

# \$200 OFF ANY COUNTERTOP COFFEE SYSTEM

## Promotional Initiative

### **CAMPAIGN OBJECTIVE**

In an effort to garner greater brand awareness, we're excited to launch the 'Why Miele' campaign. Connecting all product promotional campaigns under one umbrella – with a unified creative vision. Miele hallmarks are highlighted throughout – with a strong focus on design, innovation and quality.

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### **TARGET**

Secure the mindshare and purchase consideration of Miele coffee customers. Creating brand awareness and expanded access to the Miele brand via an instant off savings.

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### **CALL-TO-ACTION**

For a limited time, receive an instant \$200 off any Miele Countertop Coffee System.

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### **PROMOTIONAL TIMING**

- 1 Purchase applicable Miele products between November 27<sup>th</sup> - December 31<sup>st</sup>, 2020
  - 2 Receive instant savings at time of purchase
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### **TERRITORY COVERAGE**

Nationwide

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## Dealer Marketing Kit

### PRINT ADVERTISEMENT



### AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

- Print Advertisements
- Digital Banners
- Website Materials

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



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## 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 available on Miele's B2B Portal
- Inclusion throughout Miele's Experience Centers:
  - Eblasts to MEC databases
  - Display on MEC Screens
  - Event mentions
- Promotion on Miele's social media & press platforms:
  - Twitter
  - Facebook
  - Instagram
- Miele Social Media Digital Campaign:
  - 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.

Social Media Example:



TOUCHPOINTS