

\$100 OFF DISHWASHER DISCOUNT WITH 5 YEAR WARRANTY

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/G 4228 SCU SS** or **G 4975/G 4976 SCVi SF** dishwasher and a 5 year warranty upon registration of the purchased dishwasher.

PROMOTIONAL PERIOD

June 27th - September 6th 2017

REDEMPTION

Instant \$100 deduction taken at consumer order in-take. Complimentary 5 year warranty is contingent upon successful product registration.

Full terms and conditions are available:

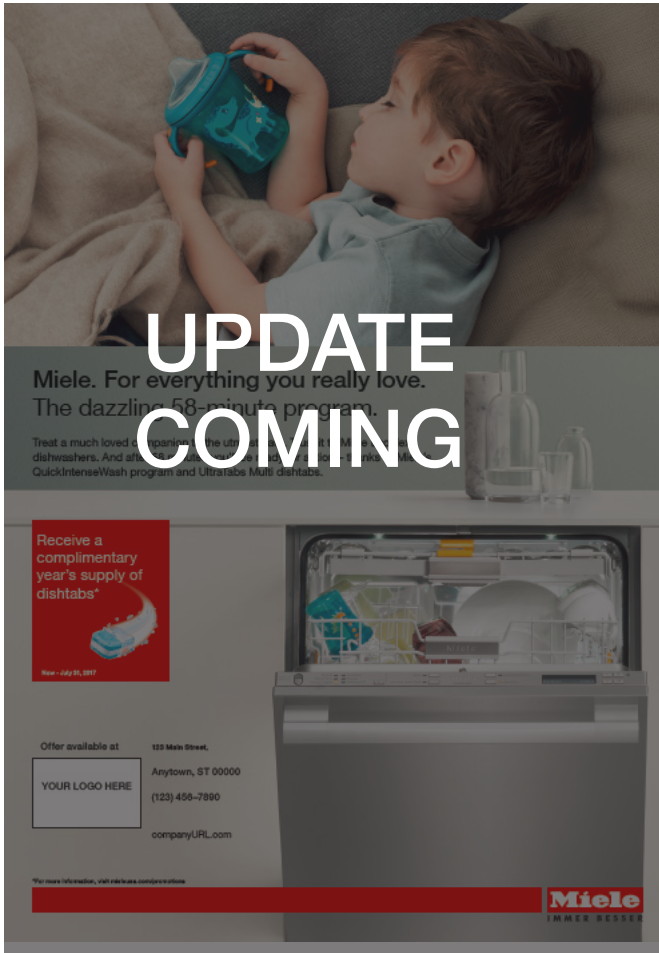
www.mieleusa.com/promotions

TERRITORY COVERAGE

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

\$100 OFF DISHWASHER DISCOUNT WITH 5 YEAR WARRANTY Dealer Marketing Kit

PRINT ADVERTISEMENT



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

Static: Size upon request



Animated: Ask for availability

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POINT-OF-SALE

POP Sticker (A99D276)



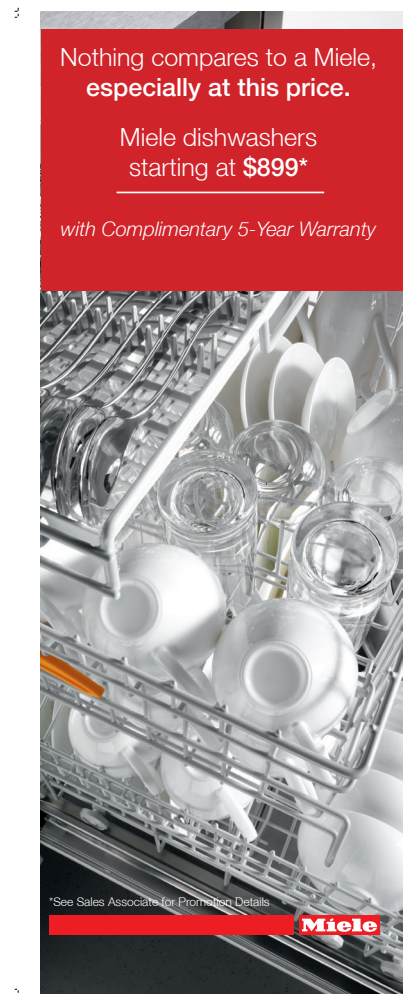
Includes: 1

Size: 6 in x 4 in

Application/Placement: Exterior of Dishwasher door/interior of door (based on dealer restrictions)

Goal: Promote at dealer level

POP Up Banner (A99D277)



Includes: 1 Pop up banner with hardware

Size: 33.5 in x 81 in

Application/Placement: Dealer showroom floor

Goal: Promote at dealer level

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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)
- 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
- Good Housekeeping Digital Campaign
 - Cross-Platform Roadblock + Companion Units
 - Cross-Platform Super Hero Unit
 - Marquee Unit
 - Cross-Platform Custom Super Hero Unit
 - Cross-Platform Run-of-Site
- NEW Heavy Up Elements
 - USA Today and Network (estimated delivery: 3,316,345)
 - Targeting: Kitchen decision makers, HHI \$75+
 - Placement: branded content sponsorship, banners and high-impact units
 - Ad units include: high-impact flow units, gravity units, 875K impressions in added value
 - Facebook (estimated delivery: 6,762,000)
 - Targeting: 35-65+, interest in dishwashers, home improvement, HHI \$75+
 - Placement: newsfeed (desktop and mobile)
 - Search (estimated delivery: 265,000)
 - Utilize top performing promotional messaging
 - Placement: text ads appearing at top of Google search results

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.

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Dealer Marketing Kit

FEATURED MIELE COMMUNICATION TOUCHPOINTS

EXAMPLES

Publisher	Placement	Unit size/type	Start date	End date	Months	Estimated Impressions/Reach /Clicks
Facebook	35-65+, interests in dishwashers, home improvement, luxury home appliances, kitchen remodeling intenders, HHI 75+	newsfeed	26-Jun	31-Aug	2	6,762,000
Total						
Google Incremental	Search text ads - Top performing \$100 off offer ads with addition of new warranty copy; keep keyword bids at their current level and increase daily budget caps	text	26-Jun	31-Aug	2	235,329
Total						
USAToday	Cross Platform Branded Content Sponsorship + Native In-Feed Units (HHI 75K+, Kitchen Decision Makers)	300x250/320x50/logo/Flow Unit/Article	26-Jun	31-Aug	2	1,250,000
	Network Desktop Rotational Billboard; HHI 75K+, Kitchen Decision Makers	970x250	26-Jun	31-Aug		210,526
	Network Desktop Rotational Gravity; HHI 75K+, Kitchen Decision Makers	Gravity (Embedded Store Locator)	26-Jun	31-Aug		133,333
	Cross Platform Rotational; HHI 75K+, Kitchen Decision Makers	Paramount Unit	26-Jun	31-Aug		174,471
	Network Cross Platform Poster; HHI 75K+, Kitchen Decision Makers	300x600	26-Jun	31-Aug		228,571
	Network Cross Platform Poster; HHI 75K+, Kitchen Decision Makers	300x250	26-Jun	31-Aug		444,444
	ADDED VALUE Cross Platform Native In-Feed Units (HHI 75K+, Kitchen Decision Makers)	300x250/320x50/logo/Flow Unit/Article banners	26-Jun	31-Aug		275,000
	ADDED VALUE Network Cross Platform Poster	300x250	26-Jun	31-Aug		600,000
	Total					