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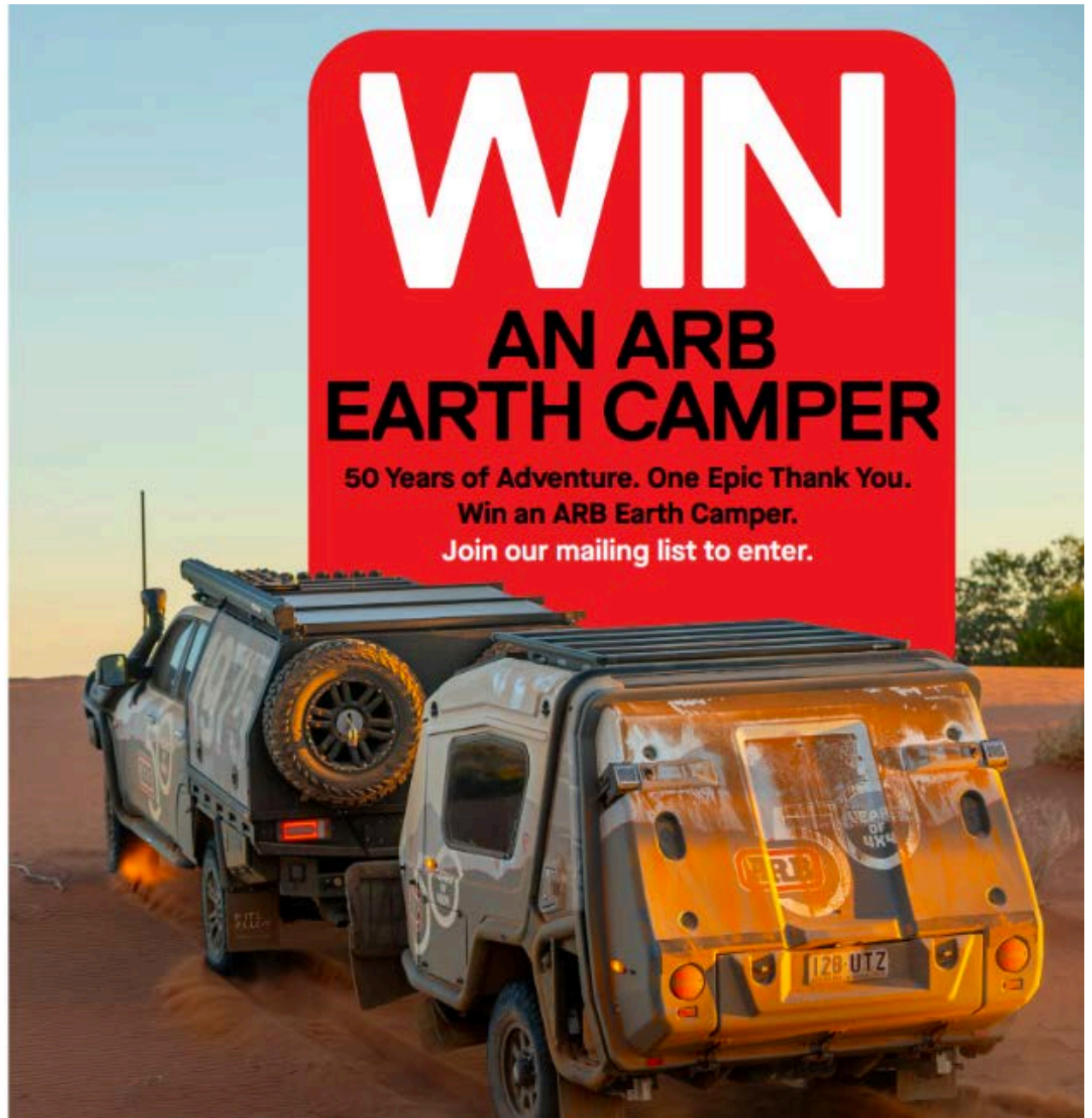
VM GUIDE

FLAGSHIP STORES

# EARTH CAMPER GIVEAWAY

IN-STORE DISPLAY

This guide has been designed to assist you in setting up the Earth Camper Giveaway promotion



# EARTH CAMPER GIVEAWAY

## IN-STORE COLLATERAL

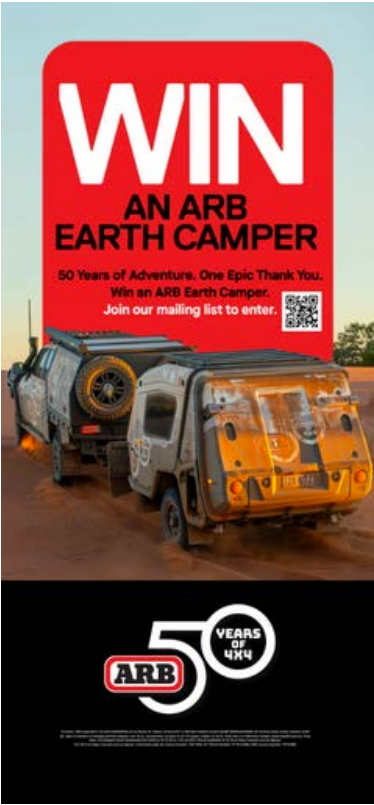
What you will receive:



x 4      A4 Poster



Wobblers      x 20 of each



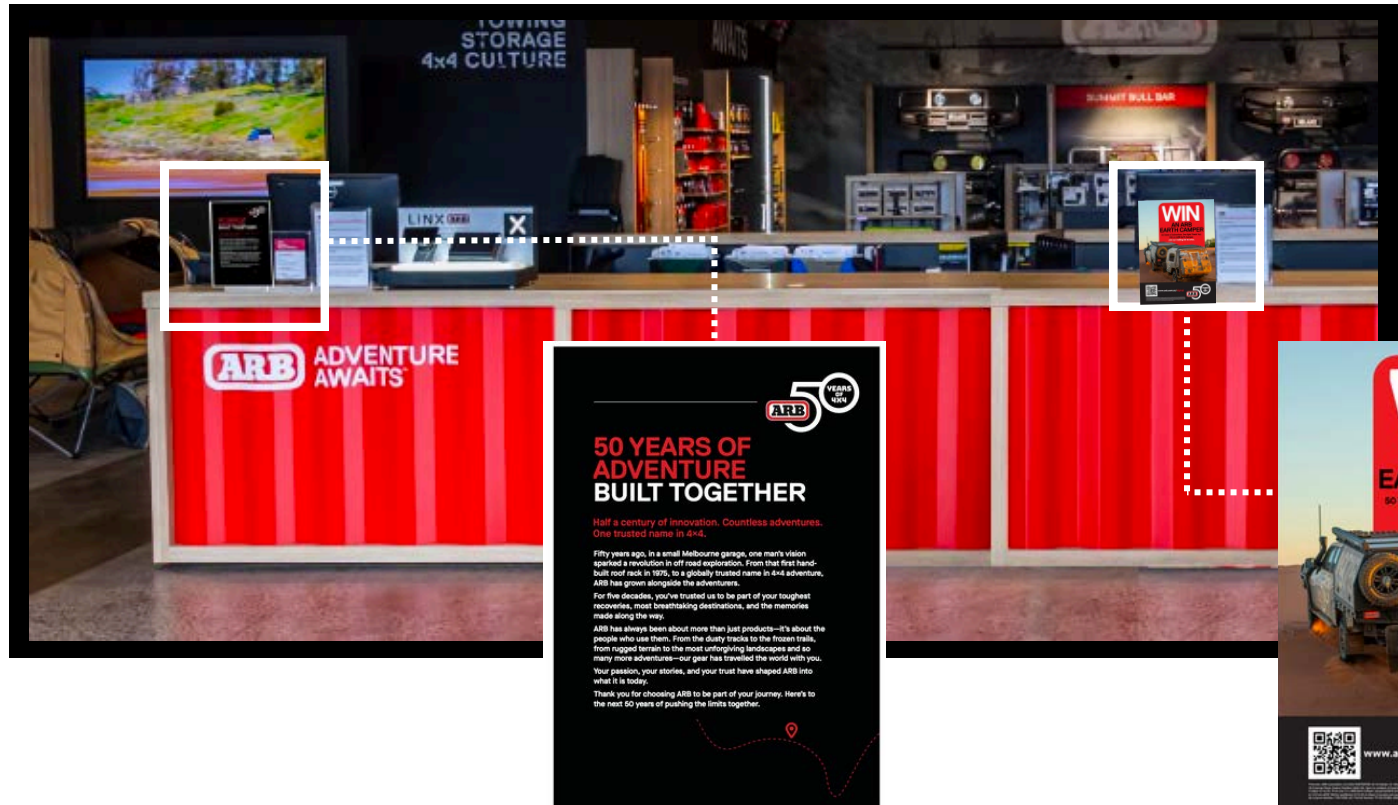
x 1      Base deck sign



# EARTH CAMPER GIVEAWAY

## COUNTER SET-UP

Each store will receive A4 posters highlighting our promotion. These should be displayed around the store including the front counter and the customer waiting area. Our 'Thank You' message to our customers must continued to be displayed on your front counter and also in your customer waiting area.



► PART NUMBER : 570177 ACRYLIC BLOCK A4

# EARTH CAMPER GIVEAWAY

## IN-STORE SET UP

### Wobblers

Stores will be receiving wobblers to display around the store. Please ensure these go into prominent locations (such as end caps and, visible wall bays).

Wobblers should also be displayed in groups, this will give the wobblers more impact.





# EARTH CAMPER GIVEAWAY

## FRONT OF STORE



Base deck signage can be displayed next to your Earth Camper display.

For those stores that do not have an Earth Camper on display, your base deck display should be set up in a highly visible area, such as next to your front counter, or next to the main thoroughfare. Please ensure you keep your current 50 year collateral in place.



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