



CHRISTMAS

CLASSIC 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'



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 to create an impactful display.

THE
magic
follows
you
OFF ROAD

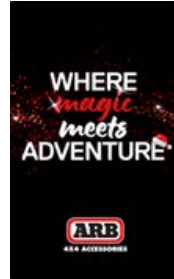
CHRISTMAS

IN-STORE COLLATERAL

what you will receive:



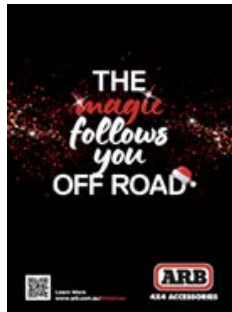
Ceiling Banners



x 1 Gift Card stand Vinyl



x 1 Gift Card stand Vinyl
(POST CHRISTMAS)



x 10 A4 poster



Wobblers



x 20 of each



Gift Tags
x 50 of each

What you will need.....



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



ARB GIFT CARDS



Additional items.....

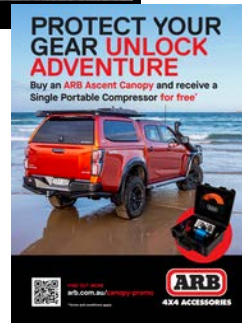


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POSTER AND COUNTER SET-UP

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

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



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.



Classic stores will receive A1 banners to use in the showrooms. Posters can be hung throughout the store creating a runway through the showroom.

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

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:



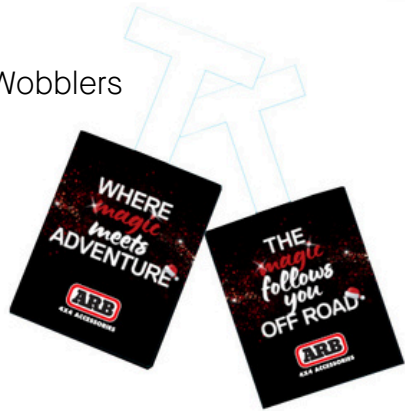
Ends should be kept to a maximum of 3 products, and all products must be price ticketed

CHRISTMAS

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.

CHRISTMAS

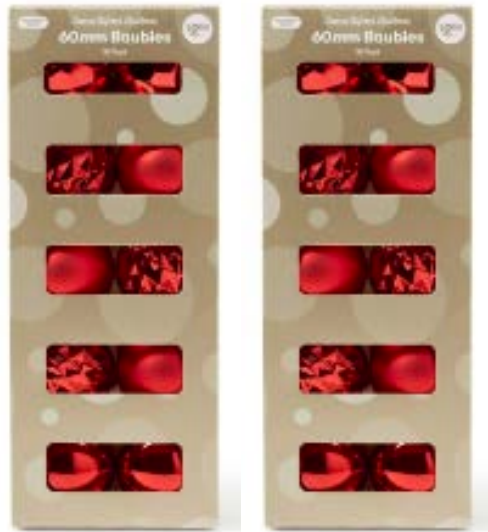
IN-STORE CHRISTMAS TREE

Each store has the option to install Christmas trees within their showroom.

Stores with a tree are required to decorate trees in the same colours as this year's promotion (red and gold).

These can be purchased from Kmart, Target or BigW etc

Stores are to avoid using tinsel on trees and instead tie bows with matching coloured ribbon that can be purchased from craft stores (E.G. Spotlight).



Stores should also add ARB gift cards to their tree to support the gift card element of the Christmas campaign

Gift tags



ARB gift tags can be handed out to customers with their Christmas purchases