



Marketing Co-Op Session

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Cummins Confidential

Co-op Program Eligible Activities

Event Activities:

- Customer Seminars / Lunch & Learns
- Customer Recreational Events
- Open Houses / Grand Openings
- Trade Shows and Exhibits
- Sponsorships

Advertising Activities:

- Direct Mail
- Print Advertising
- Google AdWords
- Radio and Television
- Digital Advertising and Social Media
- Billboards

Display Activities:

- Company-Owned Mobile Displays
- Trade Show Displays
- Point-of-Purchase Displays
- Facility Signage
- Display Materials **NEW**
- Vehicle Decals **NEW**
- Vehicle Wraps **NEW**

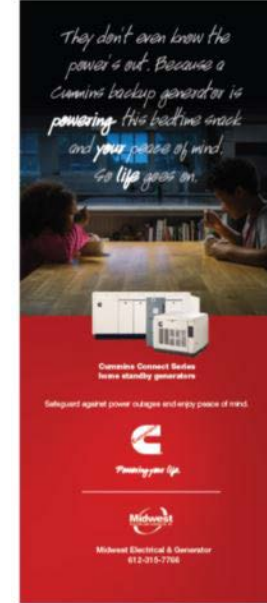
Other Activities

- Uniforms **NEW**
- Promotional Merchandise and Apparel **NEW**
- Co-Branded Business Cards, Stationery, Misc. Printed Materials
- Marketing Consultation Services

*For any activities not explicitly defined in the co-op policy, please contact your local dealer manager to see if the activity may be eligible for co-op reimbursement.

Guidelines for Using Cummins Creative Materials

- Brochures, advertising, trade show displays, vehicle decals, facility signage, shell unit genset, retail displays, apparel and merchandise and more
- Reimbursed at 80% of the cost
- Many items are customizable to add your business logo/details



Retail Displays – NEW!

- Cummins has created home standby retail displays for dealers to use for tradeshow, to display in their dealer showroom, etc.
 - Option 1: Rent display through local distributor
 - Option 2: Buy own display through Channel One portal
- Displays include podium brochure, “know what’s at risk banner”, and takeaway trifolds for customers
- Shells for purchase as well



Home Standby Display at the Florida RV Super Show January 2018

Vehicle Decals and Wraps – NEW!

- Launched our newly designed vehicle wraps that provide a variety of options to fit your business needs with templates for trucks and vans
 - Full vehicle wrap
 - Door decal
 - Cummins “C” sticker
- Eligible for 50-80% co-op reimbursement dependent on use of Cummins or independently created content. Decals eligible for 80% reimbursement.
- Spending just \$3,000 on vehicle wraps could help you achieve **1.26 million impressions/year**
 - Direct mailers: 90,000 impressions
 - Billboard: 105,000 impressions



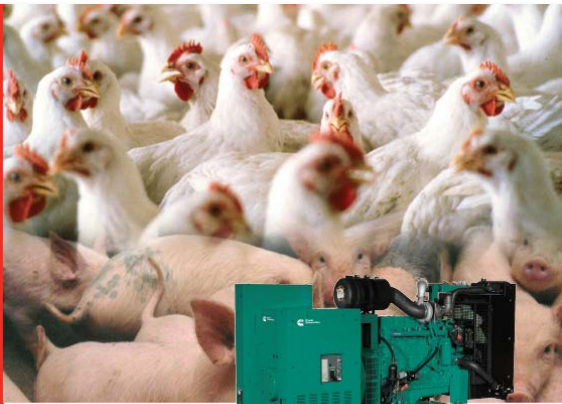
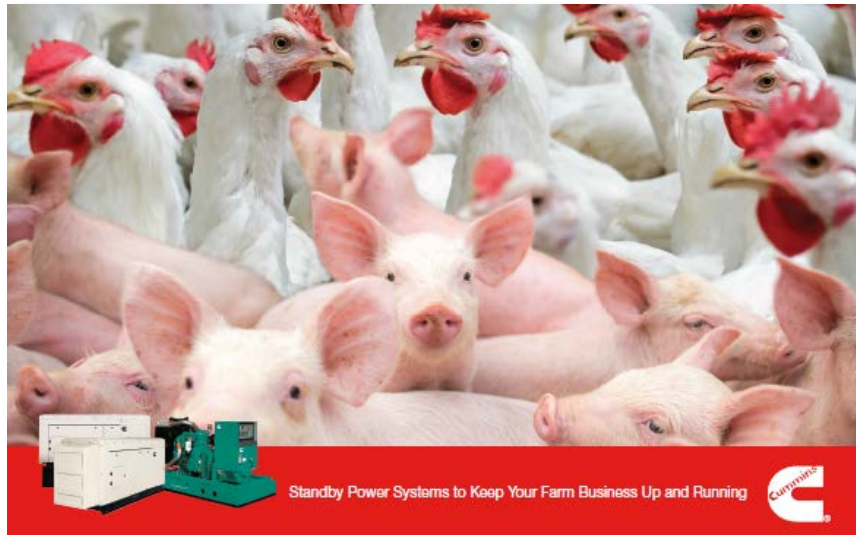
Dealer Signage – New!

- Due to our new consolidated brand strategy under the Cummins umbrella, we have launched new dealer signage options
- The new title bar descriptors will let customers know which products dealers work on
- Multiple sizing options available to fit all dealer needs
- Available to order soon on the Channel One portal



Agriculture Literature – NEW!

- Ag Farm Direct Mailer – now available to order from Channel One Dealer Portal
- Ag Farm Brochure – currently being rebranded and updated



Power Generation For Your Farm

Reliable power for an unreliable world.™

Since 1919 Cummins has been a pioneer in diesel engine technology and providing power when you need it the most. An inherent passion for innovation drives the development of leading power solutions used all across the globe.

We provide power where it counts. Hospitals, banks, data centers and other critical facilities rely on Cummins power, so when it comes to looking after your livestock, you can depend on Cummins.

With over 60 years of experience in agriculture and over 1 million engines in the field, the agriculture community has relied on Cummins for generations, developing positive relationships with some of the most reputable corporations in the industry, all choosing Cummins as a reliable and durable power solution.

Apparel and Promo Goods

- Now eligible for 80% co-op reimbursement on uniforms and promotional merchandise/apparel
- What can be claimed under co-op?
 - Production costs for the embroidery only of Cummins logos onto company uniforms
 - Expenses for Cummins-branded or co-branded promos goods and apparel
- What cannot be claimed under co-op?
 - Anything apart from Cummins logo embroidery costs on company uniforms
 - Uniforms or promo goods that do not meet brand standards



Radio Advertising



- Cummins created two radio advertisements for you to run with the ability to add your dealer name in :15, :30 and :60 second variations
 - *Moments commercial* - This customizable ad leverages Cummins reputation and customer loyalty in other markets to promote the home standby product.
 - *Dead Air commercial* - Without a Cummins home standby generator, a power outage can turn your dinner party into a search party!
- According to Entrepreneur magazine, radio can be one of the most effective forms of advertising because it is oriented around formats (sports, talk, classic rock, country, etc.) giving business owners an advantage in targeting their audience
 - **The target audience for Cummins home standby generators is likely to be a married couple aged 55+ and retired with a household income of \$75k+ (but more likely around \$200-250k).**

Television Advertising

- TV advertising gives you the opportunity to reach a larger audience in a shorter period of time, allowing you to convey messaging with sight, sound and motion to increase your company's credibility and expertise
- Cummins commercial "Moments", shown at right and available in :15, :30 and :60 second intervals
 - Option to add your dealer name to end of commercial
- You are able to be reimbursed for 50-80% of your production costs and placements – check the co-op policy or ask your dealer manager for more details



Social Media



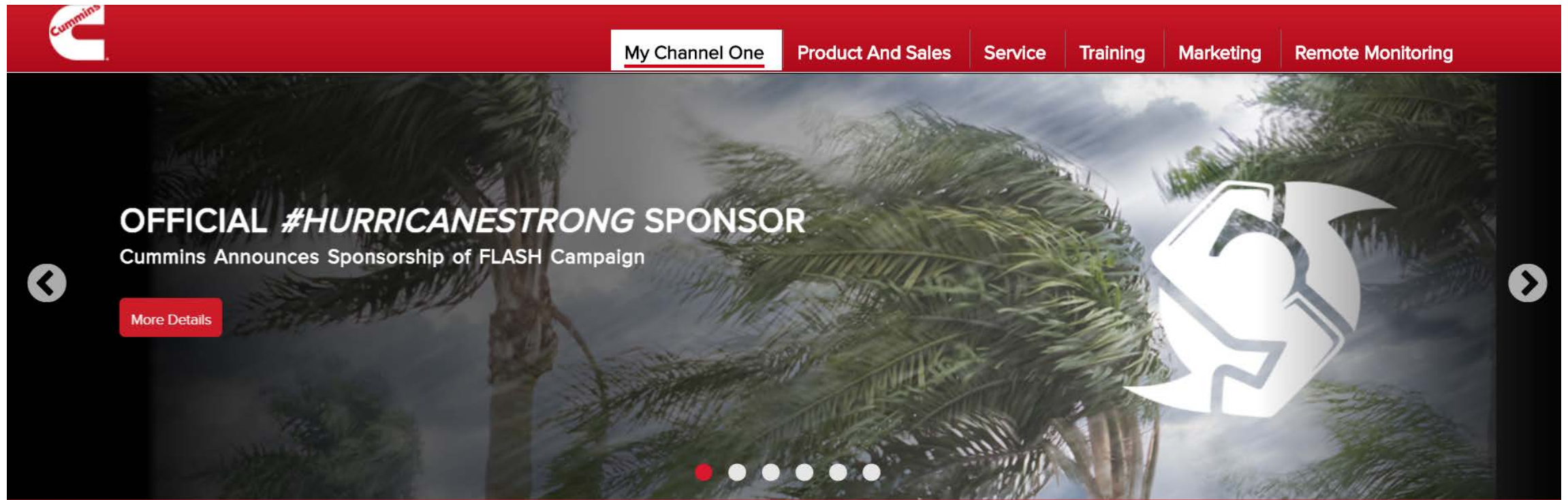
- Follow our Cummins Residential Facebook page to stay up to date on our current events
- Participate in timely initiatives like Hurricane Awareness Week by sharing relevant content from our Facebook page with your followers
- Utilize social media banners with different themes such as severe weather (blizzards, hurricanes, etc.) during different parts of the year

Customer Testimonials

- We are looking to collect positive customer testimonials or success stories to share on our website and social media pages
- Great co-branding publicity for Cummins and our dealers
- Come find Jo or Shelby throughout the meeting to share your stories!



ChannelOne Portal



FACTORY AND DISTRIBUTOR NEWS

-  Tuesday, April 24, 2018 - 08:59
[Product Announcement: RX30-RX60...](#)
-  Thursday, April 19, 2018 - 09:25

MANAGE LEADS, QUOTES, AND ORDERS

- [Manage My Leads](#)
- [Manage My Team's Leads](#)
- [Create and Manage Quotes](#)

RECENTLY VISITED

- [Vehicle Decals](#)
- [Trade Show In A Box](#)
- [Marketing Materials](#)

Special Promotion

Vehicle wraps **100% co-op reimbursable (FREE!)** to the first 25 dealers to purchase.

Promotion will launch on Monday, May 21.

Applicable to full vehicle wrap, door decal and Cummins “C” sticker



Q+A



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