

# INDUCTION & LE CREUSET

## Promotional Initiative

### TARGET

Create more awareness around the topic of induction while simultaneously meeting the top concern from potential customers, which is not having the right cookware for induction cooking.

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### CALL-TO-ACTION

Purchase any Miele Induction Cooktop or Induction Range and receive a complimentary 5-piece set of Le Creuset stainless steel cookware (retail value \$425.00).

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### PROMOTIONAL TIMING


- 1 Purchase applicable Miele products between May 1<sup>st</sup> - May 31<sup>st</sup>, 2017
  - 2 Pre-register your order at [www.mielerebates.com](http://www.mielerebates.com)
  - 3 Receive delivery by November 30<sup>th</sup>, 2017
  - 4 Complete your rebate claim by returning to [www.mielerebates.com](http://www.mielerebates.com) by December 31<sup>st</sup>, 2017
  - 5 Allow two to three weeks for fulfillment (post submission)
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### TERRITORY COVERAGE

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

# INDUCTION & LE CREUSET Dealer Marketing Kit

## PRINT ADVERTISEMENT




The impeccable taste of Miele.

Now with the Le Creuset cookware to match.

**For a limited time only\***  
purchase any Miele Induction Cooktop or an Induction Range and receive a complimentary 5-piece stainless steel set of Le Creuset cookware.


Offer available at:

DEALER LOGO  
AND STORE INFORMATION  
TO GO HERE



Gift with purchase:  
5-piece stainless steel set of  
Le Creuset cookware.  
\$425 value

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



## 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

Complimentary Le Creuset cookware set  
with purchase of an Induction Cooktop or Range.

> Learn more



YOUR LOGO  
HERE

(\$425 value)

FOR A LIMITED TIME ONLY



# INDUCTION & LE CREUSET Dealer Marketing Kit

## POINT-OF-SALE

Consumer Pamphlet (A99D273)

LEGAL NOTICE  
All content is subject to the 2017 Miele Consumer Privacy Policy and Conditions. To review them, please visit: [mieleusa.com/privacy](http://mieleusa.com/privacy)

**Miele**

The impeccable taste of Miele.  
Now with the Le Creuset cookware to match.

**Miele**

Purchase any Miele Induction Cooktop or Induction Range.

or

Receive a complimentary 5-piece set of Le Creuset Stainless Steel Cookware.

A \$425 value  
**LE CREUSET**

To take advantage of this special offer:

- Purchase must take place between May 1st — 31st, 2017.
- Unit must be delivered by November 30, 2017.
- Redemption at [mieleusabates.com](http://mieleusabates.com) is required for fulfillment. Rebate must be claimed by December 31, 2017.

If you have any questions, email [mieleusabates@acbbcorp.com](mailto:mieleusabates@acbbcorp.com) or call the toll free number 888-980-6136

NOTE: Le Creuset will stop ship the cookware to qualifying customers. Please allow 2-3 weeks for delivery.

**Miele**

Tabletop Display (A99D274)

The impeccable taste of Miele.  
Now with the Le Creuset cookware to match.

Purchase any Miele Induction Cooktop or Induction Range.

or

Receive a complimentary 5-piece set of Le Creuset Stainless Steel Cookware.

A \$425 value  
**LE CREUSET**

To take advantage of this special offer:

- Purchase must take place between May 1st — 31st, 2017.
- Unit must be delivered by November 30, 2017.
- Redemption at [mieleusabates.com](http://mieleusabates.com) is required for fulfillment. Rebate must be claimed by December 31, 2017.

Learn more about this promotion at: [mieleusa.com/promotions](http://mieleusa.com/promotions).

A99D274

**Miele**

# INDUCTION & LE CREUSET

## Miele Communication Touchpoints

### 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:



# INDUCTION & LE CREUSET

## Promotional Initiative

Terms and Conditions of 2017 Miele® Induction Promotion. (1) Miele, Inc., a Delaware corporation (“Miele”), provides a complimentary Le Creuset® 5-piece set of induction-ready pots, pans, and lids (the “Cookware”), with an estimated retail value of \$425.00 (the “Complimentary Gift”), when a qualifying customer purchases any Miele® Induction Range or Miele® Induction Cooktop (the “Eligible Appliance”). (2) After purchase of the Eligible Appliance, the complimentary set of the Cookware will be drop-shipped to the customer by or on behalf of Le Creuset of America, Inc., a Delaware corporation (“Le Creuset”). (3) The Complimentary Gift only applies to the advertised price of the Eligible Appliance and shall not apply to any taxes (including sales tax), shipping charges or any other out-of-pocket expenses. (4) Only end users (qualifying customers) may benefit from the Complimentary Gift. The Complimentary Gift shall not apply to wholesale buyers or any person or legal entity who offers for resale, or resells, the Eligible Appliance; when used, or attempted to be used, in connection with such transaction, any claim to the Complimentary Gift shall automatically be void. (5) This promotion may not be combined with any other offers or promotions. (6) This promotion shall be valid only if the relevant order is placed in-store, by the phone at participating authorized Miele dealers or online through participating authorized Miele dealers’ websites. For a list of participating dealers, please see [www.mieleusa.com/domestic/find-a-dealer-384.htm](http://www.mieleusa.com/domestic/find-a-dealer-384.htm). (7) The Complimentary Gift shall not be provided at the time of purchase of the Eligible Appliance. To receive and qualify for the Complimentary Gift, the qualifying customer shall submit an online Complimentary Gift claim and copies of all of the required supporting documents (i.e., one or more valid order invoice(s), valid proof of payment and valid proof of delivery). (8) All claims for a Complimentary Gift shall be submitted online at [www.mielerebates.com](http://www.mielerebates.com) on or before December 31, 2017, with supporting documents submitted either online or delivered by U.S. mail accompanying a printout of the online Complimentary Gift claim submission with a post-mark dated on or before December 31, 2017 to Miele Rebates, PO Box 1919, Memphis, TN 38101; please allow 2-3 weeks for processing and issuance of the Complimentary Gift. If delivered by U.S. mail, only originals of the required supporting documents shall be acceptable. Please make sure to make and retain copies of the originals. (9) To qualify for the Complimentary Gift, the Eligible Appliances must be purchased in the manner set forth in (6) hereof during the promotional period of May 1, 2017 through and including May 31, 2017 (the “Promotional Period”), and delivered to the qualifying customer’s address on or before November 30, 2017. (10) Purchases made on or before April 30, 2017 shall not qualify for the Complimentary Gift. Purchases made on or before April 30, 2017, and subsequently cancelled and reissued during the Promotional Period shall not qualify for the Complimentary Gift. Purchases made during the Promotional Period and subsequently cancelled and reissued after the Promotional Period shall not qualify for the Complimentary Gift. (11) In the event that the Eligible Appliance is returned to Miele or a Miele dealer after a Complimentary Gift has been issued, the Complimentary Gift shall be forfeited and must be refunded to Miele in its entirety at the qualifying customer’s expense together with shipping charges and a charge of \$425.00 for the Cookware. (12) The qualifying customer shall be eighteen (18) years or older. (13) The Complimentary Gift shall be voidable at any time at Miele’s discretion if the qualifying customer fails to produce a valid order invoice, valid proof of payment, and valid proof of delivery; or if the qualifying customer shall otherwise violate the applicable rules. (14) No substitutions shall be allowed. (15) The Complimentary Gift is only available to residents of the fifty (50) states of the United States of America and the District of Columbia. The Complimentary Gift is not valid for residents of Puerto Rico, the U.S. Virgin Islands and any other territories or possessions of the United States of America. (16) Any misrepresentation by the person placing the order, whether innocent or fraudulent, shall disqualify him or her from the Complimentary Gift and further rebates or gifts offered by Miele; Miele reserves its right to refer such person for civil and/or criminal prosecution. (17) Le Creuset is not an affiliate of Miele and is solely and exclusively liable for any damage, loss or injury caused by any of the Pans. Any claims relating to the Cookware must be addressed to Le Creuset. (18) In no event shall Miele be liable for more than the value of the Complimentary Gift. (19) Miele may amend or discontinue the Complimentary Gift at any time with or without notice, including after an order is placed. (20) The above terms and conditions are severable and, if one or more provisions shall not be valid under applicable law, the remainder shall be enforceable to the maximum extent permitted by applicable law.