



CHRISTMAS
STOCKISTS



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 🎅

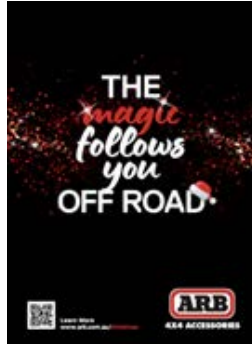
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IN-STORE COLLATERAL

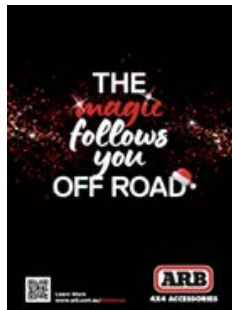
what you will receive:



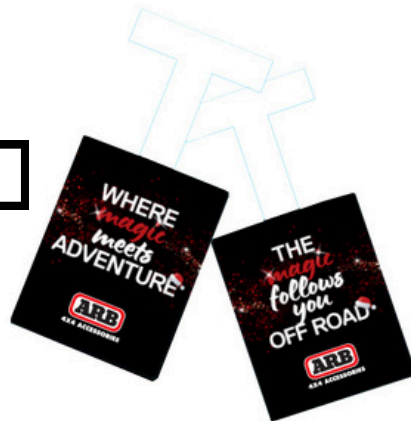
Ceiling Banners



x 4 A3 poster



x 10 A4 poster



Wobblers

x 20 of each

What you will need.....



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



ARB GIFT CARDS



Additional items.....

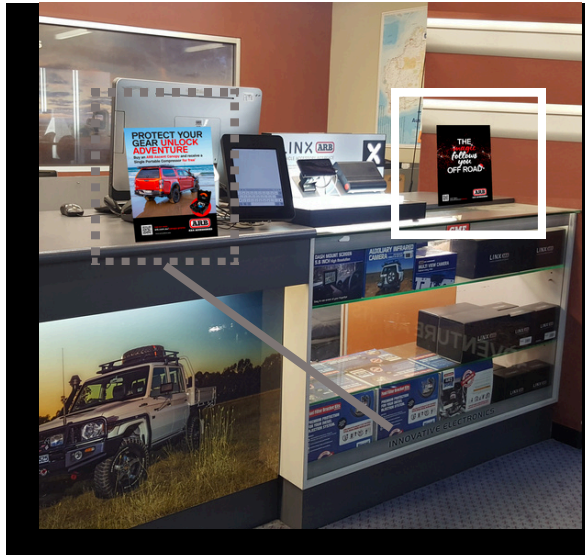


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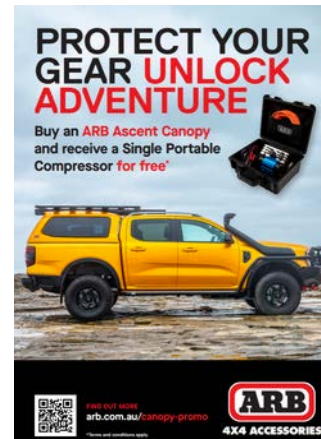
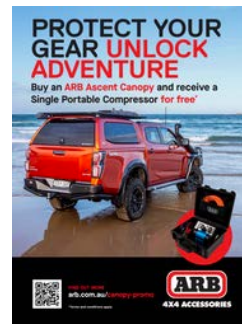
POSTER AND COUNTER SET-UP

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

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



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



Classic stores will receive A1 banners to use in the showrooms.

Posters can be hung throughout the store creating a runway through the showroom.

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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.

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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.

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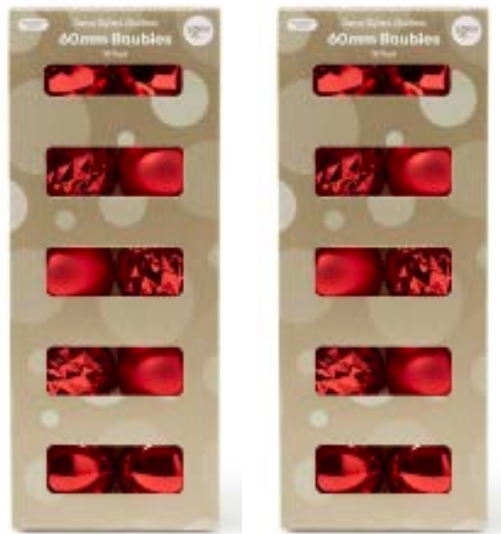
IN-STORE CHRISTMAS TREE

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).



ARB gift cards can be added to your tree to support the gift card element of the Christmas campaign.

