

**Robinsons Refresh'd 2019 Advertising Campaign
Summary Usage Requirements – Featured Child – Visual and Voiceover**

Use of the all footage by Robinsons it's group companies, affiliates and third party agencies nominated by Robinsons ("collectively Client") which shall include the commercials and all other filmed material whether forming part of the commercial or not, cutdowns, alternative edits, online and digital versions, foreign language versions, including variation of product, packaging, messaging, offer, language, and subtitling where necessary, rushes/outtakes and lifts and stills taken from the filmed material (together referred to as the "Campaign Materials" and as further defined below".

Please Note: All Fees include all insurance and taxes and agents fees.

Role: Featured Visual and Brand Voiceover Artist

Shoot Fee: £190 per day

Travel/Rest day(s) £95 per day

Wardrobe: £50 per half day session

Recording Fee: £100 per 2 hour session

Chaperone Fee: £150 per day (travel, shoot, rest)

Campaign Materials: Campaign entitled "Robinsons Refresh'd" consisting of:
1 x 30" 'Natural Break' Commercial plus cutdowns, alternative edits, tags, variations in products and messaging , online and digital versions.

Usage Fee: £1,500 payable upon first transmission. For the avoidance of doubt the usage fee will cover both visual and voiceover performance

Initial Territory: United Kingdom and ROI (Non territorial media ie: Internet/on-line and Secondary Media are worldwide)

Term of Use: Principal Media : 12 months from date of first transmission.
Secondary Media: 2 years from date of first transmission

Principal Media 1: All forms of Television (including Terrestrial, Satellite, Cable, VOD or any other method to be introduced irrespective of delivery method or signal). Cinema. All forms of Internet and On-Line use without exception including Client branded websites, other websites, emails, YouTube and Social media sites, Pre-Roll, Banner Ads, MPUs mobile phone and tablet advertising. Digital Out of Home and Public Location Screens.

Secondary Media: All Public Relations and Promotional use without exception, internal communications, trade shows, sampling shows and exhibitions, education and training, digital archive systems, Robinsons website (non-paid for) intranets, Agency website, Awards and Industry websites and showreels in any medium.

Options Years 2 and 3. Terms as per the initial usage deal. Usage fee to increase 10% year on year.

N.B. this is a summary only of the usage required and monies payable to the artist, the actual contract shall be in much greater detail and include appropriate conditions and warranties.

By your signature below you signify that you understand the terms of agreement as listed above and that you are prepared to contract according to these terms.

Signed.....
Artist

Date:.....

Signed.....
Agent

Date:.....