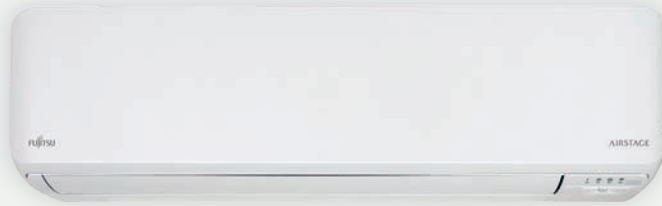


AUSTRALIA'S FAVOURITE AIR®

FUJITSU



**"Celebrate 25 years with me and reward your customers with Fujitsu Free Money!"**

*Mark Taylor*



Customers simply need to purchase an eligible Fujitsu Air Conditioner to **RECEIVE A DIGITAL PREPAID MASTERCARD® VALUED UP TO \$450\***.

**PLUS** they'll go in the draw to win a share of **\$250,000\***.

AIRSTAGE

# FUJITSU FREE MONEY PROMOTION + \$250,000 CASH GIVEAWAY!

This year, to celebrate 25 years with Mark Taylor as our brand ambassador, we're spicing up our Fujitsu Free Money promotion and giving away \$250,000 (\$25,000 to go to 10 lucky winners).

Customers who purchase an eligible Fujitsu air conditioner from Monday 3rd April 2023 to Monday 31st July 2023, will receive a digital prepaid Mastercard valued up to \$450 (via redemption).

PLUS, they'll go in the draw to win a share of **\$250,000\***. 10 lucky winners will win \$25,000.

## PROMOTIONAL PERIOD

- Promotion runs from 9:00am AEST Monday 3rd April 2023 to 4:59pm AEST Monday 31st July 2023.
  - Claims close 4:59pm AEST Friday 29th September 2023.
- 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 AEST Friday 29th September 2023. It is essential that you staple a copy of the Fujitsu Free Money 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 03/04/23 - 31/07/23.
2. Customer visits the promotion web page at [fujitsugeneral.com.au/promotions](http://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 in writing via [www.fujitsugeneral.com.au/help-centre/contactus](http://www.fujitsugeneral.com.au/help-centre/contactus) prior to 4:59pm AEST 29/09/23 so that alternative arrangements for reward issue can be made. No claims will be accepted under any circumstances after 4:59pm AEST 29/09/23.



## 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 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 the Vault Payments Application 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 [ffmrewards.com.au](http://ffmrewards.com.au). Full instructions are provided in the letter sent with the card.

## ELIGIBLE REWARDS

TYPE OF SYSTEM	RATED COOLING CAPACITY	REWARD VALUE
COOLING ONLY SPLIT SYSTEMS	3.5kW or below	\$100
	Above 3.5kW and below 8.0kW	\$150
	8.0kW or above	\$200
REVERSE CYCLE SPLIT SYSTEMS	3.5kW or below	\$150
	Above 3.5kW and below 8.0kW	\$200
	8.0kW or above	\$250
REVERSE CYCLE MULTI SYSTEMS	Multiple Combinations	\$450
DUCTED AIR CONDITIONING SYSTEMS	3.5kW or below	\$150
	Above 3.5kW and below 8.0kW	\$200
	8.0kW and below 10.0kW	\$250
	10.0kW and below 14.0kW	\$400
	14.0kW and above	\$450

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



### HOW DO CUSTOMERS ENTER THE DRAW?

Once the customer's claim has been submitted and approved, the customer will automatically be entered into the draw for their chance to win a share of \$250,000, (\$25,000 to go to 10 lucky winners).

For every eligible product purchased in an approved claim, the customer will receive one (1) entry into the major prize draw.

I.e. If a customer has purchased two (2) eligible units, once their claim is approved, they will receive two (2) entries into the draw.

The draw will take place at 12:00pm AEDT Tuesday 14th November 2023. Winners will be notified by phone and in writing via email within two (2) business days of the draw and their names will be published on [www.fujitsugeneral.com.au/promotions](http://www.fujitsugeneral.com.au/promotions) from Friday 17th November 2023.

### MARKETING SUPPORT



Fujitsu General will be supporting this promotion with a media campaign spread across Free-to-Air TV, Online Video, Radio, Digital Display, Social and Search.

**FREE-TO-AIR TV:** Build broad reach and mass awareness of the offer and major cash prize, using a combination of 15" and 30" commercials, as well as in programme integration to make sure the offer is top of mind for Aussies, and celebrate 25 Years of partnership with Mark Taylor.

**ONLINE VIDEO:** This will support TV, providing incremental reach with light and non TV viewers. We will use a combination of Video on Demand (Catch-up TV) and other premium online video environments (YouTube), targeting our ready renovator and homemaker audiences.

**RADIO:** Build mass reach and awareness of the offer, with a combination of 30" commercials, live reads and in programme integration

to keep the offer top of mind.

**DIGITAL DISPLAY:** We'll use a combination of display ads in contextually relevant environments, as well as editorial content to highlight the offer to those in a receptive mindset.

**SOCIAL:** Driving mass reach and awareness for Fujitsu's cashback and major prize draw messaging with our target audience across national markets. Remarketing to drive web traffic and conversion.

**SEARCH:** Paid search will drive active in-market audiences to our site in the moments they are actively searching for a home comfort solution, using tailored ad creative to highlight the Fujitsu Free Money offer.



# CO-OPERATIVE ADVERTISING SUPPORT

We have created full page, half page and quarter page co-op ads that will be available for you to use in your local area marketing. These items will be available for our Fujitsu Authorised Partners to download via the Portal. The Fujitsu General Marketing team will also be able to assist you with other co-operative advertising requests. Please email your request through to [communications@fujitsugeneral.com.au](mailto:communications@fujitsugeneral.com.au).

CHANNEL	APRIL	MAY	JUNE	JULY
FREE-TO-AIR TV				
ONLINE VIDEO				
RADIO				
DIGITAL DISPLAY				
SOCIAL				
SEARCH				

## POINT OF SALE

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



A1 & A2 Posters



A4 Counter Card



A5 Flyers



Electrostatic Unit Sticker



Window Decal

\*Purchase by 4:59pm AEST 31/07/23. Claim by 4:59pm AEST 29/09/23. Open to Australian residents. Domestic and residential purchases only. **Eligible models only, see website for list.** Exclusions apply, see [fujitsugeneral.com.au/promotions](http://fujitsugeneral.com.au/promotions) for 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. **Offer:** The Fujitsu Prepaid Mastercard® is issued by EML Payment Solutions Limited ABN 30 131 436 532 AFSL 404131 pursuant to license by Mastercard. 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. **Draw Promotion:** Ends: 4:59pm AEST 29/9/23. Retain receipt/s. Draw: Pilgrim Communications, 51A / 23 Norton Street, Leichhardt NSW 2040 on 14/11/23 at 12PM AEDT. Prizes: 10 x \$25,000 via EFT to winner's nominated bank account. Winners published at [fujitsugeneral.com.au/promotions](http://fujitsugeneral.com.au/promotions) on 17/11/23. NSW Authority: TP/ 02527. Permits: ACT TP23/ 00451 SA T23/ 327. Promoter is Fujitsu General (Aust.) Pty Limited (ABN 55 001 229 554) of 1 Telopea Place, Eastern Creek NSW 2766. **FGAFFM<TP>03/23**

## 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.