



BONUS

eftpos GIFT CARD



Purchase an eligible split or ducted air conditioning units and receive a **BONUS** eftpos Gift Card.

OFFERS ENDS 31 JULY 2019



BONUS

eftpos GIFT CARD

Mitsubishi Electric is pleased to announce the launch of our 2019 Winter Gift Card Campaign. This offer entitles our consumers who purchase any selected split or ducted unit the opportunity to redeem a bonus EFTPOS Gift card.

\$100 eftpos GIFT CARD AIR CONDITIONER MODEL CODE MSZ-AP/EF/FH/LN/GL & MFZ-KJ 25/35/42/50/60KITS	\$150 eftpos GIFT CARD AIR CONDITIONER MODEL CODE MSZ-AP/GL 71KIT	\$200 eftpos GIFT CARD AIR CONDITIONER MODEL CODE MSZ-AP/GL & PEA-RP100/PEA-RP125 80KIT/GAAV/GAAYKIT	\$400 eftpos GIFT CARD AIR CONDITIONER MODEL CODE PEA-RP140 GAAV/GAAYKIT
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Launch Date: 01/04/2019

End Date: 31/07/2019

Claims must be submitted by: 31/08/2019

To process redemption go to: www.mitsubishielectric.com.au/eftposgiftcard

To activate Gift Card go to: www.activatemycard.com.au/meaust

Promotion helpline: 1300 431 011

CLAIM PROCESS

STEP 1:



Purchase an eligible air conditioner during Offer Period.

STEP 2:



Pay for in full and record serial number.

STEP 3:



Scan or photograph receipt.

STEP 4:



Go to
www.eftposgiftcard.mitsubishielectric.com.au

STEP 5:



Validating...

STEP 6:



If valid, wait for the mail.

CLAIM DO'S AND DONT'S

DO'S

- ✓ Copy of receipt with balance must be shown (if financed, approval number must be included).
- ✓ Serial number must be added to all applications.
- ✓ Claim name and receipt name must match.
- ✓ Upload receipts as JPG's, PDF's or PNG's only.
- ✓ Send a clear copy of full receipts.

DONT'S

- ✗ Claim with a company name.
- ✗ Claim more than 3 units per household.
- ✗ Try to claim after the Redemption Period (31st of August 2019).

MARKETING SCHEDULE

CAMPAIGN PERIOD	APR	MAY	JUN	JUL	AUG
Promotion Period					
Redemption Only Period					
Radio Advertising					
Billboard Advertising					
Digital Advertising					

POINT OF SALE

- » The following point of sale is available for distribution:
Poster A1, wobblers and A5 tear pads (100 page) with a cardboard backed stand.



A1 poster



Wobbler



A5 tear pads



DIGITAL ADVERTISING

- » Digital advertising will go live mid June and run until the end of July.
- » Advertising will be found on the following channels Google Search, Facebook and display programmatic platforms.
- » Some of the top websites this digital campaign can be found on are: realestate.com.au, news.com.au productreview.com.au & homesnine.com.au

ARTWORK AVAILABLE:

- » There will be templates available for email signatures and Facebook advertising. Customised artwork is available upon request.



RADIO TAGGING



- » A 30 second campaign radio commercial with 1 x URL or phone number at the end of the new 30sec Gift Card 2019 Campaign which includes:
 - » Creation of end super slide graphic overlay.
 - » Key number ID, clapper generation.
 - » 1 hour editing and mastering.
 - » CAD submission and approval.
 - » Supply of 1 x digital upload via One80 Digital Post Newcastle.

Note: Minimum 10 working day turnaround from submission date.