

# \$200 OFF CRYSTAL DISHWASHERS

## Dealer Marketing Kit

### TARGET

Secure the mindshare and purchase consideration of potential Miele dishwasher customers. Creating brand awareness for those who are renovation or replacement driven, while providing a consumer incentive to keep Miele top of mind.

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### CALL-TO-ACTION

Receive \$200 off via online redemption on any Crystal Dishwasher:

- G 6625 SCU CLST
  - G 6665 SCVi
  - G 6665 SCVi SF
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### PROMOTIONAL TIMING

- 1 Purchase applicable Miele products between April 1<sup>st</sup> - August 14<sup>th</sup>, 2020
  - 2 Complete your rebate claim online [www.mieleusa.com/crystal-promo-april20](http://www.mieleusa.com/crystal-promo-april20) or mail-in rebate by October 31<sup>st</sup>, 2020
  - 3 Allow six to eight weeks for fulfillment (post submission)
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### TERRITORY COVERAGE

Nationwide

# \$200 OFF CRYSTAL DISHWASHERS Dealer Marketing Kit

## PRINT ADVERTISEMENT

**Miele**

A quieter clean  
at \$200 off.\*

**Save on any Miele Crystal Dishwasher.**

If you're not completely convinced it's the quietest and best cleaning dishwasher you've ever owned, receive a full refund within 90 days of purchase.

**GOOD HOUSEKEEPING**  
QUALITY CERTIFIED

Quiet & Clean Guarantee  
MADE IN GERMANY

Available at:  
[insert logo here]

123 Main St.,  
Anytown, US 12345  
(123) 456-7890  
companyurl.com

Learn more about the promotion at [mieleusa.com/crystal-promo-may20](http://mieleusa.com/crystal-promo-may20)  
Redeem a \$200 online rebate after purchase of a Miele Crystal Dishwasher.

## 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

**Miele**

A quieter clean  
at \$200 off.  
Save on any Crystal Dishwasher.

**LEARN MORE**

**Miele**

A quieter clean  
at \$200 off.

Save on any  
Crystal Dishwasher.

**LEARN MORE**

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## Dealer Marketing Kit

### POINT-OF-SALE

Material Number: 94002050

A black rectangular sign with a red Miele logo at the top left. The text reads: "A QUIETER CLEAN" in white, "SAVE \$200\*" in large red letters with a white underline, and "Backed by Miele's 90-Day Money Back Guarantee" in white. At the bottom is the Good Housekeeping logo and a small disclaimer: "\*Available for Miele G 6225 SQU CLST, G 6995 SCV, G 6995 SCV SF dishwashers. See Sales Associate for more details. Valid 4/1-7/2020."



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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 print & digital banners available on MieleApplianceCare.com
- Featured Point-of-Sale materials available on Miele's B2B Portal
- Inclusion throughout Miele's Experience Centers:
  - Eblasts to MEC databases
  - 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.

Facebook Post Example:



# \$200 OFF CRYSTAL DISHWASHERS

## Promotional Initiative

Terms and Conditions of 2020 Miele® Crystal Dishwasher Rebate. (1) This promotional offer (the "Rebate") from Miele, Inc. ("Miele") provides a two-hundred dollar (\$200) manufacturer's rebate on qualifying Miele Crystal dishwashers (the "Purchased Appliance"). To qualify for the Rebate, the customer must purchase from Miele one of the following Qualifying Dishwashers (G 6625 SCU; G 6665 SCVi; G 6665 SCVi SF). (2) The Rebate shall only apply to the advertised price of the Purchased 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 Rebate. The Rebate shall not apply to builders, wholesale buyers or any person or legal entity who offers for resale, or resells, the Purchased Appliances; in connection with such transactions or purchases, the Rebate shall automatically be void. (4) The Rebate may not be combined with any other offers, special or discounted pricing, or promotions. (5) The Rebate shall be valid only at participating authorized Miele dealers. For a list, please see <https://www.mieleusa.com/c/dealer-search-15.htm>. (6) The Rebate shall not be applied at the time of purchase of the Purchased Appliances. To receive and qualify for the Rebate, the customer shall submit an online or mail-in Rebate 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). (7) All Rebate claims shall be (a) submitted online at [www.mieleusa.com/crystal-promo-april20](http://www.mieleusa.com/crystal-promo-april20) on or before October 31, 2020, or (b) delivered by U.S. mail using the relevant Rebate order form with a postmark dated on or before October 31, 2020, to Miele Rebates PO Box 1919 Memphis TN 38101. (8) Please allow 6-8 weeks for processing and issuance of the Rebate. (9) 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 and all documents related to the Rebate and the Purchased Appliances. (10) To qualify for the Rebate, the Purchased Appliance must be (a) (1) ordered in person at the store of an authorized Miele dealer, or (2) purchased online through an authorized Miele dealer during the Rebate period of April 1, 2020 through and including August 14, 2020 (the "Rebate Period") and (b) delivered to the qualifying customer's address on or before October 31, 2020. (11) Purchases made on or before March 31, 2020 shall not qualify for the Rebate. Purchases made on or before March 31, 2020, and subsequently cancelled and reissued during the Rebate Period shall not qualify for the Rebate. Purchases made during the Rebate Period and subsequently cancelled and reissued after the Rebate Period shall not qualify for the Rebate. (12) The Rebate on the Purchased Appliances shall be limited to one (1) Rebate per Qualifying Purchased Appliance except in Rhode Island or where prohibited by law. (13) In the event any of the Purchased Appliances are returned to Miele or an authorized Miele dealer after a Rebate has been issued, the Rebate shall be forfeited and must be refunded to Miele in its entirety at the customer's expense. (14) The customer shall be eighteen (18) years or older. (15) The Rebate shall be voidable at any time at Miele's discretion if the customer shall not produce valid order invoices, valid proof of payment and valid proof of delivery, for each of the Purchased Appliances; or if the customer shall otherwise violate the applicable rules. (16) No substitutions shall be allowed. (17) The Rebate shall be available only to residents of the fifty (50) states of the United States of America and the District of Columbia. The Rebate shall not be valid for residents of Puerto Rico, the U.S. Virgin Islands and any other territories or possessions of the United States of America. (18) Any misrepresentation by the person placing the order, whether innocent or fraudulent, shall disqualify him or her from the Rebate and further rebates offered by Miele; Miele reserves its right to refer such person for civil or criminal prosecution. (19) Miele may amend or discontinue the Rebate at any time with or without notice, including after an order of Purchased Appliances is placed. (20) In no event shall Miele be liable for more than the amount of the Rebate. (21) 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.

Updated: 6/4/2020