

DISCONNECT TO **RECONNECT** THIS EASTER



EASTER 2024
SUMMARY PACK



4X4 ACCESSORIES

EASTER 2024

Summary pack



Promotion

Easter is a perfect time for ARB to demonstrate the importance of connection, facilitated by ARB's camping and touring gear and accessories. With ARB's quality products, we are encouraging individuals to connect with loved ones in disconnected and remote locations. Our best advice is to forget the device and escape the daily chaos for the beauty of the outdoors this Easter season.

In lieu of having no retail offer, we will focus on building brand awareness and action for ARB Camping related products.

Fact Sheet

To	ARB Stores and Stockists
What	ARB Easter 2024
POS available	<ul style="list-style-type: none">• A4, A3 and A1 Posters• Digital Assets• POS

All assets will be available on Dealer Dashboard for you to download

Questions? Comments?

Please feel free to contact the Marketing team:

Email: marketing@arb.com.au

Phone: +61 3 9761 6622

EASTER 2024



4X4 ACCESSORIES

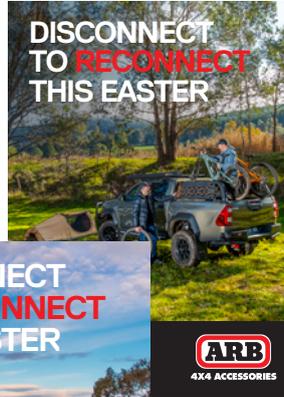
Summary pack

All stores will have access to exciting POS to increase awareness of this campaign. This POS collateral is **being sent** to all stores and is also available for download on Dealer Dashboard, if you would like additional creative options. This includes:

Print



A1, A3 and A4 Posters



Hanging Banners



Gift Stand Banner

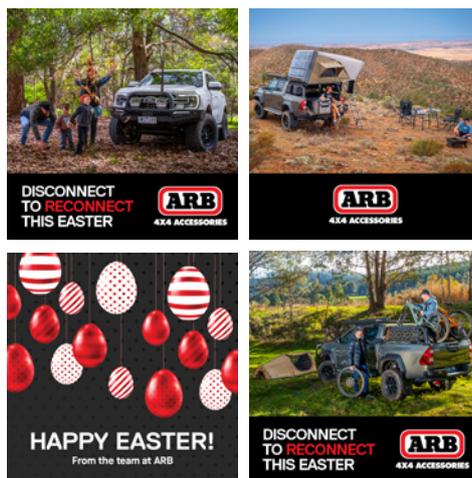


Base Deck Signage

Digital



Social Media Posts



Website Banners



Facebook Banners



Email Signatures



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Outdoor Campaign

The ARB audience are high consumers of outdoor media, which makes it a prime channel to deliver mass brand awareness that is designed to drive attention and action.

Out Of Home data capabilities have allowed us to tactically align placement and creative via:

- Proximity targeting to ARB Stores and major traffic and arterials that people use to go away.
- Contextually serve relevant creative in areas that index highest for families versus couples.

Commencing on 4th of March and running until 1st of April, the outdoor campaign will prompt consumer action with relevant messaging.



Magazine Campaign

We will change over creative in 4x4 magazine to reflect Easter communication to ensure that we have consistency with messaging during this key period.

On sale 1st of February.

Always On Digital

We will change our Always On creative and copy running across Google (+YouTube) and Meta to support Easter campaign awareness, and drive action.

Being top of mind with relevant creative and messaging will ensure that ARB is placed in the consideration set when consumers are searching for camping related items.

Always On will run from 11th of February to 1st of April.



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How will ARB and YOU get behind this campaign?

To further promote the 2024 Easter campaign there have been a series of digital supporting assets that have been created to specifically target and generate reach.

Paid Media

Digital Media Ads



A paid digital media campaign will target consumers based on their behaviour and interests in outdoors and camping and direct them to participating stores and stockists. These ads run for the whole duration of the campaign.

4x4 Magazine Australia



A double page spread with a brand and camping gear focus can be found in 4x4 Australia Magazine, on sale from the 1st of February.

Out of Home Advertising



Large format out of home and Coles Express features will be utilised from 4th March to 1st April in various locations to increase exposure and awareness of ARB as a brand.

Owned Media Channels

Website Banner



A web banner will appear at www.arb.com.au for the duration of the campaign to build awareness for ARB Camping related products.

Facebook Cover



The ARB Facebook page will be used to build awareness for ARB Camping related products. We recommend changing your own Facebook cover photos to help gain exposure.

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How will ARB and YOU get behind this campaign? (cont.)

Instagram and Facebook Posts



The ARB social media pages will use this artwork throughout this Easter campaign.

There is a selection of assets showcasing different opportunities to connect in the outdoors.

We recommend sharing across your platforms with all assets available on Dealer Dashboard.

Email Signature



This artwork can be used on email correspondence as an easy way to gain campaign exposure.

Desktop wallpaper



This artwork can be used on desktop computers to showcase the campaign.

eDM



Multiple eDMs will be sent to our ARB customers during the campaign, focusing on brand and ARB Camping related products.