

Bosch Car Service

August & September 2017 Campaign

Win 1 of 5 'Money Back'
prizes for a brake service



BOSCH

Invented for life

Promotion Overview

Bosch Car Service will launch a nationwide consumer campaign in August/September 2017. "Have your brakes serviced and enter the draw to win 1 of 5 'Money Back' prizes at Bosch Car Service".

This promotion will be supported by Google search engine marketing (Adwords), facebook display ads and 200 x A4 personalised flyers. It is recommended that you use the flyers as an opportunity to lead into the brake service promotion.

Here are some ideas:

- ▶ Handover a flyer to customers together with their invoice
- ▶ Include the flyer with postal service reminders
- ▶ Distribute flyers at local sporting/community events
- ▶ Letterbox drop

Featuring Bosch brake pads and brake fluid, brake servicing will be the main focus. Coincidentally, Bosch is celebrating 90 years of brakes and this is also promoted on the A4 flyer. A new A2 product poster featuring 90 years of Brakes from Bosch will be supplied in your promotion pack, as well as 20 x DL brochures with the same theme to create strong Bosch brand recognition in your reception.

Before you display these items, please ensure that they are appropriate for your business in that it is true, correct and representative of your organisation.



Bosch 90 years A2 poster

Keeping to the brake theme, you may wish to rotate your brake pad or brake fluid poster to the front of your second poster frame.

Tip: Protect your Bosch posters by placing them behind the poster on display.

Additionally, 10 x Bosch brake pad air fresheners can be found in your promotion pack for your customers. There are plenty more in stock at www.boschstore.com.au for purchase. The price is \$25 for a pack of 50. 3 sorts of scents are available (orange / vanilla / ocean breeze) and there is also a Bosch wiper option.



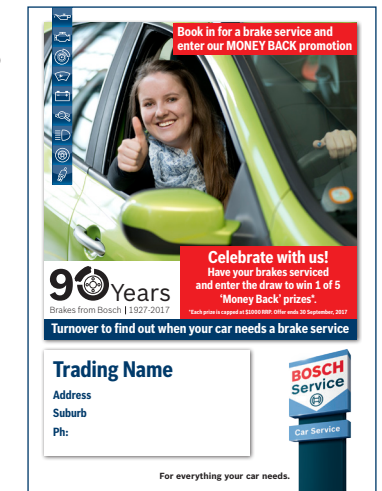
Air fresheners



Online Ad Banners



Bosch Brake pad poster



**A4 personalised flyer
(Side A - Brake Service)**



**A4 personalised flyer
(Side B - Brake Service)**



Bosch Brake fluid poster

Promotion Overview

Promotion participation is mandatory and will be tracked against your Bosch engagement level.

Your customers will also expect Bosch brake product to be used during the promotion period. Your commitment in supporting the Bosch brand during the promotion period and beyond is highly appreciated and helps us provide you with all the support features we offer to the Bosch Car Service network.

Please encourage your staff to order Bosch automotive product, wherever possible. A distributor/product matrix is available on MyBSN and will be regularly updated for your reference. If your preferred distributor doesn't carry Bosch branded stock, please ask them to place an order for your fast moving brake product requirements. If need be, contact your Bosch representative to assist you for alternative solutions.

Coming soon...

For the month of September, both the Bosch Car Service network and selected distributors will be incentivised with a Bosch brake pad promotion. More details will follow at a later date.

How do customers enter the promotion?

To enter, entrants must undertake the following steps during the Promotional Period (1 August – 30 September, 2017):

1. Have the brakes on their vehicle serviced or repaired at any Bosch Car Service workshop in Australia or New Zealand;
2. Complete the official entry card including their full name and contact telephone number; and
3. Drop it into the entry box at your workshop.



Win 1 of 5 'Money Back' prizes for your brake service*

Conditions of entry form text

Name: _____ Invoice No: _____

Contact No: _____

How were you made aware of this promotion?

☐ Through my local Bosch Car Service ☐ Online

Are you an existing or new customer?

☐ New ☐ Existing

Which Bosch brake products were used?

☐ Pads ☐ Rotors ☐ Shoes ☐ Chocks

☐ Disc wear sensors ☐ Pumps ☐ Hydraulic Assemblies

Your Bosch Car Service trading name: _____

For everything your car needs.

The draw will take place on 27th October, 2017 at 10:00am (AEST) at Robert Bosch (Australia) Pty Ltd, 1555 Centre Road, Clayton Victoria 3168 Australia. Winners will be notified by phone. **Ensure all entry forms are returned to the same address, clearly marked, Attn: AA/SMS3-APS Pauline Fudalinski.**

There will be five winners drawn. The first five valid entries drawn will each win their “money back” for the amount of their brakes service/repair (as per the invoice), up to the maximum value of \$1000 RRP.

If required, please assist your brake service / repair customers in filling in the form.

The brake service promotion will be measured by:

1. Number of entries per workshop.
2. How entrants were made aware of the promotion.
3. If entrants are new or existing customers.
4. Which Bosch brake product/s was used during the service / repair.
5. Effectiveness of social media marketing.
6. Effectiveness of Google Adwords marketing.

Workshop participation

Promotion pack includes:

- ▶ 200 x A4 personalised promotion flyers
- ▶ 1 x promotion entry box
- ▶ 1 x promotion entry form pad
- ▶ 1 x A4 90 years of Bosch brake poster
- ▶ 20 x 90 years of Bosch brake DL brochures
- ▶ 10 x Bosch brake pad air fresheners

Also available:

- ▶ A set of promotional ad banners for social media / websites
- ▶ 2 x Bosch brake videos, located on MyBSN

Step 1:

Inform your staff and your preferred distributor of the promotional activities.

Step 2:

Distribute Brake Service promotion A4 flyers (as desired).



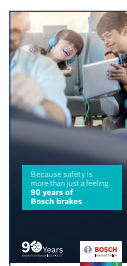
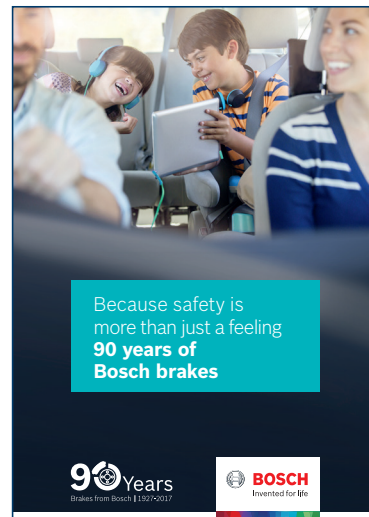
By July 31 -

Receive Bosch brake service promotion pack

Step 3:

Insert the Bosch 90 years of Bosch brakes poster into one of your reception poster frames.

Tip: Rotate your posters to bring the brake pad or brake fluid poster to the front display of your second poster frame.



Step 4:

Insert the 90 years of Bosch brakes brochures into a holder and place it in your reception area.

Tip: At this point check the stock level of your Bosch Blue Line brake pad brochures. Contact pauline.fudalinski@au.bosch.com for additional brochures if required.

Workshop participation



Step 5:

Display your promotion entry box and entry pad point of sale material, on your counter.
If required, contact pauline.fudalinski@au.bosch.com for more entry form pads.

Step 6:

Plan your social activity with the online ad and video material provided. If you require online ad material for your website and/or facebook page, contact pauline.fudalinski@au.bosch.com

Step 7:

Update your website and/or facebook page to reflect the national promotion.
Websites hosted by "Smith Brothers Media" will be automatically updated.

Step 8:

Promotion begins August 1.

Step 9:

Promotion concludes September 30.

Remove all point of sale material referencing the brake service promotion.

Note: Return all completed entry forms by 26 October 2017 to:

Robert Bosch (Australia) Pty Ltd

Attn: AA/SMS3-APS

Pauline Fudalinski

Locked Bag 66

Clayton Sth Vic 3169

Digital ad banners

The following digital ad banners have been developed for workshop websites and facebook pages.

Please contact pauline.fudalinski@au.bosch.com to receive your complimentary complete set of digital ad banners.

