo plan for base 115 and 200g

Hi Alex

Unfortunately I don't have anything on these moving back to DD.

Hi Jack

Can you please advise?

Thanks  
 Amanda

From: Alex Martin <[AMartin@colpal.com](mailto:AMartin@colpal.com)>  
 Sent: Friday, 1 April 2022 2:02 PM  
 To: Amanda Vella <[AVella@coles.com.au](mailto:AVella@coles.com.au)>  
 Cc: Michelle Chen <[MChen@colpal.com](mailto:MChen@colpal.com)>  
 Subject: Re: Colgate promo plan for base 115 and 200g

Hi Amanda

Just in regards to the base Total range you enquired about, before Jack left, he indicated that we could re-launch the Down Down offer after 4 weeks. Is that the case, if so, we will provide the PAFs to relaunch Down Down now (assuming it starts from next Wednesday, can you please confirm?).

Alex Martin | Colgate Palmolive Australia  
 Mob: [0888888888](tel:0888888888) | E-mail: [AMartin@colpal.com](mailto:AMartin@colpal.com)  
 Address: 18/21 Lionel Road, Mount Waverley, VIC. 3149

On Mon, 28 Mar 2022 at 08:51, Amanda Vella <[AVella@coles.com.au](mailto:AVella@coles.com.au)> wrote:

Hi Michelle

Can you please advise if there is going to be a promo plan for these ranges? If so please send through PAF's

Thanks

Amanda

From: Amanda Vella  
 Sent: Thursday, 24 March 2022 2:51 PM  
 To: 'Michelle Chen' <[BERM@colpal.com](mailto:BERM@colpal.com)>  
 Cc: 'Alex Martin' <[BERM@colpal.com](mailto:BERM@colpal.com)>  
 Subject: Colgate promo plan for base 115 and 200g

Hi Michelle

I know you were working on a promo plan for the base toothpaste 115 and 200g. Can you please send through a PAF as there is no promotion loaded for these ranges. We were promoting once every few months when on DD

Item/ Group Id	Ticket Description 1	Ticket Description 2	UOM	WEEK # 36 02 Mar 2022 P 09	WEEK # 37 09 Mar 2022 P 09	WEEK # 38 16 Mar 2022 P 09	WEEK # 39 23 Mar 2022 P 09	WEEK # 40 30 Mar 2022 P 10	WEEK # 41 06 Apr 2022 P 10	WEEK # 42 13 Apr 2022 P 10	WEEK # 43 20 Apr 2022 P 10	WEEK # 44 27 Apr 2022 P 10
> 29877	Colgate Toothpaste 80-90g			\$2.00 ✓	\$2.00 ✓	\$2.00 ✓	\$2.00 ✓	\$2.00 ✓	\$2.00 ✓	\$2.00 ✓	\$2.00 ✓	\$2.00 ✓
> 29878	Colgate Toothpaste 165-180g			\$3.50 ✓	\$3.50 ✓	\$3.50 ✓	\$3.50 ✓	\$3.50 ✓	\$3.50 ✓	\$3.50 ✓	\$3.50 ✓	\$3.50 ✓
✓ 20589	Colgate Total Base 115g											
3400821	Colgate Total Mint Stripe	Toothpaste	115GRAM									
3401008	Colgate Total Original	Toothpaste	115GRAM									
✓ 20590	Colgate Total Base 200g											
3400832	Colgate Total Mint Stripe	Toothpaste	200GRAM									
3401074	Colgate Total Original	Toothpaste	200GRAM									

Thanks

**Amanda Vella**

Business Category Co-ordinator Personal Care  
**Health Beauty Baby**

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