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VM GUIDE

CLASSIC 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

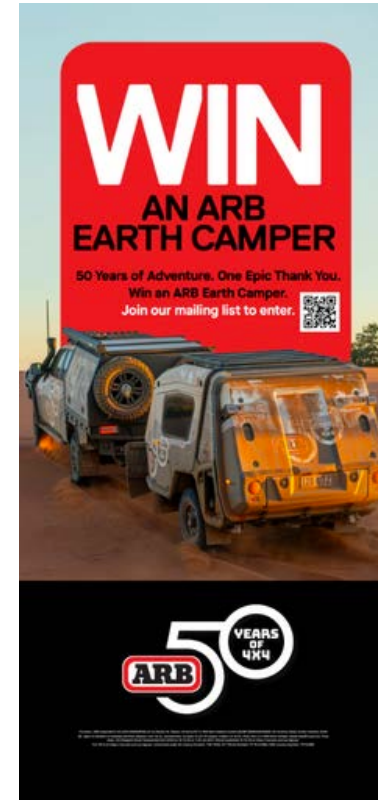
what you will receive:



x 4 A4 Poster



Wobblers x 20 of each



x 1 Pull up banner



# EARTH CAMPER GIVEAWAY

## FRONT OF STORE 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



## Pull up banner

Your pull up banner should be displayed in a highly visible area, such as next to your front counter, or next to the main thoroughfare.



# 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.

