

# \$100 OFF DISHWASHER DISCOUNT

## Promotional Initiative

### TARGET

Secure the mindshare and purchase consideration of replacement (and entry-level) dishwasher consumers. Leveraging a competitive price point that provides expanded 'access' to the Miele brand.

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### CALL-TO-ACTION

Receive a \$100 discount off the purchase price of a **G 4227 SCU SS** or **G 4975 SCVi SF** dishwasher.

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### PROMOTIONAL PERIOD

February 1<sup>st</sup> through March 31<sup>st</sup>, 2017

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### REDEMPTION

Instant \$100 deduction taken at consumer order in-take. Stock-in orders will be accommodated with promotional pricing starting on January 1st.

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### TERRITORY COVERAGE

Nationwide (applicable in all AMDS and non-AMDS territories)

# \$100 OFF DISHWASHER DISCOUNT Dealer Marketing Kit

## PRINT ADVERTISEMENT

**Nothing compares to a Miele,  
especially at this price.**

Prices start at \$899\*  
Save \$100 on select models through March 2017.

Your Store Address,  
Anytown, ST 00000  
(XXX) XXX-XXXX  
companyURL.com

Your Store Hours  
Mon-Weds: X-X pm  
Thurs-Fri: X-X pm  
Sat-Sun: X-X pm

Offer available at  
**YOUR  
LOGO  
HERE**

\*For more information on the terms and conditions, please visit [mieleusa.com/promotion](http://mieleusa.com/promotion)

**Miele**

## AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

- Print Advertisements
- Digital Banners
- Website Materials
- Point-of-Sale Collateral

Additional applications can be facilitated through the Marketing Department.

All assets can be sized and co-branded to dealer specification.

For a complete overview of available resources and assets, visit [mieleappliancecare.com](http://mieleappliancecare.com).

## DIGITAL BANNERS

**Nothing compares to a Miele,  
especially at this price.**

**Prices start at \$899\***  
\*After \$100 discount, now through March.

Offer available at  
**YOUR  
LOGO  
HERE**

Learn More >

**Miele**

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## POINT-OF-SALE

Decal (A99D265)



Nothing compares to a Miele,  
**especially at this price.**

**Prices start at \$899.\***

**Experience better today.**

\*Pricing after \$100 discount. For more information on the terms and conditions, please visit [mieleusa.com/promotions](http://mieleusa.com/promotions). Valid on G4227 SCU SS and G4975 SCVI SF models.

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## FEATURED MIELE COMMUNICATION TOUCHPOINTS

- Prominent web banner placement throughout mieleusa.com:
  - Home Page
  - Category Pages
  - Product Pages
- Dedicated promotional landing page (mieleusa.com/promotions)
- Featured digital banners on MieleDirectSeller.com
- Inclusion throughout Miele's Experience Centers:
  - Screensavers on interactive monitors (KAVs)
  - Eblasts to MEC databases
  - Event mentions
- Promotion on Miele's social media & press platforms:
  - Twitter
  - Facebook
  - Instagram

## MIELE PLATFORMS

All 'call-to-action' offers will be highlighted and promoted throughout Miele's branded communication platforms (both on & offline).

All tactics will feature imagery and messaging consistent with that appearing within Miele's Dealer Marketing Kits.

### Mieleusa.com - Home Page Banner:



### MEC - Screensaver:

