

Supplier Marketing – Weekly Report

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Supplier Marketing & Merchandising

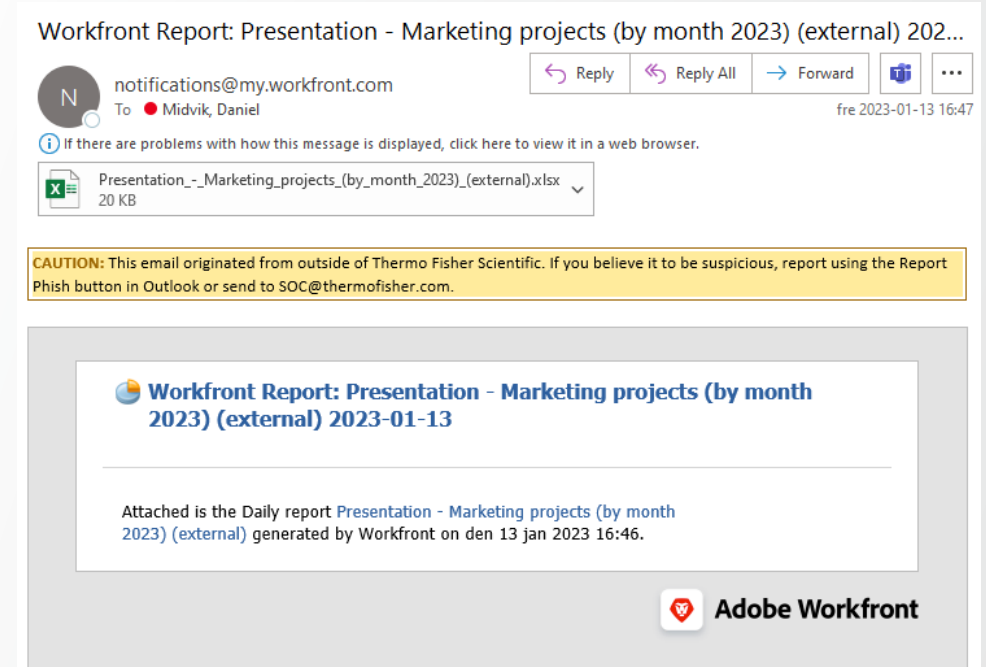
2023-01

 The world leader



Supplier Notification from Workfront

- New report available to all suppliers on Media Sales
- Weekly email is sent with a dedicated report including all Marketing Tactics that has been booked through Media Sales.
- The report will be sent out on Monday mornings to supplier and Fisher Scientific Category Manager.



Reading the Report



1. Status
EU waiting for content. - Download the correct template and provide content to media.sales@thermofisher.com

Production – content in studio being produced towards Go Live Date

Completed – tactic has gone live on web site

2. Job Requested Go Live
Date in red is current month or earlier. If status is waiting for content, it can be difficult to deliver content on time.

Date in yellow is next month – studio needs content urgently.

Date in Green – still time to deliver content.

3. Invoice Details
Here you can see the invoice details. If, “Yes” invoice has been raised with finance team and will be sent out supplier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Status	% Complete	Job Requested Go Live	Promo ID	Campaign/Project Name	Asset Type	Content Templates	Supplier funding (€)	EU Supplier name	Legal Entity Name	Street Name	Postal Code / City	City	Country	Payment Option	Project Paid
Preferred Start/Launch Date: Jan, 2023 (7)															
EU waiting for content	0,00%	2023-01-01	12345	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
EU waiting for content	0,00%	2023-01-01	12346	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
EU waiting for content	0,00%	2023-01-02	12354	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
EU waiting for content	0,00%	2023-01-02	12355	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
EU waiting for content	0,00%	2023-01-02	12356	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
Completed	100,00%	2023-01-02	12355	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
Completed	100,00%	2023-01-02	12356	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
Preferred Start/Launch Date: Feb, 2023 (3)															
EU waiting for content	0,00%	2023-02-01	12355	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
EU waiting for content	0,00%	2023-02-01	12356	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
Production	5,41%	2023-02-01	12356	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes
Preferred Start/Launch Date: Mar, 2023 (1)															
EU waiting for content	0,00%	2023-03-01	12356	12345_Web banner	Web banner	https://media.fishersci.eu/content-templates.html	4000	Fisher Scientific	Fisher Scientific	Arendalsvägen 16	41878 Göteborg	Göteborg	Sweden	Prepayment (invoice)	Yes

Download the template

<https://media.fishersci.eu/content-templates.html>

Download the content template.

All the Media Sales Content Templates are available online. You need a Media Sales account to access and download the template.

1. Follow the link in the file to Media Sales
2. Click on the assets name and it will download a template.
3. Once populated please send the template to:
media.sales@thermofisher.com

Media Sales content templates

Thank you for placing an order on Media sales. To support you in identifying the correct template for your marketing asset we have created this page. When you click on one of the assets below an excel template will start to download, once populated please send it to media.sales@thermofisher.com.

Application Pages

Featured Product

Application Page Package

New Product

Customer Segment (Academic, Biotech, Industry and Pharma)

Email Inclusion

Email - Exclusive

Web Banner

Web Ads

Featured Product

New Product

Quarterly Focus

Product Focus (Chemicals, Chromatography, Equipment, Life Science and Safety)

Email - Exclusive

Web Banner

Web Ads

Paid Social

Featured Product

Digital Marketing

Email Inclusion

Email - Exclusive

Web Banner

Web Ads

AdWords

Paid Social

Display Advertisement

Data Science

Featured Product

New Product

Store Front

Store Front - Product Selector

Take action on content – Make sure that it is delivered on time