

## AXOR DESTINATION PROGRAM

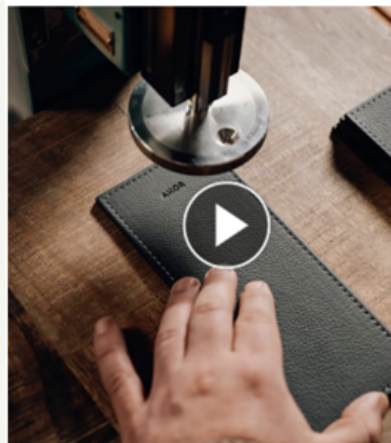
### MARKETING OPPORTUNITIES + GUIDELINES



### EVENTS

Promote the AXOR brand and its products with an event for your local design community. Not sure where to start? Contact the AXOR team for ideas! Event should reflect the AXOR brand and adhere to the following guidelines:

- Please contact the AXOR team immediately if you would like to host an event, so that we may assist you with ideas and planning. We want this to be your best event ever!
- The event's main focus should be on AXOR. It should not be co-branded with hansgrohe nor any other brands.
- Only AXOR colors should be incorporated. All tablecloths, tents, linens, imagery, etc. should be black, white, or gray.
- The event should evoke the sense of luxury and design that is AXOR.
- Targeted guests should be members of the architect and design communities.



### DIGITAL ADVERTISING

Increase brand awareness and drive website traffic through social media advertising, display advertising, or Google advertising (search engine marketing).

- The ads must be focused on the AXOR brand and its products.
- The ads must be targeted to the specifying community and/or affluent homeowners.
- All ads should be approved by the AXOR marketing team prior to ad launch dates.

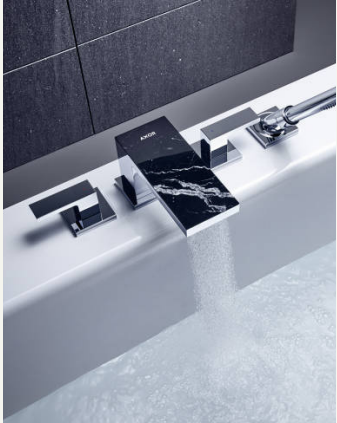


### PRINT ADVERTISING

Stay top-of-mind with specifiers and affluent homeowners by advertising in local shelter publications. Many publications offer both print and digital opportunities. Combine a print ad with a sponsored email blast or a display ad on their website.

- All ads should be AXOR-focused with a simple design layout.
- AXOR logo in upper right corner. FuturaTOT font if possible.
- All ads should be approved by the AXOR marketing team prior to publish date.

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### DISPLAY UPDATES

Keep your showroom up-to-date with the newest products from the AXOR brand. Create a vignette or install a working AXOR shower or faucet to bring the brand to life for your customers.



### OTHER OPPORTUNITIES

We're open to your creative ideas! Below are some unique ideas to get you brainstorming:

- Luxurious gifts from you and AXOR to top customers (must include AXOR-branded items)
- TV commercials targeting affluent homeowners
- Design community podcast sponsorships/ads

## REQUIREMENTS FOR REIMBURSEMENT

- ☒ To ensure proper planning and allocation of resources, please work with your Hansgrohe Sales Manager to submit your plans for these marketing funds by March 31, 2022.
- ☒ All marketing activities using the AXOR Destination funds must occur from January 1 to November 15, 2022.
- ☒ All paid invoices and receipts must be submitted by December 1, 2022 to receive reimbursement via credit memo(s).
- ☒ Activities must be approved by AXOR, prior to the marketing activity taking place.
- ☒ Proof of the activity in the form of paid invoices or receipts from vendors, social media platforms, etc. must be provided to receive credit memo(s).
- ☒ Any customer-facing materials (i.e., print ads, social media ads, literature) produced must also be approved by the AXOR marketing team prior to ad launch or publish date.