



BONUS\$

GIFT CARD CAMPAIGN



Purchase an eligible split or ducted air conditioning unit and receive a BONUS Gift Card.

OFFERS ENDS 31 JULY 2021

BONUS Gift Card Campaign

Mitsubishi Electric is pleased to announce the launch of our 2021 BONUS Gift Card Campaign. This offer entitles our consumers who purchase any selected split or ducted unit the opportunity to redeem a BONUS Gift Card.

\$100 GIFT CARD	\$150 GIFT CARD	\$200 GIFT CARD	\$400 GIFT CARD
AIR CONDITIONER MODEL CODE MSZ-AP20/25/35/42/50/60KITS, MSZ-LN25/35/50/60KITS, MSZ-EF25/35/42/50B/W/SKIT, MSY-GN25/35/42/50/60KITS & MFZ-KW25/35/42/50/60KITS	AIR CONDITIONER MODEL CODE MSZ-AP71KIT & MSY-GN71KIT	AIR CONDITIONER MODEL CODE MSZ-AP80KIT, MSZ-AS90KIT, MSY-GN80KIT & PEA-M100/125 GAAV...KIT/GAAY...KIT, HAAV...KIT/HAA...KIT	AIR CONDITIONER MODEL CODE PEA-M140 GAAV...KIT/GAAY...KIT, HAAV...KIT/HAA...KIT

Launch Date:	1 April 2021
End Date:	31 July 2021
Claims must be submitted by:	31 August 2021
To process redemption go to:	www.mitsubishielectric.com.au/promotions
To activate Gift Card go to:	www.activatemycard.com.au/meaust
Promotion Helpline:	1300 431 011

Marketing Schedule

Campaign Period	April	May	June	July	August
Promotion Period					
Redemption Only Period					
Radio Advertising					
Billboard Advertising					
Digital Advertising					

Digital Advertising

Digital advertising will go live mid-May and run until mid-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 and homesnine.com.au.



Digital Advertising

Point of Sale

The following point of sale is available for distribution:

- A5 Tear Pads (100 page) with a cardboard backed stand
- A1 Poster



A5 Tear Pads



A1 Poster

Claim Process

Step 1:



Purchase an eligible air conditioner during offer period

Step 2:



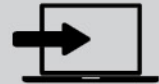
Pay for in full and record serial number

Step 3:



Scan or photograph receipt

Step 4:



Go to www.mitsubishielectric.com.au/promotions

Step 5:



Validating...

Step 6:



If valid, wait for the mail

Claim Do's and Don'ts

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

Don'ts

- ✗ Claim with a company name
- ✗ Claim more than 3 units per household
- ✗ Try to claim **after** the redemption period (31st of August 2021)

Artwork Available

There will be templates available for email signatures and Facebook advertising.

Customised artwork is available upon request.



Email Signature



Facebook Advertising



Content: Take advantage of the BONUS Gift Card offer today with the purchase of an eligible Mitsubishi Electric air conditioner. Offer ends 31/07/2021. T&Cs apply. See <http://www.mitsubishielectric.com.au/promotions> for more information. #MitsubishiElectric #Aircon #AirConditioning #WorksforME #giftcard



MitsubishiElectric.com.au