



**KEEP WARM THIS WINTER  
AND RECEIVE A CASH CARD VALUED UP TO**

**\$2000**

WITH THE PURCHASE OF SELECTED LG SPLIT OR DUCTED SYSTEM AIR CONDITIONERS



# ABOUT THE BONUS OFFER

Starting 1 May, 2013 and ending 31 August 2013, customers who purchase a participating LG Split or Ducted System Air Conditioner will receive an Eftpos Cash Card valued up to \$200.



# KEY TIMINGS

1 May, 2013

- Promotion begins
- POS implementation and merchandising in-store
- Redemption Microsite Live

31 August, 2013

- Promotion Ends

16 September, 2013

- All claims and purchase receipts must be received, any claims received after this date will not be entitled to the LG Eftpos Cash Card



# COMMUNICATION

This exciting promotion will be extensively communicated to help drive sales in-store

- A4 Posters
- A5 Claim Pads
- Electrostatic Decal Stickers
- E-Trade Presenter
- Starbursts Ads for Catalogue Inclusion



# CUSTOMER JOURNEY



1 Purchase any participating LG Inverter Split System or Ducted Air Conditioners during the promotional period



2 Register your claim within 21 days of purchase at [LG.com.au/airconpromo](http://LG.com.au/airconpromo)



3 Upload a copy of your purchase receipt and serial number of the LG product to the website or Mail this information along with your printed claim form to: LG AIR CON PROMO  
PO Box 608, Eastern Suburbs Mail Centre NSW 2004



4 Claims are validated after all claim requirements are received and verified. Allow approximately 10 weeks for delivery of bonus product from date claim is validated. Customer queries please call 1300 138 540



# PARTICIPATING PRODUCTS

| SPLIT SYSTEM AIR CONDITIONERS<br>(System consists of indoor + outdoor unit)               | CASH CARD AMOUNT |
|---|------------------|
| E09AWN-11, E12AWN-11, R09AWN-11, R12AWN-11, I09AWN-11, I12AWN-11,<br>K09AWN-11, K12AWN-11 | \$100            |
| E18AWN-11, E22AWN-11, R18AWN-11, R22AWN-11, I18AWN-11                                     | \$150            |
| E24AWN-11, E28AWN-11, R24AWN-11, R28AWN-11<br>I24AWN-11, I28AWN-11                        | \$200            |
| DUCTED AIR CONDITIONERS<br>(System consists of indoor + outdoor unit)                     | CASH CARD AMOUNT |
| B24AWY-GMH, B30AWY-7G4, B36AWY-7G4, B42AWY-7G4,<br>B55AWY-7G4, B70AWY-9L4                 | \$200            |

