



Weber-Stephen Products LLC

## PROMOTIONAL CASE HISTORIES

### **Manufacturer Dealer Promotion**

Last Spring, Weber® was featured in multiple promotions as awards or gifts. For example, a deck stain brand offered a free Weber® Tailgate Package consisting of a Q® 100 portable gas grill and rolling cart with a \$2,500 stain purchase.

A new high-tech Industrial tool was introduced to the market by a global manufacturer. Their US promotion was "Buy the new tool with your \$1,000 standard order and receive a Weber® Tailgate Package," The tool company's Marketing team projected 600 qualifying orders. It actually resulted in 1,200 orders, far exceeding the goals for the promotion.

A regional agricultural feed and seed manufacturer annually offers their dealers a sales incentive program. They have exceeded their objectives to drive more business and profit for the company. Due to the program's success, they have expanded it each year to include more of their dealer network. A Weber® gas grill has been one of several award choices and has grown in popularity from a handful of grills awarded the first year to several hundred grills awarded in 2011.

### **In-Store Display / Dealer Load-In**

Many beverage producers and distributors use Weber® Grills in Grocery & Beverage stores to enhance their product displays. Typically the beverage producers incorporate Weber® grills in their display marketing programs. The programs are then either offered to their independent distributors who purchase the grills as part of their point of purchase display packages or the producer has its own sales force that places the displays in the stores themselves. To maximize their success, beverage producers will include a sales incentive for those salespeople responsible for "selling" the promotion into stores.

The visual of Weber® grill store displays grabs the attention of customer traffic and in most cases the grills are used as a storage bin to display the beverage product being promoted. Some beverage producers choose to have their brand logo imprinted on the grills. Our most popular grills for retail display programs is the Weber® One-Touch® charcoal kettle grill and the Weber® Q® 100 portable gas grill with rolling cart (tailgate theme).

After the retail promotion ends the retailer may use the display grills in several ways. They may raffle them to customers, donate them to an organization or keep them to utilize as employee awards or to grill on during work breaks.

Here is a list of the 2011 placements Weber® received in Grocery & Beverage. Please note it is not always a grill used in the display. Recipe Cards, Cookbooks and Weber accessories are also utilized.

- Beer Domestic Brands – 12,300 displays
- Wine – 4,000 Displays



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- Soda – 2,700 displays
- Chips – 1,000 displays
- Fruit – 6,000 displays
- Mushrooms – 300 displays

While beverage companies find popularity with Weber® because of the natural association with food and beverages, other companies have used the same concept. Battery & Tool manufacturers for example have used Weber® as well as other companies that have a small enough product to fit into a grill display.

### **Sweepstakes Prize**

Sometimes a campaign is presented across multiple platforms. We are seeing trend this grow with the expansion of social media. Facebook is proving to be a successful enhancement to in-store sales efforts because it allows brands to keep their customers engaged long after the sale. Sometimes it drives new business to the store level. Sweepstakes utilized in social media outlets are thriving as a way for brands to engage their consumers and draw them in. Leveraging the popularity and quality reputation of the Weber® brand in a sweepstakes program creates a lot of consumer activity on social media sites. We hear repeatedly that our customers are surpassing their initial expectations when incorporating social media and offering Weber® products as prizes. Here is one example you can see for yourself: [www.grillwithbic.com](http://www.grillwithbic.com).

### **Promotion Tips**

The most successful campaigns offer multiple levels, which motivate your sales force to support the goals of the campaign and engage the consumers with your brand before, during and after the sale. Some ideas for multi-level gifts are:

Weber Recipe cards – Engage the consumer at store level with an inexpensive Weber co-branded recipe card. All of our grilling recipes are created by award-winning chef Jamie Purviance.

Cookbooks – Weber® has many cookbooks that have achieved NYT “Best Seller” status, In 2010 “Way To Grill” received a James Beard nomination. (Huge...unheard of in the publishing industry for a cookbook). Our newest, full-color grilling cookbook *Time to Grill* was released in April 2011, and soared to “Best Seller” status. It has been referred to in reviews as the “Best From Weber Yet”.

Add a customizable belly band to our cookbook to promote your company/brand.

Gifts with purchase – Weber® price points begin in the low to mid teens for grilling accessories increasing to gas grills with price points as high as \$3,000 retail.

Don't forget to include your sales people and other employees in your promotional plans. When motivated they will deliver maximum effort to make the program a profitable success for your company.