

# \$100 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.

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### CALL-TO-ACTION

Receive a \$100 discount off the purchase price of one of the following dishwashers:

**G 4977 SCVi SF** (cutlery tray version)

**G 4977 Vi SF** (cutlery basket version)

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### PROMOTIONAL PERIOD

January 1<sup>st</sup> - March 31<sup>st</sup> 2018

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### REDEMPTION

Instant \$100 deduction taken at consumer order in-take.

Full terms and conditions are available:

[www.mieleusa.com/promotions](http://www.mieleusa.com/promotions)

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### TERRITORY COVERAGE

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

# \$100 OFF DISHWASHER DISCOUNT 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

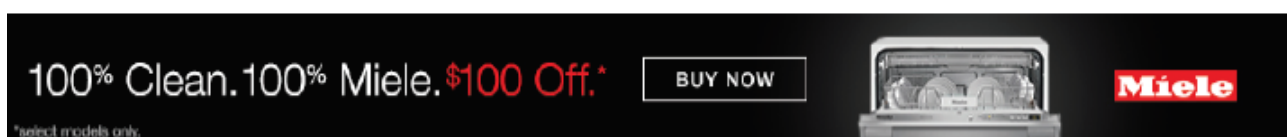
Additional applications can be facilitated through the Marketing Department.

All assets can be sized and co-branded to dealer specification.

For a complete overview of available resources and assets, visit [mieleappliancecare.com](http://mieleappliancecare.com).

## DIGITAL BANNERS

Static: Size upon request



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## POINT-OF-SALE

POP Sticker (A99D289)



Includes: 1

Size: 5 in circle

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

Goal: Promote at dealer level

Pop Up Banner (A99D288)



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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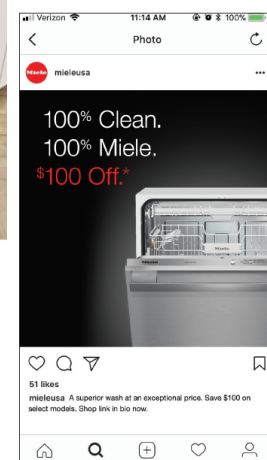
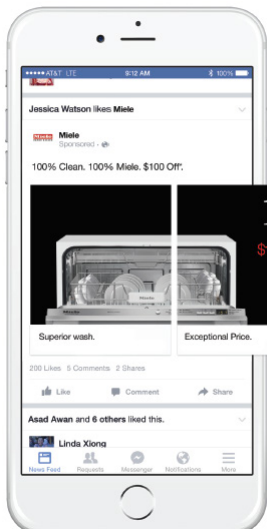
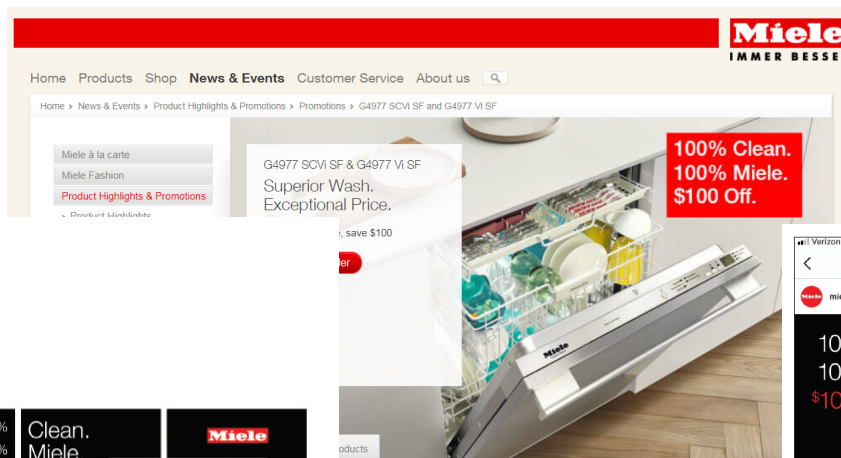
## FEATURED MIELE COMMUNICATION TOUCHPOINTS

- 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

## 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

# \$100 DISCOUNT ON SELECT DISHWASHERS

## Dealer Marketing Kit

Terms and Conditions of 2018 Miele® Select Dishwashers Promotion. (1) This promotional discount (the “Discount”) from Miele, Inc. (“Miele”) provides a one hundred U.S. Dollars (\$100.00) manufacturer’s discount on the Miele® G 4977 SCVi SF and G4977 Vi SF dishwashers (each, a “Qualifying Appliance”). (2) The Discount only applies to the advertised price of the Qualifying Appliance and shall not apply to any installation services, taxes (including sales tax), delivery services, disposal services or any other fees. (3) Only end users (consumers) may benefit from the Discount. The Discount shall not apply to builders, wholesale buyers or any person or legal entity who offers for resale, or resells, the Qualifying Appliance; in connection with such transactions or purchases, the Discount shall automatically be void. (4) The Discount may not be combined with any other offers or promotions. (5) The Discount shall be applied at the time of the payment for the Qualifying Appliances. (6) To qualify for the Discount, the Qualifying Appliance must be ordered in person or by phone at or from the store of a participating authorized Miele dealer or online through a participating authorized Miele dealer’s website from January 1, 2018 through and including March 31, 2018 (the “Discount Period”). For a list of participating authorized Miele dealers, see <https://www.mieleusa.com/domestic/find-a-dealer-384.htm>. (7) Purchases made on or before January 1, 2018 shall not qualify for the Discount. Purchases made on or before January 1, 2018, and subsequently cancelled and reissued during the Discount Period shall not qualify for the Discount. Purchases made during the Discount Period and subsequently cancelled and reissued after the Discount Period shall not qualify for the Discount. (8) In the event a Qualifying Appliance is returned to Miele or a Miele dealer after a Discount has been credited, the Discount shall be forfeited and must be refunded to Miele in its entirety at the end user’s (customer’s) expense. (9) The Discount on the Qualifying Appliance shall be limited to one (1) Discount per household except in Rhode Island or where prohibited by law. (10) The end user (customer) shall be eighteen (18) years or older. (11) The Discount shall be voidable at any time at Miele’s discretion if the end user (customer) violates the applicable rules. (12) No substitutions shall be allowed. (13) The Discount is only available to residents of the fifty (50) states of the United States of America and the District of Columbia. The Discount 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. (14) Any misrepresentation by the person placing the order, whether innocent or fraudulent, shall disqualify him or her from the Discount; Miele reserves its right to refer such person for civil or criminal prosecution. (15) Miele may amend or discontinue the Discount for any or all of the Qualifying Appliances at any time with or without notice, including after the Discount has been credited. (16) In no event shall Miele be liable for more than the amount of the Discount. (17) 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.