











| Reference | <ul style="list-style-type: none"> • MAP • Marketing brief • SOP OF0264 - Using the Startle system to program marketing screens |
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| Step 1 |  <ul style="list-style-type: none"> • TV remote controls must be stored in a location easily accessible to employees, and must be returned to this location after each use. • TV remote controls must not be used by customers. • Replacement remote controls can be obtained on a supply only order via the property maintenance system. |
| Step 2 |  <ul style="list-style-type: none"> • At pub opening time, and TV that is turned on must display BBC News with sound off and with subtitles on. Only turn on TVs that are required at this time. • Do not show any other TV program unless directly communicated by marketing. • For pubs with big screens or drop-down screens, these must only be used for big events which have been pre-agreed with the pub's area manager. |
| Step 3 |  <ul style="list-style-type: none"> • At midday, all TVs are to be turned off. • There may be exceptional occasions where a specific event dictates that the TVs are not turned off at midday. • This include events such as a Royal Wedding or big high interest sporting events. In these circumstances, full instructions will be communicated by marketing and published each week in MAP. Any big screens or drop-down screens must tested prior to the event to ensure that they are working correctly. |
| Step 4 |  <ul style="list-style-type: none"> • Ensure employees are aware of these exceptions as part of the pre-shift briefing. • Once these programs have finished, the TVs must be turned off. |
| Step 5 |  <ul style="list-style-type: none"> • For sporting events, display with subtitles off. • Unless authorised by the area manager or marketing, the sound must also be off so that the event does not dominate the whole pub. |
| Step 6 |  <ul style="list-style-type: none"> • Sporting events must only be televised from the time communicated in MAP or by the marketing team, and must be turned off at the end of game. |
| Step 7 |  <ul style="list-style-type: none"> • For pubs with Racing TV subscriptions, display the event with sound off and with subtitles on. • Zone an area with one TV on for Racing TV so that the racing does not dominate the whole pub. • Ensure the TVs are turned off when the event concludes and no later than 6pm. |

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| Step 8 |   | <ul style="list-style-type: none">• For pubs with SKY, Amazon Prime or TNT Sport subscriptions, display the event with sound off and subtitles off. Ensure TVs are turned off when the event concludes.• All events to be shown must be agreed in advance with the area manager as part of the weekly blue bag, and advertised using the specific POS.• Where the sound is to be turned on, this must be agreed in advance with the area manager, and must be relevant to the customers of the pub. |
| Step 9 |  | <ul style="list-style-type: none">• Lloyds bars have access to bespoke advertising that can be displayed through the TV screens. Pubs with the Startle system must ensure all on-screen marketing is relevant to the time of day. Refer to SOP OF0264 - Using the Startle system to program marketing screens. |