

# ECOFLEX LAUNCH AND DISHTABS

## Promotional Initiative

### TARGET

Secure increased mindshare and purchase consideration amongst dishwasher consumers with Miele's new line-up of EcoFlex dishwashers.

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### CALL-TO-ACTION

Receive a complimentary year's supply\* of Miele's UltraTabs Multi with the purchase of an EcoFlex dishwasher.

\*defined as 300 tabs

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### PRODUCT LAUNCH

April 10<sup>th</sup>, 2017

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### PROMOTIONAL PERIOD

Launch - July 31<sup>st</sup>, 2017

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### REDEMPTION FOR DISHTABS

The first box of complimentary dishtabs will be supplied within the purchased dishwasher and the remaining 14 boxes will ship free-of-charge directly to the consumer's home - post online redemption.

Steps for Online Redemption:

1. Secure the promotional voucher from within the purchased dishwasher.
  2. Visit <http://mielestore.com/promos/freetabs> by December 31<sup>st</sup>, 2017.
  3. Complete online submission.
  4. Allow 6-8 weeks for fulfillment.
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### TERRITORY COVERAGE

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

# ECOFLEX

## Dealer Marketing Kit

### PRINT ADVERTISEMENT



**Miele. For everything you really love.**  
The dazzling 58-minute program.

Treat a much loved companion to the utmost care. Trust it to Miele EcoFlex dishwashers. And after 58 minutes you'll be ready for action – thanks to Miele's QuickIntenseWash program and UltraTab Multi dishtabs.



Receive a complimentary year's supply of dishtabs\*



\*New - July 31, 2017

Offer available at 123 Main Street,  
Anytown, ST 00000  
(123) 456-7890  
companyURL.com

\*For more information, visit [mieleusa.com/prc/online](#)



**Miele**  
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### AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

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

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

**The new Miele EcoFlex dishwashers**  
with QuickIntenseWash.

**ONE YEAR'S DETERGENT FREE OF CHARGE FROM MIELE.\***

\*Til July 31st, 2017

LEARN MORE >



**Miele**  
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**The new Miele EcoFlex dishwashers**  
with QuickIntenseWash.

**ONE YEAR'S DETERGENT FREE OF CHARGE FROM MIELE.\***

\*New through July 31st, 2017



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# ECOFLEX

## Dealer Marketing Kit

### POINT-OF-SALE

#### EcoFlex Tent Card (A99D269)



Includes: 1 flat tent card; folds to stand

Size: approx. 10 in tall

Application/Placement: on dishwasher row or dishwasher vignette

Goal: promote new features of EcoFlex

#### EcoFlex Cutlery Tray Inserts (A99D268)



Includes: 5 variations; designed specifically for each type of dishwasher finish

Size: 15.5 in x 5 in

Application/Placement: cutlery tray

Goal: Silent sales assistant

#### EcoFlex Pop Up Banner (A99D270)



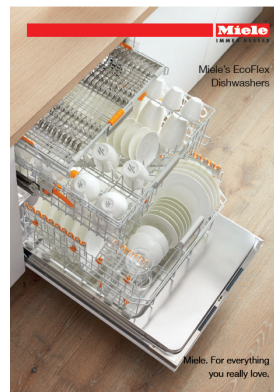
Includes: 1 Pop up banner with hardware

Size: 33.5 in x 81 in

Application/Placement: Dealer showroom floor

Goal: Promote EcoFlex/Miele at dealer level

#### Brochure, EcoFlex Launch (B999912\_02-17)



Includes: 1 brochure

Goal: Education on new EcoFlex line-up; provides imagery to introduce line-up and comparison of models

# ECOFLEX

## Dealer Marketing Kit

### FEATURED MIELE COMMUNICATION TOUCHPOINTS

- Prominent web banner placement throughout mieleusa.com:
  - Home Page
  - Category Pages
  - Product Pages
- Dedicated promotional landing page (mieleusa.com/promotions)
- EcoFlex Microsite
- 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
- Product Highlights Landing page - for EcoFlex
- Promotions Highlights Landing page - for Dishtabs

### 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.

### EXAMPLE OF MICROSITE

