

# EQ Cashback Promotion



androidtv

Ok Google

SOUND BY  
harman / kardon

Quantum Dot  
Rich Colour

Dolby  
VISION-ATMOS

**SHARP**  
Be Original.

# Sales feedback

Dear customer,

Thank you for participating our cashback promotion.

Please find all the assets you need here: [Assets - SHARP Cashback Promotion](#)

The link contains:

- Banners and Eyecatchers to communicate the promotion
- Links to the cashback registration landingpage & SHARP homepage to integrate on your website (word document)
- Documents about the campaign (e.g., conditions of participation)

We kindly ask you to implement these assets & the link to the registration page on your website to make sure the consumer finds all necessary information regarding the cashback promotion.



# Cashback Concept

## Set-up

- Title: **SHARP Cashback Promotion**
- Start: July 1<sup>st</sup> – August 1<sup>st</sup> 2022 (1 month)
- Registration: July 1<sup>st</sup> – August 30<sup>th</sup> 2022  
-> via invoice and S/N number
- Participation: ..... of private end consumer only  
..... when over 18 years old  
..... at attending retailer (on/offline)  
..... with defined action devices

## Registration site

- Link: [http://www.markenmehrwert.com/campaign/SHARP\\_Cashback\\_EQ-TV/nl](http://www.markenmehrwert.com/campaign/SHARP_Cashback_EQ-TV/nl)
- Supplier: marken mehrwert AG, Germany

Action device	Model name	EAN	Cashback amount
EQ TV 50"	50EQ4EA	5903802462708	100 EUR
EQ TV 55"	55EQ4EA	5903802462722	120EUR
EQ TV 65"	65EQ4EA	5903802462746	150EUR
EQ TV 75"	75EQ4EA	5903802462784	200EUR



# Cash back mechanism



*illustrative*

Consumer purchases a Sharp EQ TV (\*1)

Consumer registers purchase / invoice on Sharp landingpage

Consumer receives a cashback\* of defined AMT via wire transfer

\*1 private person only  
-> no B2B!

2\* value based on defined  
screensize