

\$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.

CALL-TO-ACTION

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

PROMOTIONAL PERIOD

February 1st through April 30th, 2017

REDEMPTION

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

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

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.

DIGITAL BANNERS



Nothing compares to a Miele,
especially at this price.

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

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YOUR
LOGO
HERE

Learn More >

Miele

\$100 OFF DISHWASHER DISCOUNT

Dealer Marketing Kit

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. 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:

