

2024 NEAG Marketing Calendar*

Promotion-Event	Circular/Direct Mail Offer Dates **	Vendor Funded Promotional Digital Marketing Campaigns ***	Email Blast Available (Constant Contact)	POP Store Kits **	Revision Notes
Presidents Day	2/8/24 – 2/28/24	2/8/24 - 2/28/24	1/30/24	YES	
Spring Savings	Digital Circular avail 4/1/24	4/11/24 – 5/1/24	4/1/24	YES	
Memorial Day	5/16/24 – 6/5/24	5/16/24 – 6/5/24	5/6/24	YES	
Independence Day	6/19/24 – 7/10/24	6/19/24 – 7/10/24	6/9/24	YES	
Sales Tax Holiday (MA Retailers only^)	7/28/24 – 8/11/24	7/28/24 – 8/11/24	7/18/24	NO	
Labor Day	8/22/24 – 9/11/24	8/22/24–9/11/24	8/12/24	YES	
Fall Savings	Digital Circular avail 9/25/24	10/2/24- 10/23/24	9/20/24	YES	
Black Friday Sale	11/7/24 – 12/4/24	11/7/24 – 12/4/24	10/28/24	YES	
Year-end Event	Digital Circular avail 12/7/24	12/12/24 – 1/4/25	12/2/24	YES	

For planning purposes only! All Dates/Promotions are subject to change depending on MFG promotional periods

Digital Marketing Program Overview

- NEAG 2024 Tiers and digital marketing budgets are based on qualifying members sales (Calendar Year 2023).
- Brand offers include BSH, FRG, GE, KITCHENAID, LG, MAYTAG, SAMSUNG, & WHIRLPOOL. Samsung will be limited to Presidents Day, Memorial Day, J4, Labor Day (or MA Tax Holiday), & Black Friday.
- The NEAG Holiday campaigns include:
 - Google Search & Resposive Display & Facebook (final tactics communicated by AVB marketing via email to each participating member)
 - Custom landing pages & banners for AVB & RWS websites
 - Email Marketing Templates
 - Prize Drawing consumer offers (including digital & in-store support)
 - Social posts thru Promoboxx
 - In-store POP kits (*optional-annual opt-out program*)
- Direct Mail/Circular participation only upon registration (Creative Media emails registration details prior to each event); also posted to NEAG News Wall & communicated via text alerts.
 - Communications on campaign launches & closures are sent directly from AVB Marketing (neag@avb.net). Member dashboards are provided by AVB Marketing. NEAG is also provided an overview of the program and analytics for the entire group campaign.

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^The sales Tax holiday is for MA retailers (in lieu of Labor Day event) – All MA retailers will be opted into the MA Sales Tax Holiday in lieu of Labor Day digital campaigns. Dealers who choose to print during this event will not be eligible for printing (paid by NEAG) for the Labor Day event.

NEW ENGLAND APPLIANCE GROUP PRIZE DRAWINGS SCHEDULE

- **Prize Drawing offers are subject to change – substitutions may apply due to availability.**
- **Prize Drawings are included in Holiday campaign marketing materials.**
 - **Email Holiday Templates**
 - **in-store POP kits**
 - **Social content via Promoboxx**
 - **Circular & Direct Mail**
 - **Banner Ads/Entry Pages available via AVB & RWS websites.**
- **Submission of drawing entries to the NEAG office will be requested immediately following event and must be emailed in Excel format for entry (download drawing entries from RWS website or receive an email from the AVB team for all submissions received/event. Contact your website representative to learn more. Submissions should be submitted to kscott@neag.com for inclusion in our group event.**
- **In-store entries (on paper) should be entered on the Excel file and sent to NEAG for drawing. These are legally acquired emails that can be used for email marketing.**
- **Entries will be drawn approximately 3-4 weeks after the close of the event to allow time for collection.**

Promotion-Event	Start / End Date	Brand	Model	Retail Price
Presidents Day	2/8/24-2/28/24	Frigidaire - Upright Freezer	FFUM0623AW	\$449
Spring Savings	4/11/24-5/1/24	GE Profile – Semi Automatic Espresso Machine & Frother	P7CESAS6RBB	\$579
Memorial Day	5/16/24-6/5/24	Maytag – Top Load Washer	MVW4505MW	<i>Do not Display</i> \$799
4th of July Sales Event	6/19/24-7/10/24	LG - AC or Dehumidifier	LW8017ERSM or UD501KOG5	\$319/\$399
Summer Event	7/28/24-8/11/24	Weber - Traveler Grill	9010001	\$399
Labor Day	8/22/24-9/11/24	KitchenAid - Dishwasher	KDTM404KPS	<i>Do not Display</i> \$1349
Fall Sale	10/2/24-10/23/24	GE Profile Opal 2.0 Nugget Ice Maker	XPIO23SCSS	<i>Do not Display</i> \$629
Black Friday	11/7/24-12/4/24	Frigidaire – Your Choice Range	FCFE3062AS or FCFG3062AS	<i>Do not Display</i> \$1199/\$1299
Year-End Event	12/12/24-1/4/25	LG	A927KGMS	<i>Do not Display</i> \$699

- **Remember to save and add newly obtained emails to your NEAG provided Constant Contact Email Mrkt account. Contact Marketing@neag.com for details.**

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**Summer event is for Promoboxx (social media) & in-store usage. MA Retailers will have option for Sales Tax holiday advertising in lieu of Labor Day event*

SUGGESTED IN-STORE EVENTS CALENDAR

Event	Timeframe
<p>Home Show is still effective to reach new customers. Get vendor support to fund this. Have an exciting product on display. Free Giveaway to collect new customer names & email addresses. Communicate a unique message about your store.</p>	March
<p>Private Sale/Friends & Family A Customer Appreciation Sale to your customers in your POS database. Sale prices in store should reflect real savings to your customers. Can run any time of year but April is Tax refund time!!</p>	April
<p>Tent Sale/Clearance Sale Clear out old models/inventory to make room for new displays</p>	Early May
<p>Tent Sale Research local fairs – Founders Day – Town Summer Events. Host a Cookout.</p>	June
<p>Charity Event Host a fundraiser for a local non-profit and show your community how much you care. People will remember.</p>	July / August
<p>Anniversary Sale The most believable sale to a customer you can run is a Grand Opening, Going out of Business, and Anniversary Sale. September is a good month after kids go back to school and everyone is back indoors after the summer.</p>	September
<p>Chamber of Commerce Night If your store has the room and live cooking, host an event in your store.</p>	October
<p>Family & Friends Event Kick off the holiday season with a special event!</p>	Early December

Promotional Holiday Campaign Tactics & Spends

- Tactics and spending defined below are based on NEAG 2024 Dealer/Brand Tiers – these tactics are reviewed and adjusted based on current market conditions and for best reach/use of funding.
- Members can add funds to the campaign to add tactics or increase spending – Contact marketing@neag.com (Kara or Tyler) for details.
 - Dealer Must provide agencies with access rights to run all Ad Tactics
 - Agency access is AVB Marketing
 - Admin Access may be requested – John White (AVB Marketing)

- If Retailer has provided no connection to Facebook page (or does not have existing Facebook pages) funds will be forfeit(Members must have a social presence to receive this allocation).
- Retailers will be communicated in advance of event tactics offered for all upcoming events via email from AVB Marketing marketing@avb.net. Please add AVB Marketing as a “safe” sender in your email client to ensure receipt of these emails.
- Use-it-or-Lose-it (UioLi) – this year we have the following requirements for this program. Failure to comply with these requirements will forfeit members inclusion on our Tier 2 Holidays that include: Spring Savings, Fall Savings, Year End events.
 - Promoboxx – members must share at least 1 content piece (organic) per week.
 - Those set to automation will automatically qualify
 - Maintained connections with agency access for Promoboxx (Paid ads -Facebook) and AVB Marketing for holiday and group/vendor sponsored events
 - Registration on NEAG Text alert program
 - At least 1 contact per member (recommend all management)
 - <https://www.neag.com/neag-text-alert-signup>
 - Email Mrkt – send at minimum 2 marketing events campaigns per month
 - NEAG provides a free constant contact platform to share prepared templates.

UioLi requirements are subject to change. NEAG reserves the right to update these requirements and will email updates clarifying changes in advance.