

GEAR UP FOR YOUR **NEXT** **ADVENTURE**



SUMMARY PACK



4X4 ACCESSORIES



WEBER PROMOTION

Support pack



Promotion details

ARB 4x4 Accessories is excited to announce a retail promotion that aligns two highly respected brands - ARB and Weber. Weber is the world's leading manufacturer of charcoal and gas grills, smokers and grilling accessories.

From the 1st of June 2024 to the 31st of August 2024, when a retail customer in Australia purchases an ARB bull bar, winch and driving lights combo in one transaction, they will be entitled to receive a special-edition ARB branded Weber Q with a matching ARB/Weber Duffle Bag worth approximately \$700 as part of the purchase.

Promotion background

The best time to fit a winch and a set of driving lights to your new ARB bull bar is when the bull bar is fitted to the vehicle. ARB has the best bull bars in the world, and a top shelf range of driving lights and winches, bolstered recently by the introduction of the ARB Intensity IQ lights and the Bushranger Covert range of winches. Offering our customers the opportunity to get access to this special-edition ARB Weber BBQ when they purchase an ARB bull bar, a set of driving lights and a winch from the ARB range in one transaction is a win for everyone!

Eligibility

A customer will be eligible to receive this special edition ARB Weber BBQ and duffle bag once full payment is made. Please note:

- Any orders placed before the promotional period where full payment occurs during the promotional period will be eligible to receive the special-edition ARB Weber BBQ.
- Any orders placed and paid for during the promotional period with fitment occurring outside of these months will be eligible to receive the special-edition ARB Weber BBQ at the time of full payment.
- Any new ARB bull bar, winch or driving light products that are introduced during the duration of this promotion will be eligible to be included in this promotional offer.

To clarify what products are included in this promotion, please read the Terms and Conditions below.

<https://view.publitas.com/arb-4x4-accessories-1/australia-weber-terms-and-conditions/page/1>

Process for Redemption

Part Number: WEBERQ2024 (includes both the BBQ and the Bag)

For ARB Corporate Branches:

The salesperson inputs the Weber promotion part number (WEBERQ2024) onto the qualifying customer's sales order. Stock controllers in each state will manage the distribution from their DC as a normal part number order.

For Independents:

The Weber promotional part number (WEBERQ2024) is to be included on any Purchase Order that includes an order where in the one transaction, a Bull Bar, Winch & Driving Lights has been ordered. In the case of ARB Independent Stores and Stockists, their contribution for the promotion will be \$200 for each ARB Weber BBQ and duffle bag issued.

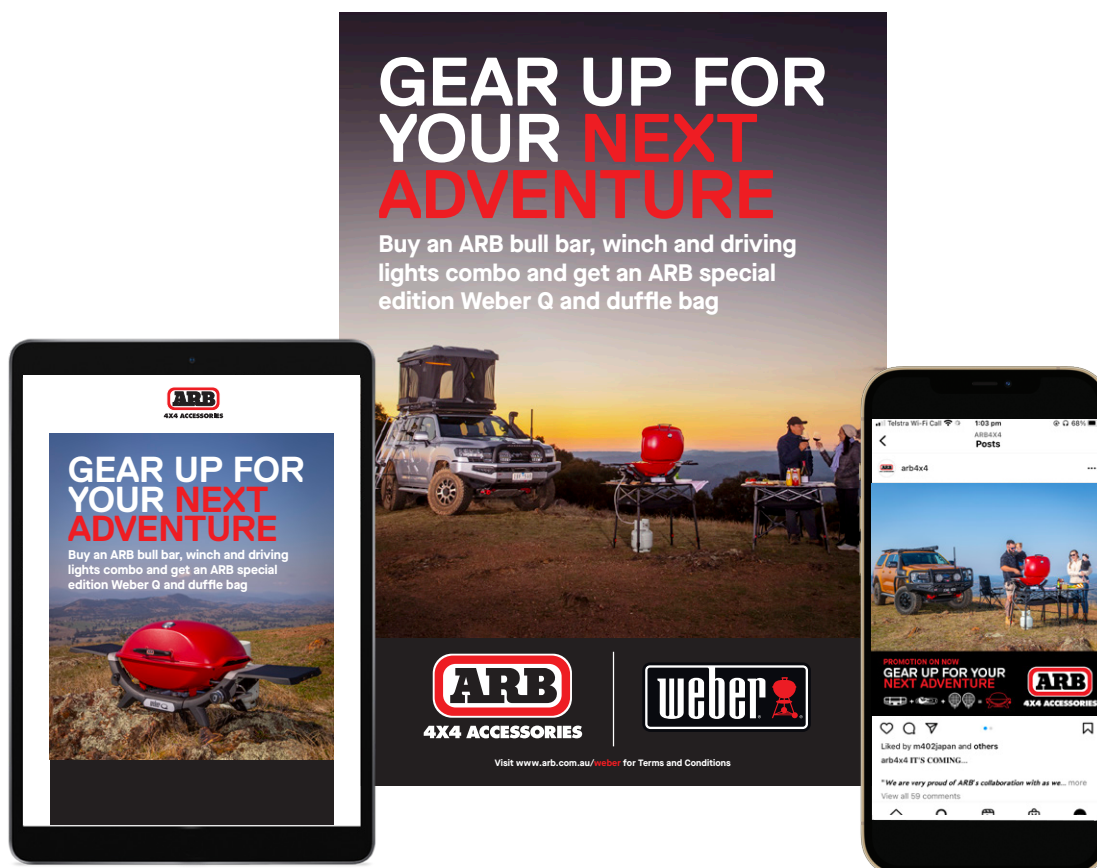
The retail sales order number and customer contact details are to accompany the Purchase Order and be validated at each state's wholesale hub. The ARB Weber BBQ is dispatched/invoiced from the DC alongside other goods for the store to present to the customer upon final fitment/payment.

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Fact Sheet

To	ARB Stores and Stockists
What	ARB Weber Promotion Campaign 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

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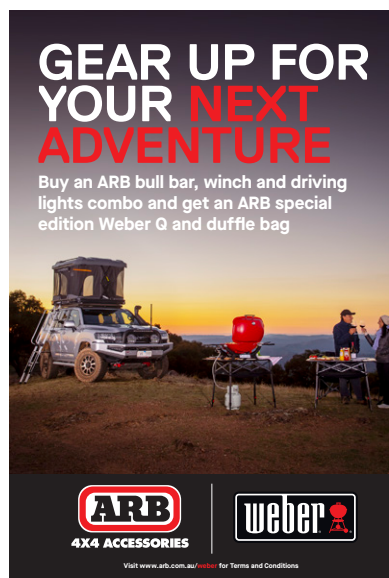


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All stores will have access to exciting POS to increase awareness of this promotion. This POS collateral will vary between flagship, classic and stockist stores. All collateral is being sent to stores and will also be available for download on Dealer Dashboard. Some examples of the POS range includes:

Print



A1, A3 and A4 Posters



Print (Retail)



Hanging Banners



Base Deck Signage



Wobblers

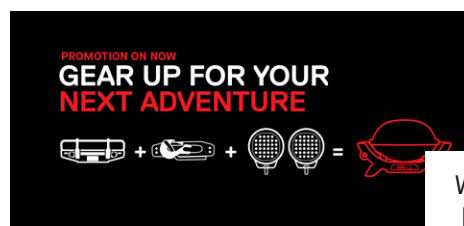
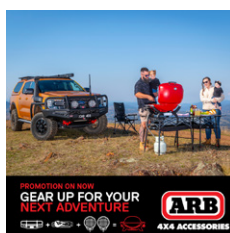
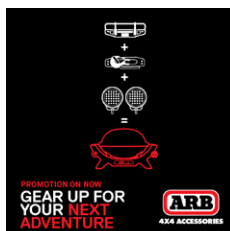


Digital

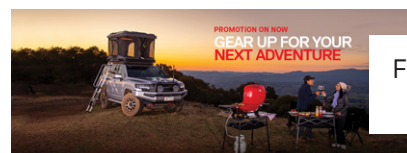
A suite of social media assets (both static images and video format) will be available on Dealer Dashboard due to the longevity of the campaign and to avoid creative fatigue. Have fun with it!



Social Media Posts



Website Banner



Facebook Banner



Email Signatures

WEBER PROMOTION

Retail support pack



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Visual Merchandising

A separate Visual Merchandise Guide will be provided in a separate document, which was attached in the same email. It will be provided in line with all point-of-sale collateral arriving in-store.

The visual merchandising decor packs will vary between our flagship stores, classic stores and stockists. These packs will be delivered to each store. These will include an array of banners, base deck signs, posters and wobblers.

If you have any Visual Merchandise questions in regards to this promotion, please contact Alecia Tunks at atunks@arb.com.au.

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Retail Creative



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TV Commercial Coverage

To generate fast reaching hype and excitement, there will be one Broadcaster Video on Demand (BVOD) TVC Advertisements that will be targeting consumers through different streaming services.

We will launch on the 1st of June with a retail focused 30 second TVC in duration, which will run until the 31st of August (midday). This 30 second video will help establish ARB's presence and our retail offer to help generate reach, attention and awareness for this promotion. Our key partners will be 7Plus, 9Now, Foxtel GO and Kayo.

Retail TV Campaign

This TVC will assist with mass awareness and highlights the retail offer that is occurring throughout all ARB stores and participating stockists.

This TVC will be available by the 31st of May for local buys with CAD numbers to be provided in line with this being uploaded on Dealer Dashboard.



Radio Coverage

Radio ads will be utilised in this campaign to help generate mass reach and create demand. This can help drive targeted customers to our stores, which can generate sales.

Sample Radio Script

[Background music: Upbeat, adventurous tune]

"Gear up for your next adventure with ARB 4x4 Accessories!

Purchase any ARB bull bar, winch, and driving lights combo, and receive an exclusive ARB branded Weber Q and duffle bag absolutely free!

Don't miss out on this unbeatable offer! Visit arb.com.au/weber to find your nearest store and kickstart your adventure today!

Terms and conditions apply. Visit arb.com.au/weber for more details."

If you would like additional assets for paid media, please reach out to marketing@arb.com.au and we can provide these assets for you.

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How will ARB and YOU get behind this promotion?

To further promote this ARB Weber promotion 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 (including Google and Meta) 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 and creative will continuously change to reflect different audience segments and to avoid creative fatigue.

Print



A range of paid print media focusing on promoting our Weber promotion will be occurring including magazine and press media.

A double page spread can be found in 4x4 Australia Magazine on sale from the 20th of June and Australia Automotive Aftermarket Association Magazine on sale from the 11th of June.

Press media will be running simultaneously to amplify the awareness surrounding this promotion.

Radio



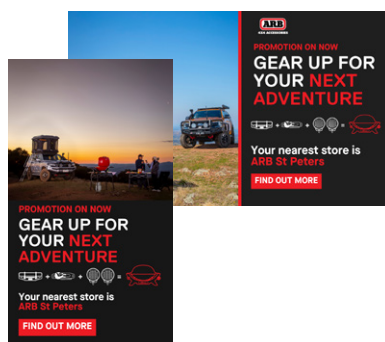
Radio ads will be utilised in this campaign to help generate mass reach and create demand. This can help drive targeted customers to our stores, which can generate sales.

Mass Awareness Media



To generate fast reaching hype and excitement, there will be a mass awareness media spend including BVOD TV and Out of Home Media.

Programmatic Digital



Programmatic digital campaign will create relevancy and cut through for the Weber promotion amongst a very qualified audience.

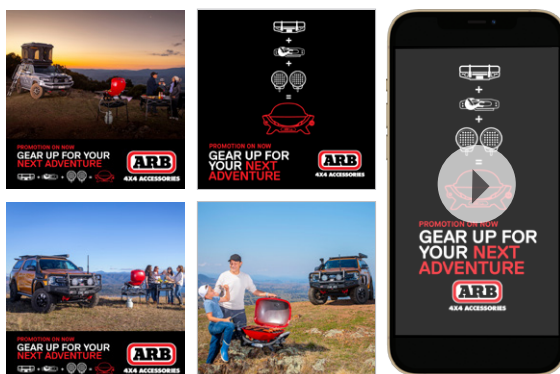
The ad units will run across various relevant publishers based on the audience insights, geo targeting and campaign performance. This will be live from 1st of June to 31st of August (midday).

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

As part of this promotional period, we will feature a suite of assets as well as product specific content with the focus on educating consumers on the benefits of bull bars, winches and driving lights in line with the promotion.

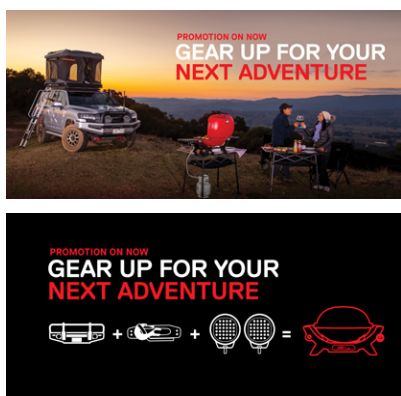
Owned Media Channels

Instagram and Facebook Posts



The ARB social media pages will feature this retail promotion in a range of different formats. We will utilise static posts, carousel posts, stories and also short form video reel content. We recommend sharing across your platforms to help generate further reach and awareness. All assets are available on Dealer Dashboard.

Website Banners



A web banner will appear at www.arb.com.au for the duration of the promotion.

Facebook Cover



The ARB Facebook page will feature this offer during the promotion.

Email Signatures



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

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

Visual Merchandise Guide



A VM plan for each store will be provided in separate communications on this same email thread. Each specific store (flagship, classic and stockists) has its own VM guide to follow with supporting POS collateral arriving in-store in line with this promotion.

Desktop Wallpapers



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

eDM



Multiple eDMs will be sent to our ARB customers during the campaign, to continue the momentum and hype of this promotion.

These emails will focus on educating our database on the benefits of bull bars, winches and driving lights, whilst also having other emails solely focused on the promotion and the offer at hand.

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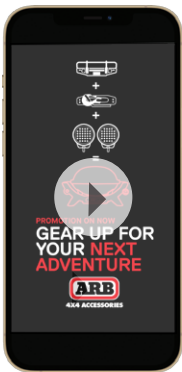
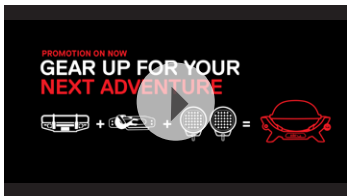


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Social Post Example Templates

We have a number of exciting content formats for you to use and share across your own social channels. We have only showed two options here but there will be plenty more for you to use available on Dealer Dashboard.

Have fun with these and we encourage you to post as well to help amplify our reach and awareness.

CONTENT	DETAILS	CAPTION DETAILS
	<p>Instagram Launch Reel - at or after 10:00AM AEST on the 1st of June, 2024.</p> <p>This video will be the first post made about the Weber promotion. This video will explain the promotion and direct people to our website. Post this on Instagram <u>at (or after) 10:00AM AEST on the 1st of June.</u></p>	<p><i>Gear Up for Your Next Adventure with ARB!</i></p> <p><i>Buy any ARB bull bar, winch and driving lights combo and get an ARB special edition Weber Q and duffle bag!</i></p> <p><i>Head in-store to find out more or visit the link in our bio.</i></p>
	<p>Facebook Launch Video - at or after 10:00AM AEST on the 1st of June, 2024.</p> <p>This video will be the first post made about the Weber promotion. This video will explain the promotion and direct people to our website. Post this on Facebook <u>at (or after) 10:00AM AEST on the 1st of June.</u></p>	<p><i>Gear Up for Your Next Adventure with ARB!</i></p> <p><i>Buy any ARB bull bar, winch and driving lights combo and get an ARB special edition Weber Q and duffle bag!</i></p> <p><i>Head in-store to find out more or visit www.arb.com.au/weber</i></p>
	<p>Other Social Media Options</p> <p>Now it is your turn to have fun!</p> <p>We have a range of social tiles that have been created for your use during this promotion that are available on Dealer Dashboard.</p> <p>From videos, to carousels, to static imagery, we recommend you post in line with this promotion to help generate further reach, awareness and excitement surrounding this Weber promotion!</p>	

Supporting links

Please find below a range of product specific articles that can assist in furthering your knowledge surrounding all products included in the promotion. We have 4x4 Culture articles available for your reference.

4X4 CULTURE



Protection Educational

This article aims to give you straightforward answers as to whether you need a bull bar, how to decide which one is right for you and the crucial decision-making factors.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-65/page/92-93>

Summit MKII Bar

The ARB Summit MKII Bull Bar features a whole new grille design and innovative fog light cluster. Let us take you on the journey that is the Summit MKII.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-61/page/24-25>

Summit Sahara Bar

Building from the classic look of a ARB Summit Sahara Bar, ARB engineers have developed a new centre tube that seamlessly integrates a 20-inch LED light bar.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-61/page/64-65>

ARB SmartBar

Discover all about ARB's SmartBar facility that develops ARB's polymer solutions including vehicle protection and fuel storage systems.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-62/page/108-109>



Winch Educational

An educational article on the significance of a winch, its operation, and crucial maintenance tips to ensure optimal performance

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-64/page/56-57>



Intensity IQ Driving Lights

Read all about ARB's groundbreaking addition to the Intensity Light range. Intensity IQ, a revolutionary driving lights allowing limitless control over your driving lights.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-62/page/8-9>

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-63mt/page/62-63>

Intensity V2 Driving Lights

Learn about ARB Intensity V2 driving lights and how they are brighter than ever thanks to the introduction of Hyperspot(TM) optics and next-generation LED technology.

<https://view.publitas.com/arb-4x4-accessories-1/arb-4x4-culture-issue-53/page/30-31>

Intensity Solis Driving Lights

Expanding on our current range of driving lights, the new ARB Intensity Solis lights are a remarkable performer and represents a value proposition worth considering.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-61/page/30-31>

<https://view.publitas.com/arb-4x4-accessories-1/arb-4x4-culture-issue-58/page/30-31>

Intensity Light Bars

ARB's iconic LED driving light bar has been reborn, pushing the limits of driving light once again.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-60/page/28-29>

NACHO Driving Lights

Discover how this dynamic collaboration is set to redefine the off road lighting experience, bringing together the expertise of two industry innovators to create an array of LED products and solutions.

<https://view.publitas.com/arb-4x4-accessories-1/4x4-culture-issue-65/page/18-19>

Bushranger Driving Lights

The Night Hawk VLI driving lights performance was unmatched and packed full of features, 0-100% brightness control, interchangeable spot/flood covers, active temperature control and cooling ducts to name a few.

<https://view.publitas.com/arb-4x4-accessories-1/arb-4x4-culture-issue-58/page/112-113>

<https://view.publitas.com/arb-4x4-accessories-1/arb-4x4-culture-issue-57/page/104>