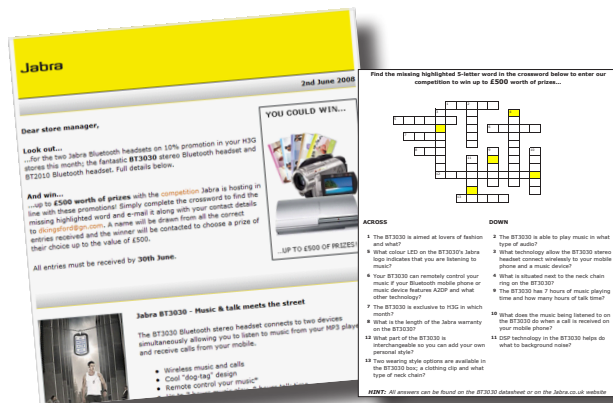


# Channel Portfolio



**Dealer Team Sales Incentive**  
6 week incentive period, 11% sales uplift



**Retail Staff Online Sales Incentive**  
2 month promotion period, 5% sales uplift



**Retail Product Launch Incentive**  
4 week period to maximise product and brand awareness, employees from over 50 participating stores entered



**New Business Development**  
Series of promotional flyers, increased customer base by 400% within first 3 months



**Call Centre Product Launch Road Show & Sponsorship**  
6 day event, top product download month after launch



**Product Launch Communications**  
Packaging content and retail staff incentive, established as top seller shortly after launch