



CHRISTMAS

FLAGSHIP STORES



CHRISTMAS

IN-STORE DISPLAY

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

This year our Christmas theme is 'THE MAGIC FOLLOWS YOU OFF ROAD'

This guide is the 1st stage of a 2 stage roll out for our Christmas Promotion.

Stage 2 will tie in with the end of our Movember campaign.

Movember will be displayed in-store through some of the Christmas Promotional period.



CHRISTMAS

IN-STORE COLLATERAL

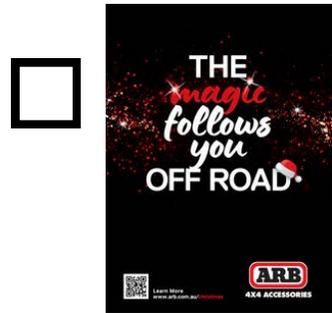
what you will receive:



x 8 Ceiling Banners



x 1 Base Deck Christmas message



x 10 A4 Poster



Wobblers x 20 of each



x 1 Table runner



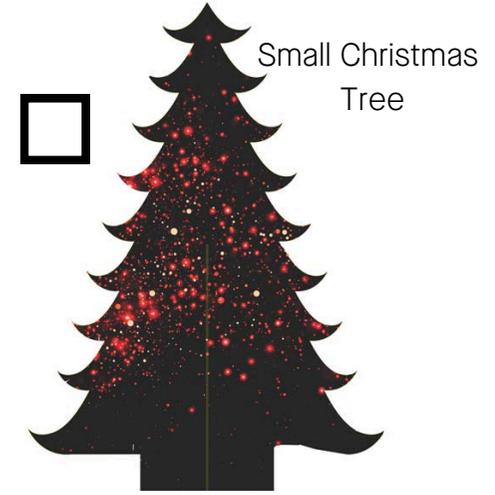
x 1 Gift Card stand Vinyl



x 1 Gift Card stand Vinyl (POST CHRISTMAS)



Gift Tags x 50 of each



Small Christmas Tree



Large Christmas Tree

CHRISTMAS

IN-STORE COLLATERAL

what you will need.....



Base Deck
(Reused from previous promotions
or
can be ordered from main 570169)



A4 Acrylic blocks
(Reused from previous promotions
or
can be ordered from 570177)



ARB GIFT CARDS



Additional items.....



RED GLITTER GARLAND



LARGE GOLD BOWS



SANTA HAT

CHRISTMAS

BANNER RAILS SET-UP

Flagship stores with banner rails will receive x8 banner posters to hang on the front rails (or rail that sits above or just behind the camping set-up).



Safety

Please ensure that platform ladders are always used to install banners



CHRISTMAS COUNTER SET-UP

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

▶ PART NUMBER : 570177 ACRYLIC BLOCK A4



PLEASE ENSURE YOU APPLY YOUR CHRISTMAS VINYL TO YOUR GIFT CARD STAND



As Part of your Christmas pack, you will also receive your replacement gift card vinyl. This is to be applied to your gift card stand AFTER the Christmas promotional period. Please keep this vinyl safe until it is required.

CHRISTMAS

COUNTER SET-UP

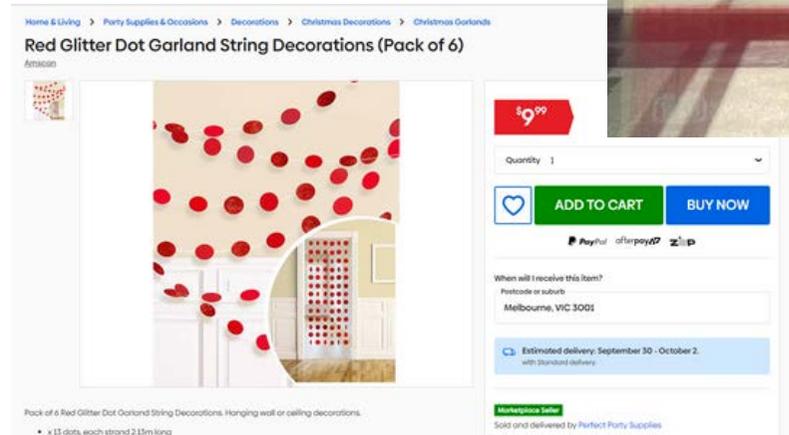
Counter bows

Stores can re-use their large gold bows from last year. If you don't have any bows for your store, they are available to purchase from Kmart.



Red Glitter Garland

Stores are encouraged to purchase red glitter garland for the counter. This will not only match the banners and posters in store, it will also tie-in to our digital collateral. This can be purchased through catch.com



Santa Hat



The Santa Hat should be stuffed with paper or plastic to ensure it will sit in place.



Stores are encouraged to purchase a Santa Hat that can be displayed on the large promo table.

Cut and slot trees

As part of your POS kit, you will be supplied with cut and slot Christmas trees. These will replace any other Christmas trees in the showroom for this promotional period.



CHRISTMAS

FRONT OF STORE SET UP

Cut and slot trees



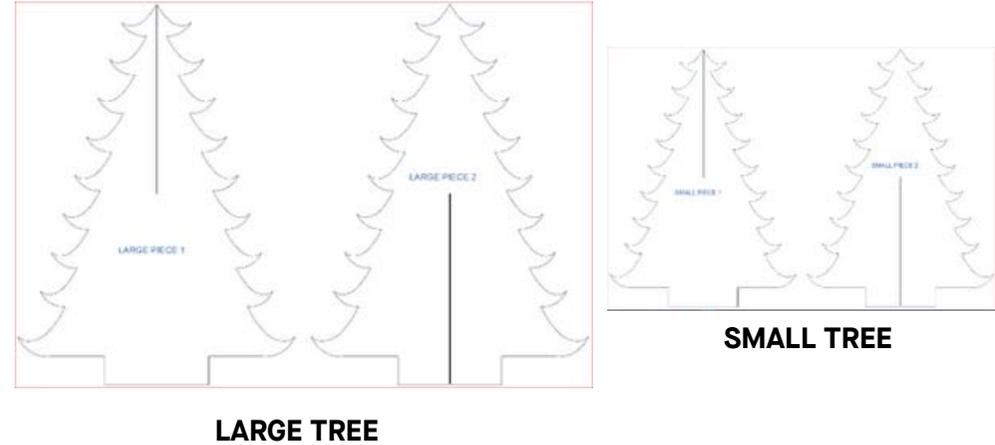
In stage 1 of the Christmas set up, both Christmas Trees should be set up near the front counter.

The trees can be further decorated with gift cards and also some gift tags (that are supplied).



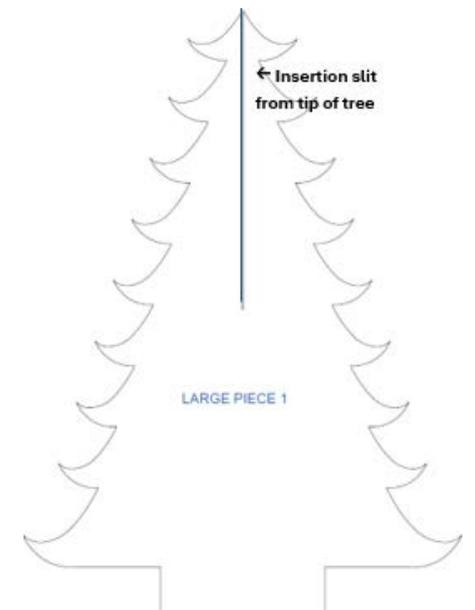
Putting together your ARB Christmas Tree

Note – These instructions suit both sizes of trees Large and Small



Step 1. Take out Large Piece 1 and Large Piece 2 from your shipper

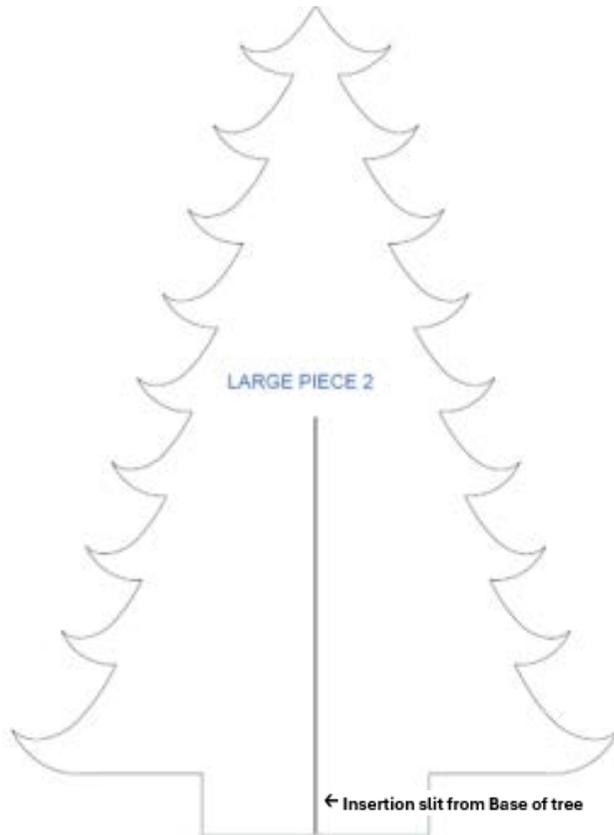
Step 2. Take Large Piece 1 (with insertion slit from tip of tree) and stand it on its Base



CHRISTMAS

CHRISTMAS TREE INSTRUCTIONS

Step 3. Take Large Piece 2 (with insertion slit from Base of tree) turn perpendicular (90 degrees) in relation to Large Piece 1



Step 4. Insert Large Piece 2 Base over tip of tree of Large Piece 1 and carefully push down until both slit ends meet and both tree tips align



CHRISTMAS GONDOLA ENDS

Stores should set up promo ends with popular selling items over the Christmas period

Some examples of end caps set ups are pictured below:



Ends should be kept to a maximum of 3 products, and all products must be price ticketed.

CHRISTMAS PROMO TABLES



NESTED TABLES

The nested tables are to be separated for the purpose of this promotion.

During the month of November, the smaller table will be used to promote Movember in store. Stores will be receiving a VM guide and collateral to assist with the set up of Movember, closer to the launch date.

The large promo table is to be merchandised with ARB gifting merchandise, such as the puzzles, beach towels, picnic blankets, Fourby etc.



A4 tickets are available on dealer dashboard and are to be display on the table in the A4 acrylic blocks. All items on the promo table must have a description and price on display.

▶ PART NUMBER : 570177 ACRYLIC BLOCK A4

FOURBY

This year, Fourby will have a featuring roll in our Christmas campaign. As the star of the show, it is really important that he has a large presence in store.

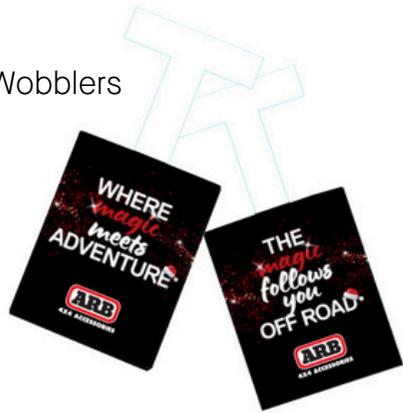
Please ensure you have a bulky qty of Fourbys in stock.

Fourbys are to be grouped together and displayed on the promo table, to create an impactful display.

CHRISTMAS IN-BAY TIE-UP

Wobblers should be placed around the store to support the promotion.

Wobblers



Wobblers should be clustered in areas such as recovery and touring. This will create the greatest impact in-store.



ASCENT CANOPY PROMOTION



Stores are to continue to display their Ascent Canopy promotional material. This is to remain in place for the duration of the promotion.



No Christmas wobblers should be displayed in this area.

MOVEMBER ACTIVITY

During the month of November, ARB will be supporting Movember with an in-store display. Stores will be receiving a VM guide and collateral to assist with the set up of Movember, closer to the launch date. This display is to be set up on the smaller of the nesting tables for the duration of Movember. A stage 2 VM guide will then be sent to stores at the conclusion of the Movember period.

CHRISTMAS FRONT OF STORE

Movember placeholder

Ascent Canopy Promotion

