



WEBER PROMOTION

STOCKIST STORES

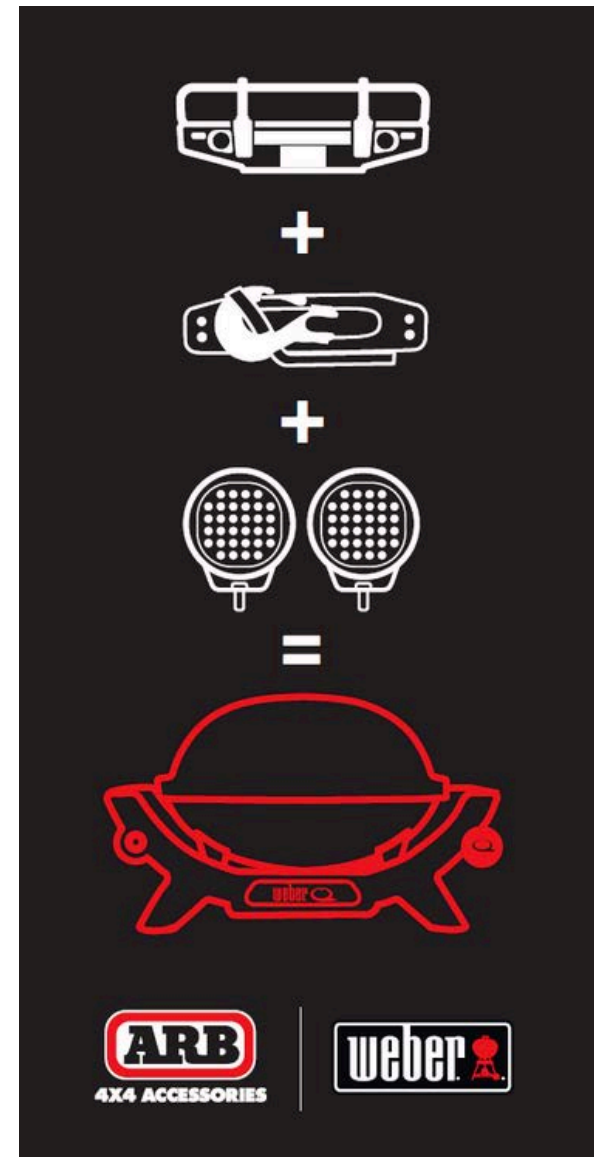


WEBER PROMOTION

IN-STORE DISPLAY

This guide has been designed to assist you in setting up your Weber display in store

It is really important that you display all of the items supplied in your VM pack. A completed display will create the greatest impact, and is an integral part of a successful promotion.



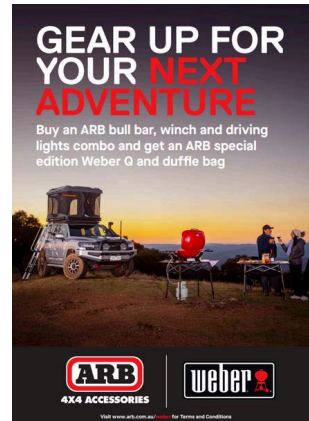
WEBER PROMOTION

IN-STORE COLLATERAL

WHAT YOU WILL RECEIVE



x 2 A4 Counter card



x 10 Promotion poster A4



Wobblers



x 6 A1 Banners

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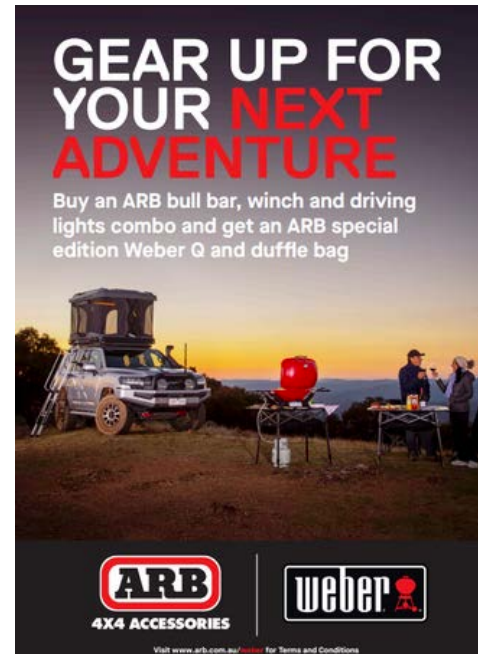
POSTER AND COUNTER SET-UP

Each store will receive A4 tickets to display on their counter in the A4 acrylic blocks.

➡ **PART NUMBER : 570177 ACRYLIC BLOCK A4**



It is important to display these cards on the counter, as they provide additional information about the promotion and provides customers the information to access the T&C's.



Stockist stores will receive A1 banners to use in the showrooms. Posters can be placed on the front windows and hung throughout the store creating a runway through the showroom.

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HOME LOCATION DISPLAYS

Wobblers should be used in the bull bar, winches and driving lights home location.

A4 posters should be displayed in the relevant areas around the showroom.

