



# ESCAPE TO THE GREAT INDOORS



**THERE'S A SMARTER WAY TO GROW SALES THIS  
SUMMER WITH COOLING ONLY SPLIT SYSTEMS**

Customers receive a digital prepaid Mastercard® valued up to \$150\*



# FUJITSU

AUSTRALIA'S FAVOURITE AIR®

\*Terms and conditions apply. Go to [fujitsugeneral.com.au/promotions](https://fujitsugeneral.com.au/promotions)

## BONUS REWARD ON FUJITSU COOLING ONLY PURCHASES

There are smarter ways to stay cool this Summer with Fujitsu. Customers can escape to the great indoors and get rewarded with a digital prepaid Mastercard® valued up to \$150.

Customers simply need to purchase an eligible cooling only split system air conditioner from **Thursday 1st October to Monday 30th November** to receive their reward (via redemption).

### PROMOTIONAL PERIOD

- Promotion runs from 9:00am AEST Thursday 1st October to 4:59pm AEDT Monday 30th November 2020.
- Claims close 4:59pm AEDT Friday 15th January 2021.  
This offer is strictly available for purchases made for domestic household use only (businesses excluded).

### HOW DOES IT WORK?

Once a customer purchases and fully pays for their eligible product during the promotional period, they simply need to complete their claim online by 4:59pm AEDT Friday 15th January 2021. It is essential that you staple a copy of the Fujitsu Coolit Promotion A5 flyer to your customer's receipt so that the following process is clear and there is no ambiguity when it comes to claiming their reward.

### HOW DOES A CUSTOMER CLAIM?

- 1 Customer purchases and fully pays for an eligible product between 01/10/20 - 30/11/20.
- 2 Customer visits the promotion web page at **fujitsugeneral.com.au/promotions** to lodge their claim.
- 3 Customer enters all required information including the outdoor model and serial numbers and indoor model number to complete their claim.
- 4 Customer uploads a copy of their proof of purchase (i.e. a valid tax invoice or purchase receipt), and proof of payment (i.e. a transaction or EFT receipt, bank statement or credit card slip) showing the purchase. Note: If the unit was purchased and paid for in cash, this must be clearly displayed on the invoice.
- 5 The customer will then be prompted to select their preferred reward option (digital or physical prepaid Mastercard).

**PLEASE NOTE:** If a customer has purchased an Eligible Product for their domestic/residential use during the Promotional Purchase Period but have not yet had it delivered or installed, and therefore cannot locate the outdoor serial number in time to make a valid claim, they must contact Fujitsu prior to 4:59pm AEDT on 15/01/21 so that alternative arrangements for reward issue can be made. No claims will be accepted under any circumstances after 4:59pm AEDT on 15/01/21.



### IF A 'DIGITAL' PREPAID MASTERCARD IS SELECTED

1. Claim is validated within four (4) weeks of submission.
2. Customer will be sent an email notification of claim approval.
3. The digital prepaid Mastercard code will be delivered within one (1) week of claim approval via SMS to the Australian mobile phone number submitted with the claim.
4. The digital prepaid Mastercard needs to be activated within three (3) months by following the link to access Mobile Pay via the App store that is sent in the SMS with their digital prepaid Mastercard activation code.

### IF A 'PHYSICAL' PREPAID MASTERCARD IS SELECTED

1. Claim is validated within four (4) weeks of submission.
2. Physical prepaid Mastercard is mailed to the customer's address within four (4) weeks from claim approval notification.
3. Card must be activated prior to use and no later than one (1) month prior to the card expiry date as printed on the front of the card by visiting **<https://fujitsurewards.com.au>**. Full instructions are provided in the letter sent with the card.



## ELIGIBLE REWARDS

COOLING ONLY - WALL MOUNTED SPLIT SYSTEM	OUTDOOR MODEL NUMBER	INDOOR MODEL NUMBER	REWARD AMOUNT \$	kW
3.5kW or below	AOTG07CMCA	ASTG07CMCA	\$100	2.1
	AOTG09CMCA	ASTG09CMCA		2.5
	AOTG12CMCA	ASTG12CMCA		3.5
above 3.5kW	AOTG18CMCA	ASTG18CMCA	\$150	5.0
	AOTG22CMCA	ASTG22CMCA		6.0
	AOTG24CMCA	ASTG24CMCA		7.1
	AOTG30CMTA	ASTG30CMTA		8.5
	AOTG34CMTA	ASTG34CMTA		9.4

For further details regarding eligible models please refer to [fujitsugeneral.com.au/promotions](http://fujitsugeneral.com.au/promotions)



## MARKETING SUPPORT

Fujitsu will be supporting the Summer Coolit promotion with an integrated campaign spread across TV, Video on Demand, Digital Display, Radio, Out of Home (OOH), Press, Search and Social. In addition, the Fujitsu General Marketing team will be able to assist you with other advertising requests for press or catalogue creative as well as web tile or window decal artwork. Please email your request through to [communications@fujitsugeneral.com.au](mailto:communications@fujitsugeneral.com.au).

Ad templates are available upon request.

### VIDEO

Connecting with our high value audience across premium video on demand and google inventory.

### SOCIAL

Driving mass reach to increase awareness of the cooling only offer whilst remarketing to drive traffic to the website and consumer conversion.

### DIGITAL

Driving awareness messaging across standard display across contextually relevant sites as well as retargeting to keep the cooling only offer message top of mind.

### RADIO

Extending the incremental reach of the cooling only offer through placement in peak listening periods.

### PRESS

Driving mass reach in the cooling only markets, driving traffic in store via proximity to homemaker centres.

### TV

Reminding Australia that Fujitsu is Australia's favourite air through broadcast across metro, regional and cooling only markets

### SEARCH

Search will play the role of capturing active in-market audiences when they are searching for a cooling solution and driving traffic for the promotion with tailored ad creative.

### OOH

Extending awareness of the cooling only \$150 cashback offer in cooling only markets.

## ADVERTISING SUPPORT

We have created full page, half page and quarter page ad templates that will be available for you to use in your local area marketing along with pre-recorded radio ads which you will be able to tag. These items will be available upon request. The Fujitsu General Marketing team will also be able to assist you with other advertising collateral requests. Please email your request through to [communications@fujitsugeneral.com.au](mailto:communications@fujitsugeneral.com.au)

## POINT OF SALE

Fujitsu will be supplying you with an array of materials to help you promote the offer in store:



A4 Counter Card



Window Decals



A5 Flyers



Electrostatic Unit Sticker



A1 & A2 Posters

## TERMS AND CONDITIONS

\*Purchase by 4:59pm AEDT 30/11/20. Claim by 4:59pm AEDT 15/01/21. Domestic and residential purchases only. Eligible models only, see website for list. Exclusions apply, see full terms and conditions. Proof of purchase and payment required. Customers will need their outdoor model and serial numbers and indoor model number to complete their claim. Full terms and conditions available at [fujitsugeneral.com.au/promotions](http://fujitsugeneral.com.au/promotions). The Fujitsu Prepaid Mastercard is issued by EML Payment Solutions Limited ABN 30 131 436 532 AFSL 404131 pursuant to license by Mastercard Asia/Pacific Pte. Ltd. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. Mastercard prepaid cards can be used at all merchants that accept Mastercard prepaid cards. Terms and conditions apply. Promoter is Fujitsu General (Aust.) Pty Limited (ABN 55 001 229 554) of 1 Telopea Place, Eastern Creek NSW 2766.

FGACCOOLITTP-10/20

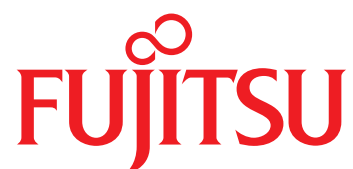


## CONTACT

For any enquiries, please contact your Business Manager, phone 1300 882 201 or email [communications@fujitsugeneral.com.au](mailto:communications@fujitsugeneral.com.au)



FOR EVERY AIR CONDITIONER SOLD, A DONATION IS MADE TO THE SPORTING CHANCE CANCER FOUNDATION.



AUSTRALIA'S FAVOURITE AIR®