ARB

4X4 ACCESSORIES

# BLACK FRIDAY

## STORE SET UP GUIDE

# BLACK FRIDAY

## IN-STORE SET UP

**This guide has been designed to assist you in setting up your BLACK FRIDAY activity in store.**



# BLACK FRIDAY

## IN-STORE COLLATERAL

### WHAT YOU WILL NEED:



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

### WHAT YOU WILL RECEIVE:
























# BLACK FRIDAY

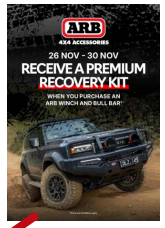
## IN-STORE DISPLAY







### OFFER 1 - RECEIVE A PREMIUM RECOVERY KIT






A4 Acrylic blocks: 570177

A4 'offer 1' posters can be displayed on the bull bars, using the acrylic blocks.

Please note: blocks are to be displayed on the lower bars only. Do not place the block up high as there can be a risk of them falling.



### PREMIUM RECOVERY KIT: RK9A

Unbox a premium recovery kit and display at the base of the winch bay. The box can be used as a 'riser' for the 'offer 1' promo poster, using an acrylic A4 block






# BLACK FRIDAY

## IN-STORE DISPLAY





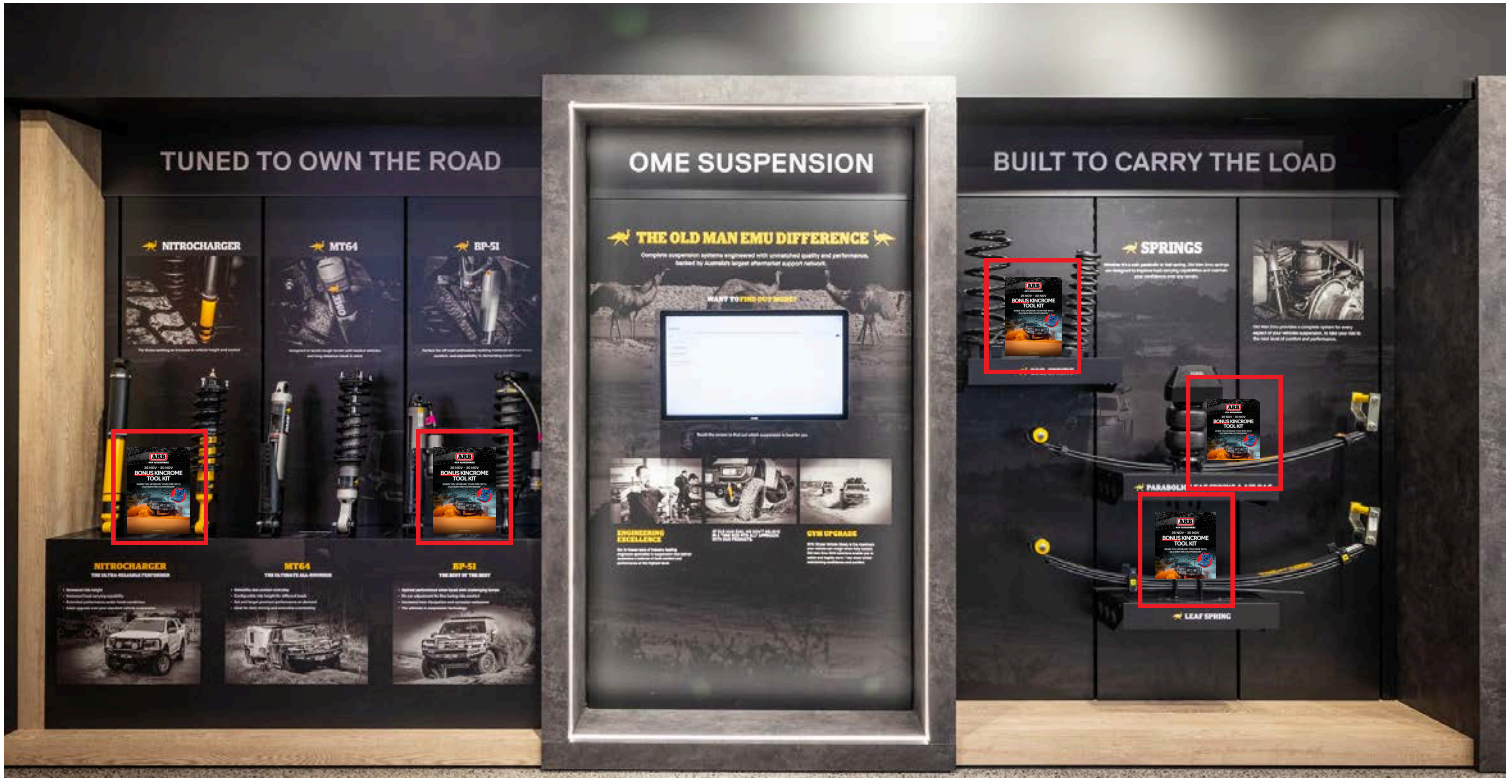


**OFFER 2 - BONUS KINCROME KIT**

A4 ‘offer 2’ posters are to be displayed across the suspension displays, using the A4 acrylic blocks.



A4 Acrylic blocks:
570177



# BLACK FRIDAY

## IN-STORE DISPLAY

**OFFER 3 - BONUS KINCROME KIT**










A4 ‘offer 3’ posters are to be displayed on the Ascent, MITs and Classic canopy displays, using the A4 acrylic blocks (or directly to the MITs display)

A4 Acrylic blocks: 570177



# BLACK FRIDAY
## IN-STORE DISPLAY

**OFFER 4 - $5K OFF ARB EARTH CAMPER**





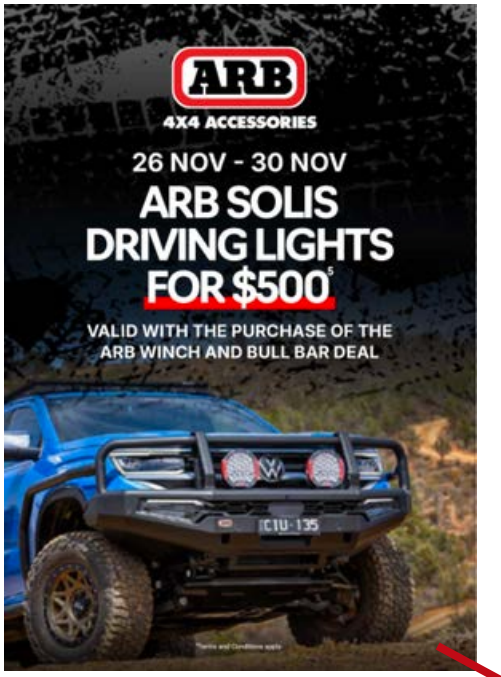

A4 Acrylic blocks:
570177



A4 ‘offer 4’ posters are to be displayed on the ‘camp scene’ set up, using the A4 acrylic blocks.

# BLACK FRIDAY

## IN-STORE DISPLAY







### OFFER 5 - ARB SOLIS LIGHTS






A4 Acrylic blocks:
570177

A4 ‘offer 1’ posters can be displayed on base of the bull bars using the acrylic blocks



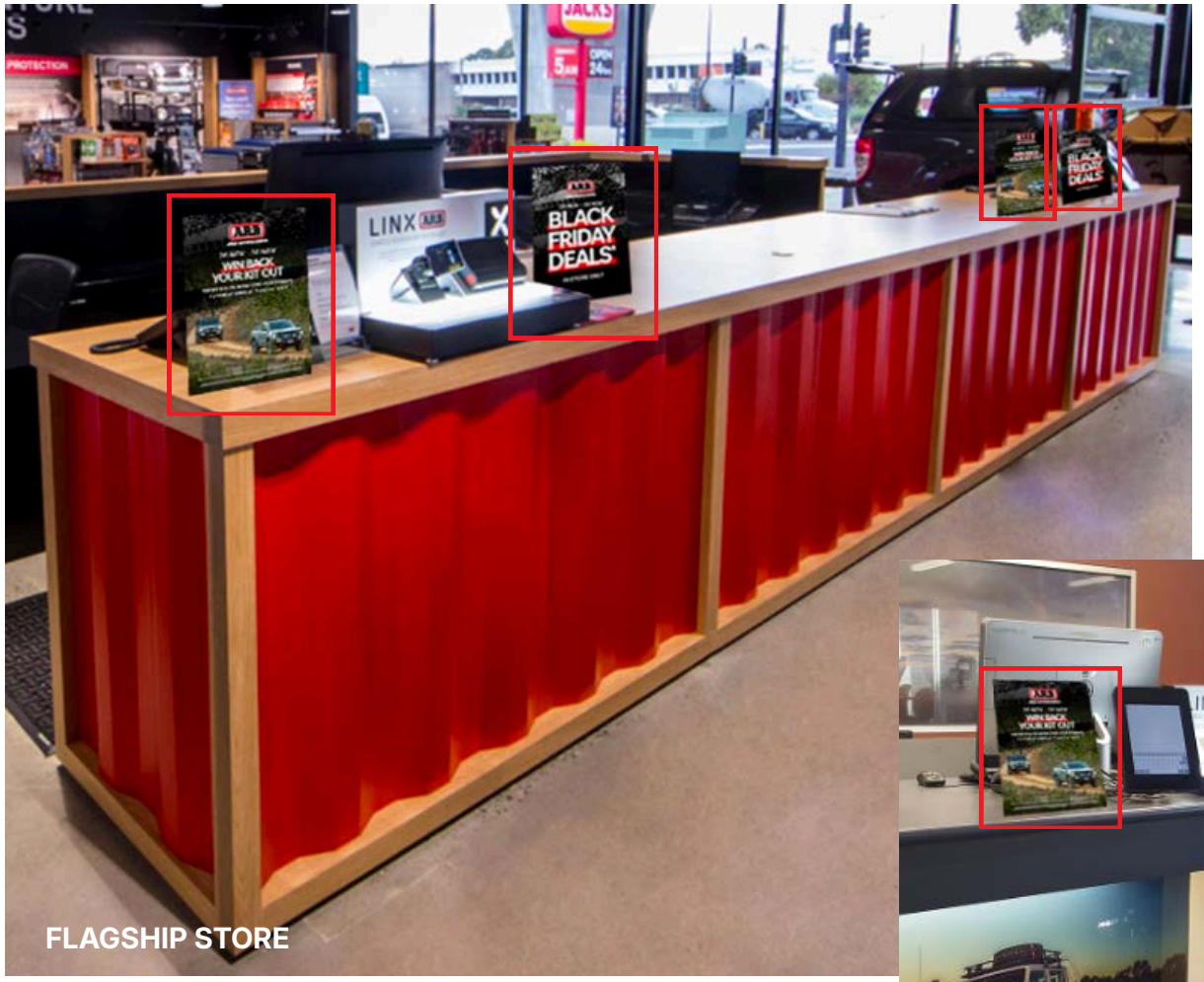
# BLACK FRIDAY

## FRONT COUNTER












A4 Acrylic blocks:
570177



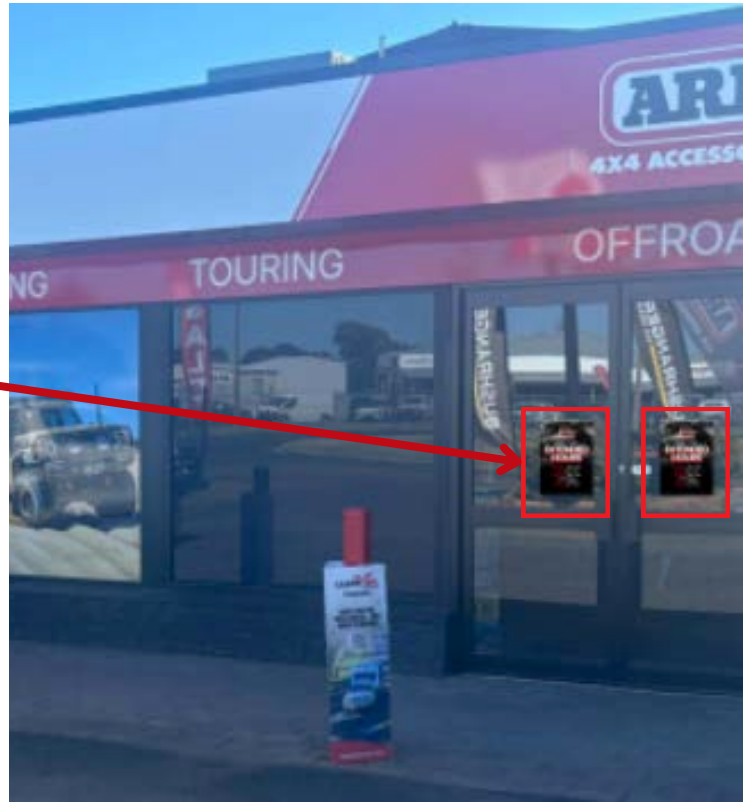
# BLACK FRIDAY

## FRONT OF STORE










Extended hours posters are to be displayed on the front windows / doors.