

## SUMMER SLAM PULL THROUGH INITIATIVE

### WHAT?

A consumer promotion that will be run at the office.

- Consumer Buys 3 NEOCUTIS products and Enters to Win 1 year's worth of NEOCUTIS
- 1 year's worth of NEOCUTIS includes: 3 each of any day, night, eye product
- Accounts will advertise this as their OWN promotion driving their customers into their offices
- Office will track entries and select 2 winners. NEOCUTIS will ship free goods to office.
- Promo ends on 8/31/19
- Offices must submit 2 winners by 9/13/19

### BENEFITS

- Higher bar of buying 3 products over the slow summer months will help move inventory
- This promotion will be from them, not us, so we are helping them with customer loyalty and retention

### TOOLS

- 1-pager that can be used as deck sign, flyer, and/or email
- Social media posts for both Facebook and Instagram
- Contest entry form to track entries (your practices probably have something but if not, we want this to be as easy on them as possible)