

20% 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 20% discount off the purchase price of one of the following dishwasher:
G 4228 SCU SS

PROMOTIONAL PERIOD

April 1st - June 30th 2018

REDEMPTION

Instant 20% deduction taken at consumer order in-take.

Full terms and conditions are available:

www.mieleusa.com/promotions

TERRITORY COVERAGE

Nationwide

20% OFF DISHWASHER DISCOUNT

Dealer Marketing Kit

PRINT ADVERTISEMENT



DIGITAL BANNERS

Static: Size upon request



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.

20% OFF DISHWASHER DISCOUNT

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POINT-OF-SALE

POP Sticker (A99D300)



Includes: 1

Size: 6x4 inches

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

Goal: Promote at dealer level

20% OFF DISHWASHER DISCOUNT Dealer Marketing Kit

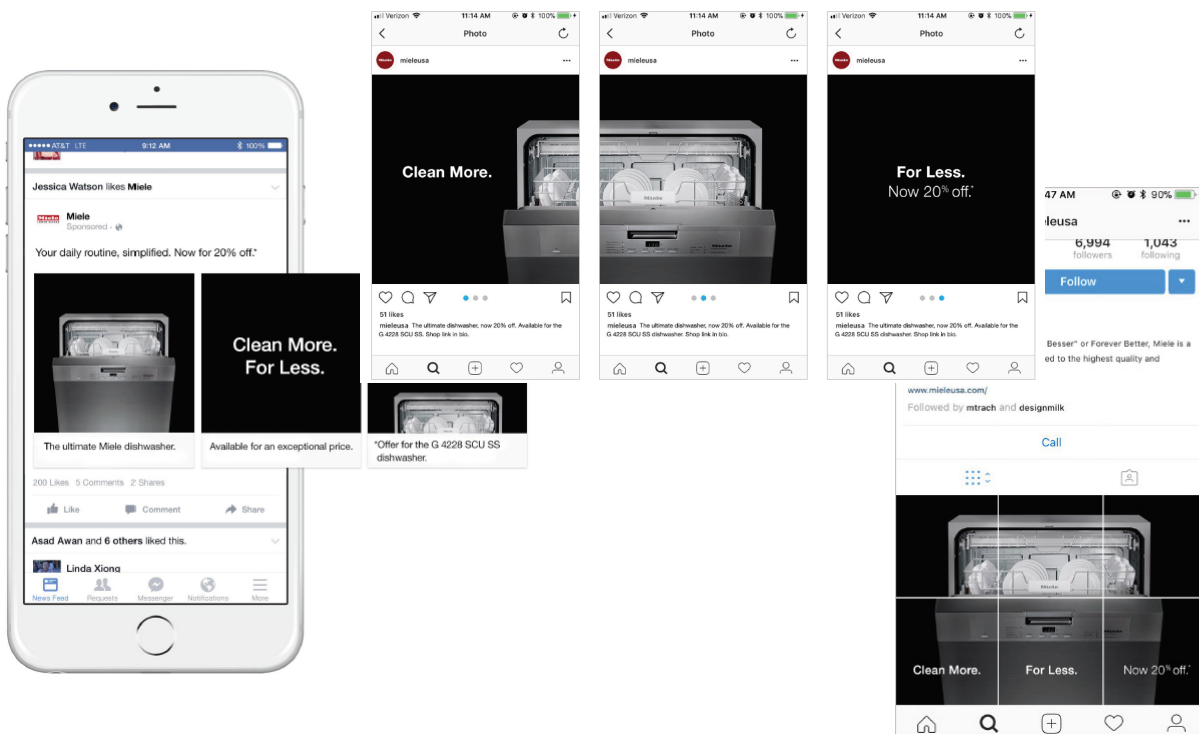
FEATURED MIELE COMMUNICATION TOUCHPOINTS

- 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 interative 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.



TOUCHPOINTS