



Earn 90 Day  
**StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

# Style Guide

*This book gives an overview of The Good Guys 90 Day StoreCash<sup>></sup> branding style, and mandatories across all marketing channels.*

# 0. Index

## 0. Brand Assets

|                               |     |
|-------------------------------|-----|
| Brand Assets .....            | 4   |
| Brand Images .....            | 5   |
| Design Studio Direction ..... | 6-7 |

## 1.0 Digital Wallets

|                                     |       |
|-------------------------------------|-------|
| Downloaded and Online Wallets ..... | 10–11 |
|-------------------------------------|-------|

## 2.0 Point of Sale

|                            |       |
|----------------------------|-------|
| Mandatories .....          | 14    |
| <u>POS Templates</u> ..... | 16–25 |

## 3.0 eMail Suite

|                              |       |
|------------------------------|-------|
| Mandatories .....            | 28–32 |
| <u>eMail Templates</u> ..... | 33–43 |



0.1

90 Day StoreCash<sup>®</sup>: Index

4.0 Catalogue

Mandatories .....46–47

Catalogue Templates .....48–56

5.0 On-Site Digital

Mandatories .....60–64

On-Site Digital Templates .....65–71

6.0 Off-Site Display Ads

Mandatories .....74

Display Ad Templates .....75–77

7.0 Social Ads

Mandatories .....80

Social Ad Templates .....81–83

8.0 Store Posters

Mandatories .....86

Store Poster Templates .....87–91

9.0 SMS Rewards

SMS Text Templates .....94–98

10 QR Codes

QR Codes Across All Channels .....101

11 Disclaimers

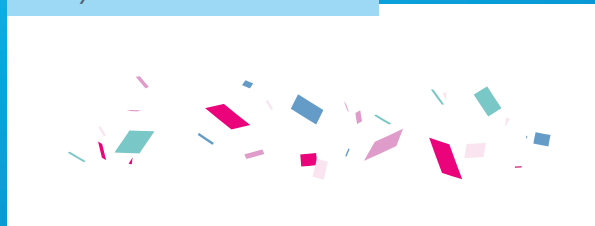
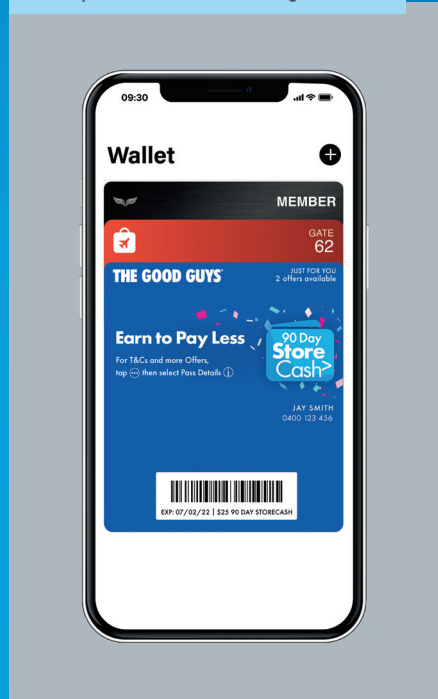
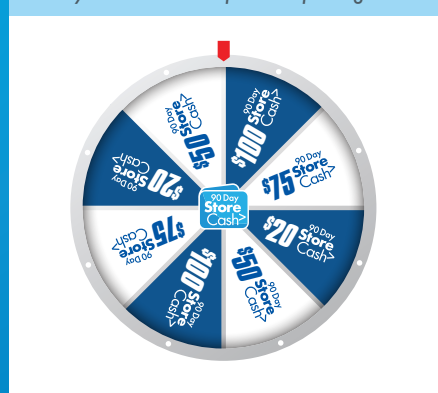
Digital, Print and Radio/TV Disclaimers 102-106

### 90 Day StoreCash<sup>></sup> Brand Assets include:

- 90 Day StoreCash<sup>></sup> logotype
- 90 Day StoreCash<sup>></sup> icon
- You Deserve Extra logotype
- Offer Roundel
- Blue Gradient
- Confetti
- Digital Wallet main image
- Competition Spinning Wheel

90 Day StoreCash<sup>></sup> Logotype90 Day StoreCash<sup>></sup> Icon

You Deserve Extra Logotype

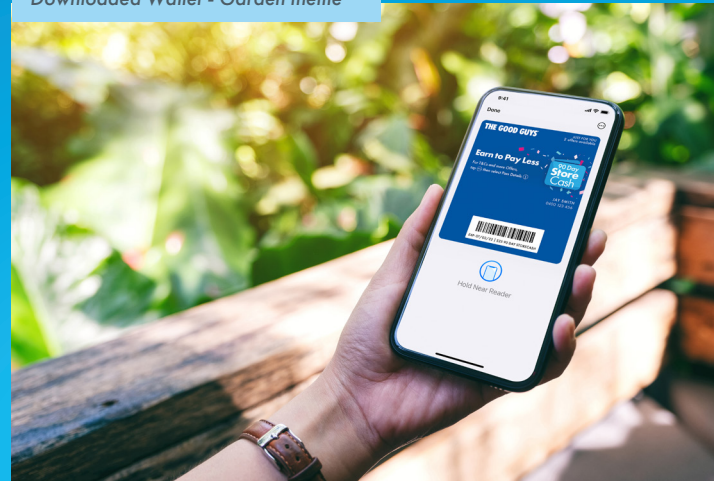
90 Day StoreCash<sup>></sup> Roundel90 Day StoreCash<sup>></sup> Gradient90 Day StoreCash<sup>></sup> Confetti90 Day StoreCash<sup>></sup> Wallet image90 Day StoreCash<sup>></sup> Competition Spinning Wheel



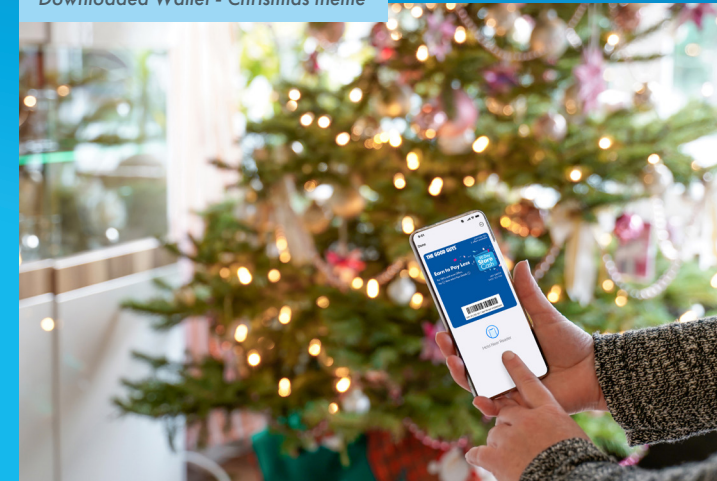
### 90 Day StoreCash<sup>®</sup> Downloaded Digital Wallet imagery

- The main 90 Day StoreCash<sup>®</sup> Digital Wallet image is the phone held, previewing downloaded Wallet.
- Secondary images are the lifestyles with Garden and Christmas themes. These images can be used in editorial eDMs and other generic artwork.

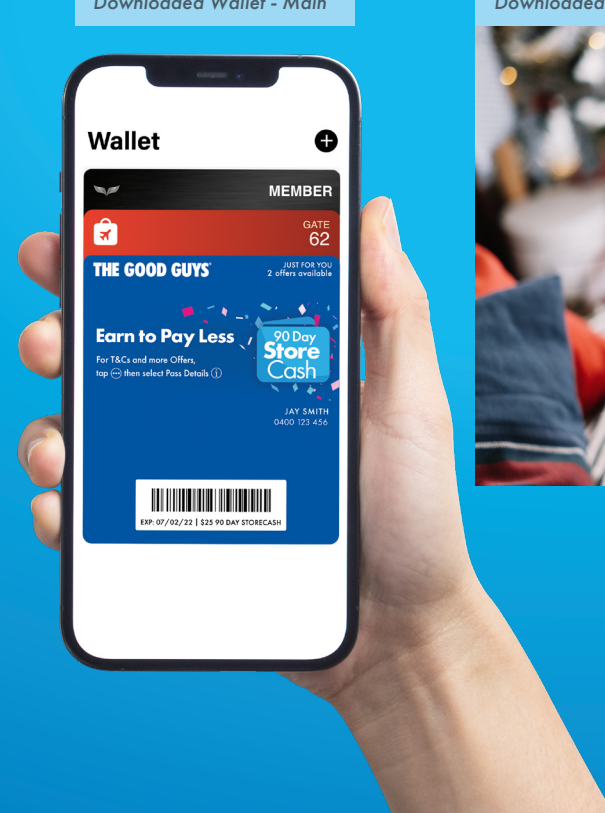
Downloaded Wallet - Garden theme



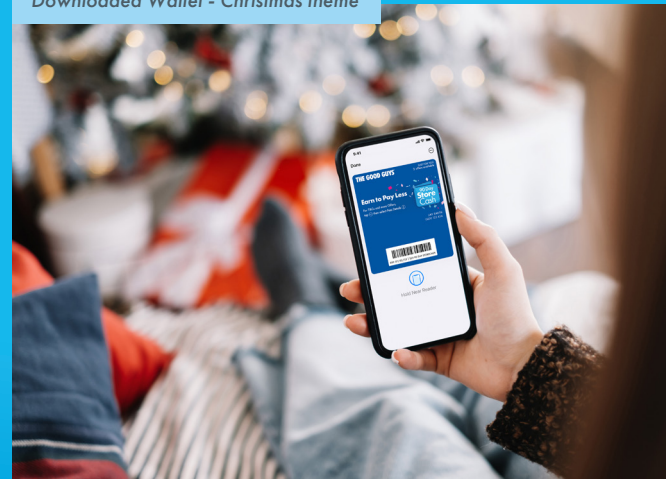
Downloaded Wallet - Christmas theme



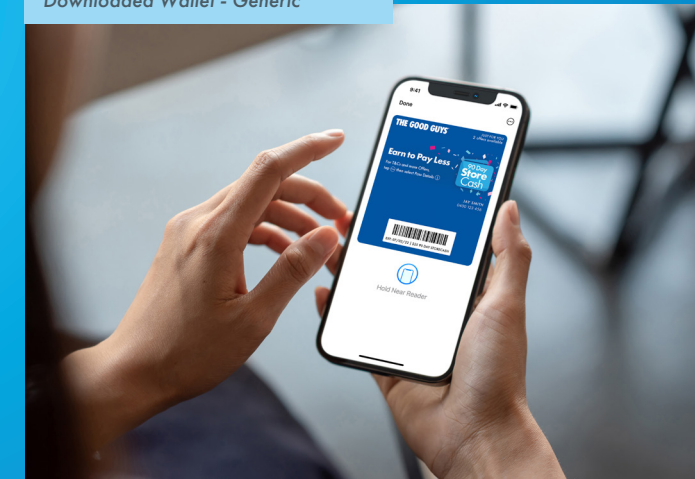
Downloaded Wallet - Main



Downloaded Wallet - Christmas theme



Downloaded Wallet - Generic



### Non-negotiable

- Confetti and Logotype components are non-negotiable and cannot be altered or resized
- Logotype must never be typed - Always insert within your artwork the illustrator file options available for marketing
- Font types, sizes and weights must be adhered to as per templates provided
- 90 Day StoreCash<sup>®</sup> value text size must be aligned with Wallet Icon square
- Do not resize Roundel in Single Value offer type assets
- The blue background on all digital artwork can be moved horizontally, to extend or reduce offer space
- Digital assets all have a linear blue Gradient and Print will have Radial Gradient

### Negotiable

#### Update with information supplied in briefs:

- Product name/Category/Range
- Product image/s
- Roundel Value
- Offer ends date



## Artwork examples

- Highlighted in red are offer information that can be updated on all artwork across all marketing channels

A3 Poster

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

on eligible **Washers & Dryers**

**\$100** 90 Day StoreCash<sup>®</sup>  
on eligible **Dryers**

**\$200** 90 Day StoreCash<sup>®</sup>  
on eligible **Washers**

Offer ends **XX/XX/20XX**.  
Individual product pages on The Good Guys website show which products can earn 90 Day StoreCash<sup>®</sup>.

**How to Earn...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://www.thegoodguys.com.au/storecash)

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (or meeting an offer condition where presented to you) and has a 90 Day expiry.

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

Display Ad - High Impact

**THE GOOD GUYS** **Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

on eligible **Laundry, Floorcare & Steamers**

**\$10-\$100** 90 Day StoreCash<sup>®</sup>

Offer ends **XX/XX/20XX**  
>Tap for important terms/conditions including requirement for Digital Wallet, 90 days expiry period, exclusions and limits.

- Can enlarge 'on eligible....' copy size if line width is smaller

eMail Campaign Tile - Single Value

**PLUS** **Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

on eligible **Washers**

**\$333** 90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.

Offer ends **XX/XX/XXXX**. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
**Learn More** before participating.

- Turn over text if required and reduce product size

eMail Campaign Tile - Dual Value

**PLUS** **Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

on eligible **Washers** **\$100** 90 Day StoreCash<sup>®</sup>  
on eligible **Dryers** **\$200** 90 Day StoreCash<sup>®</sup>

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.

Offer ends **XX/XX/XXXX**. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
**Learn More** before participating.

- Do not reduce text size of 'on eligible.....'. Turn over if category name is long and reduce size of products

eMail Campaign Tile - Range of Values

**PLUS** **Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

on eligible **Laundry, Floorcare & Steamers**

**\$10-\$200** 90 Day StoreCash<sup>®</sup>

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.

Offer ends **XX/XX/XXXX**. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
**Learn More** before participating.

- Can enlarge products if there is one line of copy

**1.0**

# Digital Wallets



# Content

Digital Wallets

1.2 Digital Wallets: Downloaded

10

1.3 Digital Wallets: Online

11

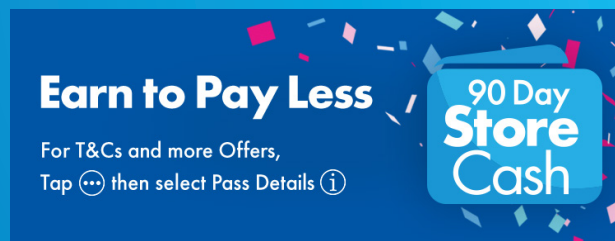
## 1.2 Digital Wallets: Downloaded

### Downloaded Digital Wallet

- Wallet card background colour: The Good Guys Blue #0055a5
- Apple wallet image size is **750x288 Pixels**
- Android wallet image size: **1032x336 Pixels**

**Note:** Disclaimer symbol never to be displayed inside the actual Digital Wallet art

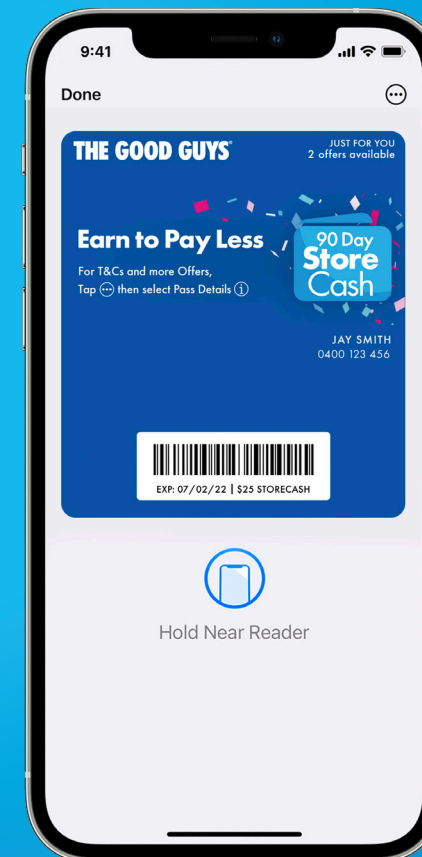
Digital Wallet Card - Apple



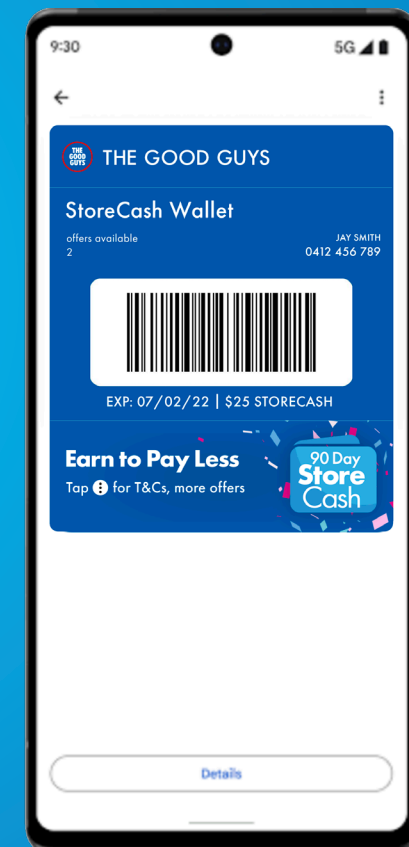
Digital Wallet Card - Android



Digital Wallet - Apple



Digital Wallet - Android

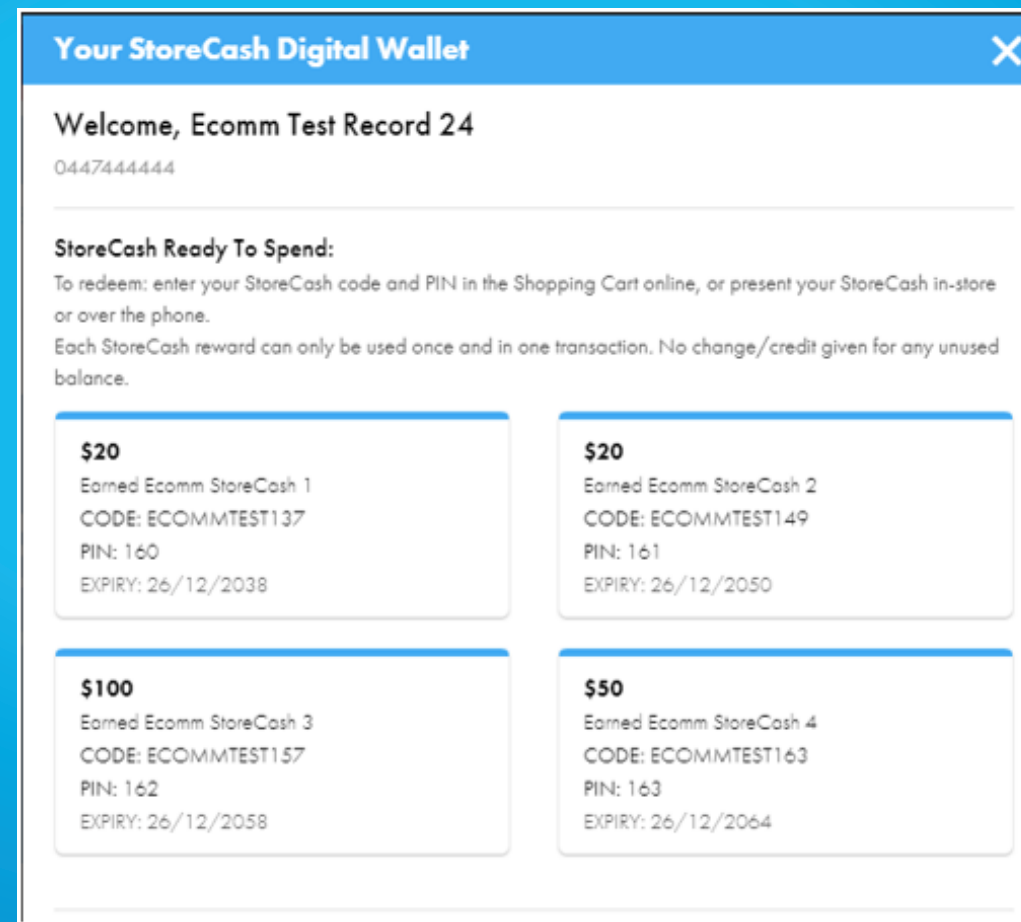


## 1.3 Digital Wallets: Online

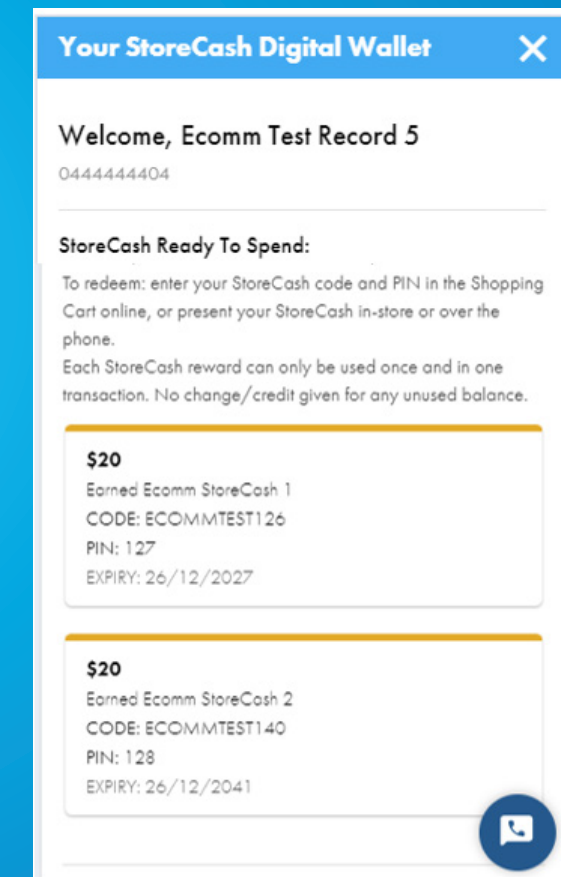
### Online Digital Wallet

- The wallet will display rewards in *Blue* for base members and *Gold* for Gold Service Extras members

Base Member – Online Digital Wallet (Desktop view)



GSE Member – Online Digital Wallet (Mobile view)



# 2.0 Point of Sale

# Content

|                             |           |
|-----------------------------|-----------|
| <b>Mandatories</b>          | <b>12</b> |
| 2.3 Design Direction        | 14        |
| 2.3 Store POS In Situ Image | 15        |

|  |    |
|--|----|
| <b>Point Of Sale Assets</b>            |    |
| 2.4 A3 and A4 Strut Card               | 16 |
| 2.5 A-Frame                            | 17 |
| 2.6 Dealsboard Takeover                | 18 |
| 2.7 DL Panels                          | 19 |
| 2.8 L-Shape Poster                     | 20 |
| 2.9 X-Banner                           | 21 |
| 2.10 Light Box 1 - All Stores          | 22 |
| 2.11 Light Box 2 - Kawana Waters Store | 23 |
| 2.12 Light Box 3 - Brighton Store      | 24 |
| 2.13 Light Box 4 - Thomastown Store    | 25 |

### Design Direction

*In-store POS elements must all state "Start earning rewards on qualifying purchases!" so that it is clearly communicated with customers that 90 Day StoreCash<sup>®</sup> is a rewards program and gives them a reason to sign up & activate their Digital Wallet.*

*In order to streamline the user experience and ensure easy access of signing up to 90 Day StoreCash<sup>®</sup>, a QR code must appear on all POS assets.*

- Confetti and Logotype components are non-negotiable and cannot be altered or resized
- Logotype must never typed - Always insert within your artwork the illustrator file options available for marketing
- The blue 90 Day StoreCash<sup>®</sup> Gradient background must be executed as a Radial Gradient on all POS assets
- Ensure the Gradient is also cut off at the bottom of all POS elements to insert the 90 Day StoreCash<sup>®</sup> Disclaimer on the white
- Terms and Conditions must be sized according to the size of the POS asset for legibility
- Font types, sizes and weights must be adhered to based on all of the 90 Day StoreCash<sup>®</sup> POS already created - they must be used as Templates if needed to create other POS elements
- Talent and Digital Wallet images must be used as supporting visuals
- QR code to link to Sign Up form on the 90 Day StoreCash<sup>®</sup> Hub page and must be the same file used across all of POS assets



## 2.3 Point of Sale: Store In Situ



## 2.4

## Point of Sale: A3 and A4 Strut Card

### A3 Strut Card

297mm Width x 420mm Height



**Earn 90 Day StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Start earning rewards on qualifying purchases!**

Sign up and activate before you buy

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

### A4 Strut Card

210mm Width x 297mm Height



**Earn 90 Day StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Start earning rewards on qualifying purchases!**

Sign up and activate before you buy

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

In situ





## 2.5

## Point of Sale: A-Frame

### A-Frame

900mm Width x 1200mm Height

**Earn 90 Day StoreCash>**  
Sign Up & Activate Your Digital Wallet Now!

Sign up and activate before you buy

**Start earning rewards on qualifying purchases!**

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

In Situ



## 2.6

## Point of Sale: Dealsboard Takeover

### Dealsboard Takeover

1180mm Width x 1780mm Height



**Earn 90 Day StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

Sign up and activate before you buy

**Start earning rewards on qualifying purchases!**

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

In situ





## DL Panels - Brochures

These panels are designed to be inserted in *The Good Guys* brochures, where marketing sees fit, to promote 90 Day StoreCash<sup>></sup>.

99mm Width x 210mm Height

### Generic Panel

**Earn 90 Day StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Start earning rewards on qualifying purchases!**

Sign up and activate before you buy

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

### How to Earn Panel

**Earn 90 Day StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

Sign up and activate now

**How to Earn**

- 1. Sign Up**  
Sign up to 90 Day StoreCash<sup>></sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash) before you make a qualifying purchase or participate in an offer
- 2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.
- 3. Start Earning**  
Earn 90 Day StoreCash<sup>></sup> on qualifying purchases or other offers at The Good Guys. 90 Day StoreCash<sup>></sup> has a 90 Day expiry.

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

## In Situ

90 Day StoreCash<sup>></sup> Panel inserted in the first spread, page 3 of the Gold Service Extras Sales Brochure

**GOLD SERVICE EXTRAS**

**Member Benefits**

Like a best friend, Gold Service Extras is there for you; with support when you need it most and rewards in between. Simply add Gold Service Extras to your eligible purchase to become a The Good Guys Gold Service Extras Member and receive:

**Invitation Only Offers** to earn bonus 90 Day StoreCash<sup>></sup> sent straight to your inbox.

**Exclusive member-only offers, competitions, giveaways, and 12 months access to discounts on gift cards from a wide range of brands and retailers.**

**30 Day Price Guarantee:** Find a lower advertised price at either The Good Guys or a nominated competitor within 30 days of your purchase and you'll receive back 120% of the difference as a Store Credit.

**\$20 in 90 Day StoreCash<sup>></sup> 3 times a year to put towards purchases from The Good Guys:** Three times each year of membership, you'll receive \$20 in 90 Day StoreCash<sup>></sup> issued straight to your Digital Wallet (up to a maximum total of \$180 90 Day StoreCash<sup>></sup> in each 12 month period for customers with multiple Gold Service Extras memberships). 90 Day StoreCash<sup>></sup> expires 90 days after issue and can be redeemed online or at The Good Guys stores across Australia.

**Earn 90 Day StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

Sign up and activate now

**How to Earn**

- 1. Sign Up**  
Sign up to 90 Day StoreCash<sup>></sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash) before you make a qualifying purchase or participate in an offer
- 2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.
- 3. Start Earning**  
Earn 90 Day StoreCash<sup>></sup> on qualifying purchases or other offers at The Good Guys. 90 Day StoreCash<sup>></sup> has a 90 Day expiry.

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

## 2.8

## Point of Sale: L-Shape Poster

### L-Shape Poster

450mm Width x 600mm Height



In situ



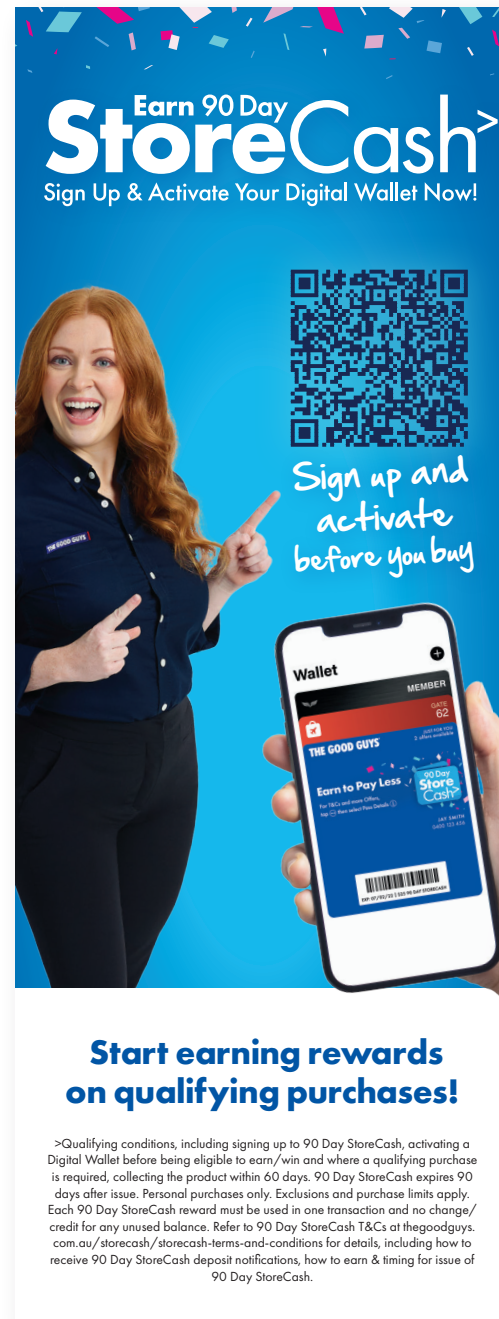


# 2.9

## Point of Sale: X-Banner

### X-Banner

600mm Width x 1600mm Height



In Situ



## 2.10

## Point of Sale: Light Box 1 - All Stores

### Light Box - All Stores - A0

1189mm Width x 841mm Height



**Earn 90 Day StoreCash>**  
Sign Up & Activate Your Digital Wallet Now!  
**Start earning rewards on qualifying purchases!**  
**ASK HOW!**

>Qualifying conditions, including signing up to 90 Day StoreCash and activating Digital Wallet before purchase. 90 Day StoreCash expires 90 days after issue, must be used in one transaction, no change/credit for any unused balance. Exclusions apply, Refer to 90 Day StoreCash T&Cs online for full details.

In situ





## 2.11

## Point of Sale: Light Box 2 - Kawana Waters Store

### Light Box - Kawana Waters Store

600mm Width x 500mm Height



**Earn 90 Day StoreCash>**  
Sign Up & Activate Your Digital Wallet Now!  
**Start earning rewards on qualifying purchases!**  
**ASK HOW!**

>Qualifying conditions, including signing up to 90 Day StoreCash and activating Digital Wallet before purchase. 90 Day StoreCash expires 90 days after issue, must be used in one transaction, no change/credit for any unused balance. Exclusions apply, Refer to 90 Day StoreCash T&Cs online for full details.

In Situ



Kawana Waters store

## 2.12

## Point of Sale: Light Box 3 - Brighton Store

### Light Box - Brighton Store

1100mm Width x 700mm Height



**Earn 90 Day StoreCash<sup>></sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Start earning rewards on qualifying purchases!**

**ASK HOW!**

>Qualifying conditions, including signing up to 90 Day StoreCash and activating Digital Wallet before purchase. 90 Day StoreCash expires 90 days after issue, must be used in one transaction, no change/credit for any unused balance. Exclusions apply, Refer to 90 Day StoreCash T&Cs online for full details.

In situ



Brighton Store



## 2.13

## Point of Sale: Light Box 4 - Thomastown Store

### Light Box - Thomastown Store

1200mm Width x 1100mm Height

>Qualifying conditions, including signing up to 90 Day StoreCash and activating Digital Wallet before purchase. 90 Day StoreCash expires 90 days after issue, must be used in one transaction, no change/credit for any unused balance. Exclusions apply, Refer to 90 Day StoreCash T&Cs online for full details.

In Situ



Thomastown store

# 3.0 eMail



# Content

| Mandatories                                   |    |
|---|----|
| 3.2 Wallet Holders Vs Non-Wallet Holders      | 28 |
| 3.2 Selected Customers - Just for You         | 28 |
| 3.3 Stacking Multiple Tiles                   | 29 |
| 3.4 90 Day StoreCash <sup>®</sup> Offer Types | 30 |
| 3.5 Disclaimers                               | 31 |
| 3.5 Critical Information                      | 31 |
| 3.6 Briefing Guide                            | 32 |

| Templates                                      |    |
|--|----|
| 3.7 Campaign Tiles                             | 33 |
| 3.8 Just For You Campaign Tiles                | 34 |
| 3.9 Editorial Content Tiles - Single Value     | 35 |
| 3.10 Editorial Content Tiles - Dual Value      | 36 |
| 3.11 Editorial Content Tiles - Range of Values | 37 |
| 3.12 Supplier Funded - Stacked Offers          | 38 |
| 3.13 Brand Specific - Single Value             | 39 |
| 3.14 Brand Specific - Dual & Range of Values   | 40 |
| 3.15 Competition Tiles                         | 41 |
| 3.16 New In Store                              | 42 |
| 3.17 Generic Editorial Tiles - Themed          | 43 |

## Wallet Holders vs Non-Wallet Holders

There are versions of email tiles for non-wallet holders and wallet-holders

- Non-Wallet Holders - uses Generic Logotype
- Wallet Holders - uses You Deserve Extra

## Selected Customers - Just for You

If an offer is being sent to a selected group of customers, the Just for You version of each tile should be used.

Sent to All Customers  
- Non-Wallet Holders



Sent to All Customers  
- Wallet Holders



Sent to Selected Customers  
- Non wallet Holders



Sent to Selected Customers  
- Wallet Holders



## 3.3

# Mandatory: Stacking Multiple Tiles

## Stacking Multiple Tiles

- If more than one tile is being used in an email, they can be stacked one on top of the other. The confetti should be removed from the top of the second or subsequent tiles.
- The priority order for tiles when more than one type is present is:

1. Just for You
2. Generic Earn
3. Learn to Earn
4. Competition

Just For You and Generic Earn



Generic Earn and Competition





## 3.4

# Mandatory: 90 Day StoreCash<sup>®</sup> Offer Types

## Offer Types

- 1. Single Value** – Where there is one 90 Day StoreCash<sup>®</sup> to be earned in the offer, all eligible skus in the offer earn the same 90 Day StoreCash<sup>®</sup> value.
- 2. Dual Value** - Where there are two 90 Day StoreCash<sup>®</sup> values that can be earned in the offer, and eligible skus are assigned to either value.
- 3. Range of Values** – Where there are more than two 90 Day StoreCash<sup>®</sup> values that can be earned in the offer, and eligible skus are assigned to a value within that range.

- The three template types have been developed for offers where a product purchase is required
- Templates for each of these offer structures have been developed for all email types
- The templates reflect the 90 Day StoreCash<sup>®</sup> values being offered on eligible purchases



1. Single Value



2. Dual Value



3. Range of Values

## eMail Disclaimers

- 90 Day StoreCash disclaimer has been built as a fixed block in Marigold
- The disclaimer must appear in every email where there is a 90 Day StoreCash offer
- The disclaimer cannot be edited in any way
- To add to a job, make a note: Insert 90 Day Disclaimer above footer

## Critical Information

- Critical information is displayed within all offer tile templates
- There are two versions of critical information, one for wallet holders and one for non-Wallet holders
- The version for non-Wallet holders includes instructions on the requirement to activate a Digital Wallet
- The only editable field in the Critical Information is the offer ends date

### 90 Day StoreCash<sup>></sup>

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change /credit for any unused balance. Refer to [90 Day StoreCash T&Cs](#) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.






90 Day StoreCash<sup>></sup> Disclaimer block

### 90 Day StoreCash<sup>></sup>

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change /credit for any unused balance. Refer to [90 Day StoreCash T&Cs](#) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

**We negotiate so you'll  
Pay Less every day!**

\*Terms and Conditions go here  
□ Terms and Conditions go here  
▲ Terms and Conditions go here  
† Terms and Conditions go here  
◀ Terms and Conditions go here  
> Terms and Conditions go here  
▼ Terms and Conditions go here  
‡ Terms and Conditions go here  
(H) Terms and Conditions go here

Get it Now!       
Terms, conditions and fees apply  
Contact Us | Privacy | Unsubscribe  
2024 © The Good Guys Discount Warehouse (Australia) Pty Ltd (ACN 004 880 457)  
PO Box 5190 South Melbourne VIC 3205

eMail Disclaimer Footer



Non-Wallet Holder  
Critical Info



Wallet Holder  
Critical Info

## How to prepare your eMail brief:

### STEP 1 – Choose Offer type:

1. Single Value, or
2. Dual Value, or
3. Range of Values

### STEP 2 - Choose Customer type:

#### National

- Wallet holders – You Deserve Extra
- Non-wallet holders – Generic Logotype

#### GSE

- Wallet holders – You Deserve Extra
- Non-wallet holders – Generic Logotype

#### Prospect

- Wallet holders – You Deserve Extra
- Non-wallet holders – Generic Logotype

### STEP 3 - Choose Customer group:

- Sending to everyone – Standard tile
- Sending to selected customers – use the Just for You tile

### STEP 4 –Choose Email type:

- Campaign – Use Campaign tile
- Editorial / Solus – Select the relevant template tile



1. Single Value



2. Dual Value



3. Range of Values



Non-Wallet Holder



Wallet Holder



Sending to everyone



Sending to subset



Campaign



Editorial

**Note:** All email tiles should link through to [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)



# 3.7

## Templates: Campaign Tiles

### 1. Non-Wallet Holders - All Customers

a. Single Value



b. Dual Value



c. Range of Values



### 2. Wallet Holder - All Customers

a. Single Value



b. Dual Value



c. Range of Values



In situ



eDM insitu - showing Range Value Standard Tile in a Campaign eDM

Critical information must appear within the 90 Day StoreCash artwork tile

90 Day StoreCash disclaimer block appears in the email footer

## 1. Non-Wallet Holders - Selected Customers

a. Single Value



b. Dual Value



c. Range of Values



## 2. Wallet Holders - Selected Customers

a. Single Value



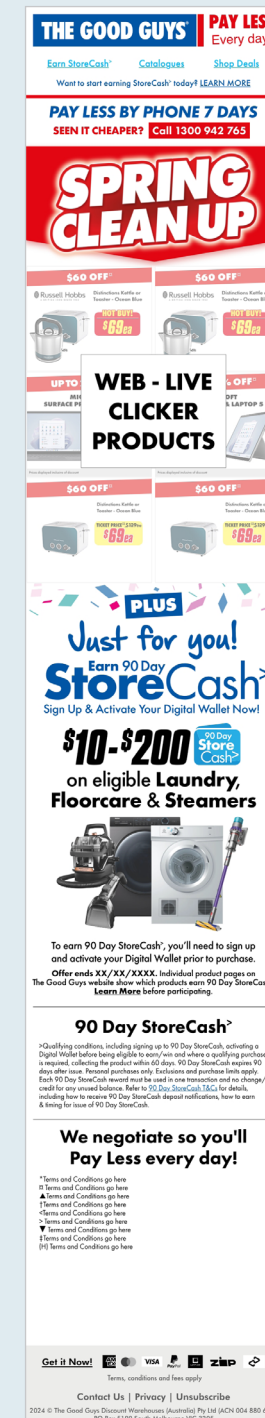
b. Dual Value



c. Range of Values



In situ



eDM insitu - showing Range Value Just For You Tile in a Campaign eDM

Critical information must appear within the 90 Day StoreCash artwork tile

90 Day StoreCash disclaimer block appears in the email footer



## 1. Header Tiles - Single Value

### Non-Wallet Holder - Generic

a. All customers



b. Selected Customers



### Wallet Holder - You Deserve Extra

a. All Customers



b. Selected Customers



## 2. Body Tiles - Single Value

### Non-Wallet Holder - Generic

a. All customers

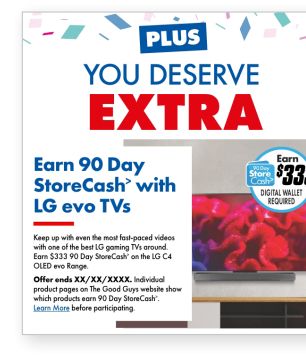


b. Selected Customers



### Wallet Holder - You Deserve Extra

a. All Customers



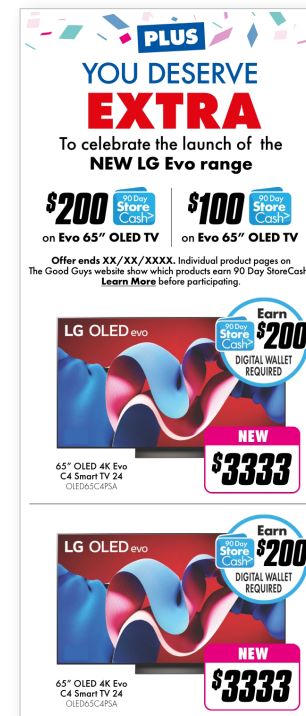
b. Selected Customers





## Product and Price - NEW

*b. Wallet holder*



## Product and No Price

*b. Wallet holder*



## Non-Wallet Holder - Generic

### b. Selected Customers

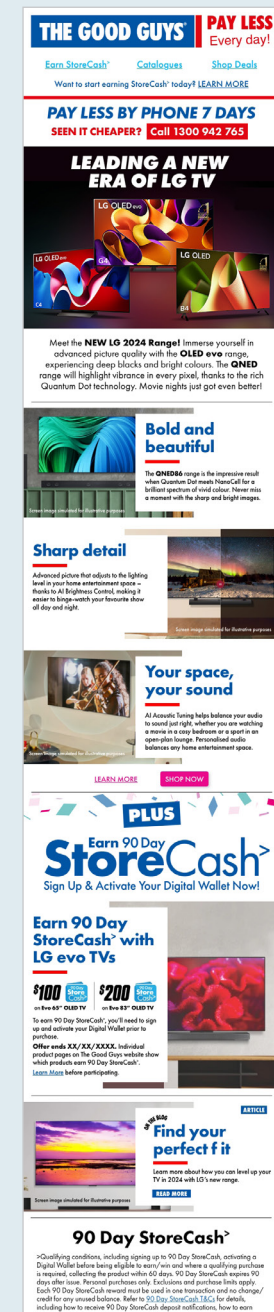


## Wallet Holder - You Deserve Extra

### b. Selected Customers



## In situ



eDM insitu - showing content  
body tile in an Editorial eDM

## 1. Content Story Header Tiles - Product & Price - Range of Values

### Product and Price - NEW

**PLUS**  
Earn 90 Day StoreCash<sup>®</sup>  
Sign Up & Activate Your Digital Wallet Now!

To celebrate the launch of the  
**NEW LG Evo range**  
**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible products

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

**NEW**  
**\$3333**

**PLUS**  
YOU DESERVE  
**EXTRA**  
To celebrate the launch of the  
**NEW LG Evo range**  
**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible products

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

**NEW**  
**\$3333**

### Product and No Price

**PLUS**  
Earn 90 Day StoreCash<sup>®</sup>  
Sign Up & Activate Your Digital Wallet Now!

To celebrate the launch of the  
**NEW LG Evo range**  
**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible products

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

**SHOP NOW**

**PLUS**  
YOU DESERVE  
**EXTRA**  
To celebrate the launch of the  
**NEW LG Evo range**  
**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible products

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

**SHOP NOW**

## 1. Content eMail Body Tiles - Range of Values

### Non-Wallet Holder - Generic

#### a. All customers

**PLUS**  
Earn 90 Day StoreCash<sup>®</sup>  
Sign Up & Activate Your Digital Wallet Now!

**Earn 90 Day StoreCash<sup>®</sup> with LG evo TVs**

**Earn \$20-\$200** 90 Day StoreCash<sup>®</sup>  
on LG C4 Evo OLED TVs

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

#### b. Selected Customers

**PLUS**  
Just for you!  
Earn 90 Day StoreCash<sup>®</sup>  
Sign Up & Activate Your Digital Wallet Now!

**Earn 90 Day StoreCash<sup>®</sup> with LG evo TVs**

**Earn \$20-\$200** 90 Day StoreCash<sup>®</sup>  
on LG C4 Evo OLED TVs

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

### Wallet Holder - You Deserve Extra

#### a. All Customers

**PLUS**  
YOU DESERVE  
**EXTRA**  
To celebrate the launch of the  
**NEW LG Evo range**  
**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible products

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

#### b. Selected Customers

**PLUS**  
Just for you!  
YOU DESERVE  
**EXTRA**  
To celebrate the launch of the  
**NEW LG Evo range**  
**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible products

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

eDM insitu - showing Range of Values header tile followed by relevant products in an Editorial eDM

In situ

**THE GOOD GUYS** **PAY LESS**  
Every day!  
Earn StoreCash<sup>®</sup> Catalogues Shop Deals  
Want to start earning StoreCash<sup>®</sup> today? [LEARN MORE](#)

**PAY LESS BY PHONE 7 DAYS**  
SEEN IT CHEAPER? Call 1300 942 765

**NEW**  
**LEADING A NEW ERA OF LG TV**

**Meet the NEW LG 2024 Range!**  
Immerse yourself in advanced picture quality with the **OLED evo** range, experiencing deep blacks and bright colours. The **QNED** range will highlight vibrant in every pixel, thanks to the rich Quantum Dot technology. Move right, just get even better!

**PLUS**  
Earn 90 Day StoreCash<sup>®</sup>  
Sign Up & Activate Your Digital Wallet Now!

To celebrate the launch of the  
**NEW LG Evo range**  
**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible products

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

**NEW**  
**\$3333**

**LG OLED evo**  
65" OLED 4K Evo  
C4 Smart TV 24  
OLED65C4PSA

**Earn \$200**  
90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

**NEW**  
**\$3333**

**Bold and beautiful**  
The QNED range is the impressive result when Quantum Dot meets NanoCell for a brilliant spectrum of vivid colours. Move into a moment with the sharp and bright images.

**Sharp detail**  
Advanced picture that adjusts to the lighting level in your home entertainment space - thanks to AI Brightness Control, making it easier to bring watch your favourite show all day and night.

**Your space, your sound**  
At home, being helps balance your needs to sound just right, whether you are watching a movie in a cosy bedroom or a sport on a large screen. Personalised audio balances your home entertainment space.

**THE GOOD GUYS** **PAY LESS**  
Every day!  
Earn StoreCash<sup>®</sup> Catalogues Shop Deals  
Want to start earning StoreCash<sup>®</sup> today? [LEARN MORE](#)

**PAY LESS BY PHONE 7 DAYS**  
SEEN IT CHEAPER? Call 1300 942 765

**LEADING A NEW ERA OF LG TV**

**Meet the NEW LG 2024 Range!**  
Immerse yourself in advanced picture quality with the **OLED evo** range, experiencing deep blacks and bright colours. The **QNED** range will highlight vibrant in every pixel, thanks to the rich Quantum Dot technology. Move right, just get even better!

**Bold and beautiful**  
The QNED range is the impressive result when Quantum Dot meets NanoCell for a brilliant spectrum of vivid colours. Move into a moment with the sharp and bright images.

**Sharp detail**  
Advanced picture that adjusts to the lighting level in your home entertainment space - thanks to AI Brightness Control, making it easier to bring watch your favourite show all day and night.

**Your space, your sound**  
At home, being helps balance your needs to sound just right, whether you are watching a movie in a cosy bedroom or a sport on a large screen. Personalised audio balances your home entertainment space.

**PLUS**  
Earn 90 Day StoreCash<sup>®</sup>  
Sign Up & Activate Your Digital Wallet Now!

**Earn 90 Day StoreCash<sup>®</sup> with LG evo TVs**

**Earn \$20-\$200** 90 Day StoreCash<sup>®</sup>  
on LG C4 Evo OLED TVs

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**Find your perfect fit**  
Learn more about how you can level up your TV in 2024 with LG's new range.

**90 Day StoreCash<sup>®</sup>**  
\*Qualifying conditions, including signing up to 90 Day StoreCash<sup>®</sup>, activating a Digital Wallet before being eligible to earn, and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash<sup>®</sup> expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Cash 90 Day StoreCash<sup>®</sup> reward must be used in one transaction and no change or credit for any reward balance. Refer to 90 Day StoreCash<sup>®</sup> M&A for details, including how to redeem 90 Day StoreCash<sup>®</sup> deposit notifications, how to earn & redeem StoreCash<sup>®</sup> and 90 Day StoreCash<sup>®</sup> Terms & Conditions.

eDM insitu - showing Range of Values content body tile in an Editorial eDM



## 1. Non-Wallet holders

### a. All Customers

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**on Samsung Galaxy Fold5**

**Earn \$100**  
DIGITAL WALLET REQUIRED

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

**PLUS**

**Learn to Earn**  
Take our 5 question quiz on the NEW Samsung Galaxy 7 Fold5 at [thegoodguys.com.au/storecash](http://thegoodguys.com.au/storecash)

**Earn \$10**  
DIGITAL WALLET REQUIRED

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

### b. Selected Customers

**PLUS**

**Just for you!**  
**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**on Samsung Galaxy Fold5**

**Earn \$100**  
DIGITAL WALLET REQUIRED

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

**PLUS**

**Learn to Earn**  
Take our 5 question quiz on the NEW Samsung Galaxy 7 Fold5 at [thegoodguys.com.au/storecash](http://thegoodguys.com.au/storecash)

**Earn \$10**  
DIGITAL WALLET REQUIRED

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

## 2. Wallet holders

### a. All Customers

**YOU DESERVE EXTRA**  
**on Samsung Galaxy Fold5**

**Earn \$100**  
DIGITAL WALLET REQUIRED

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

**PLUS**

**Learn to Earn**  
Take our 5 question quiz on the NEW Samsung Galaxy 7 Fold5 at [thegoodguys.com.au/storecash](http://thegoodguys.com.au/storecash)

**Earn \$10**  
DIGITAL WALLET REQUIRED

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

### b. Selected Customers

**PLUS**

**Just for you!**  
**YOU DESERVE EXTRA**  
**on Samsung Galaxy Fold5**

**Earn \$100**  
DIGITAL WALLET REQUIRED

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

**PLUS**

**Learn to Earn**  
Take our 5 question quiz on the NEW Samsung Galaxy 7 Fold5 at [thegoodguys.com.au/storecash](http://thegoodguys.com.au/storecash)

**Earn \$10**  
DIGITAL WALLET REQUIRED

**Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

## In situ

eDM in situ - showing Single Value content double offer tile in an Editorial eDM

**THE GOOD GUYS** **PAY LESS**  
Every day!  
[Earn StoreCash<sup>®</sup>](#) [Catalogues](#) [Shop Deals](#)  
Want to start earning StoreCash<sup>®</sup> today? [LEARN MORE](#)

**NEW**  
**INTRODUCING**  
**SAMSUNG**  
New Galaxy S24 Ultra  
Galaxy AI is here!

**THE FUTURE IS CALLING**  
An epic Vision built smartphone with AI-enabled features created to help you tap into your needs with Galaxy AI-powered features. Do more and do it effortlessly as you make the most of the latest features in a brand new Vision design (exclusive to the S24 Ultra).

**Ultra Smart**  
Leap into a new era of smartphone technology with AI-enabled features including Circle to Search with Google, Live Translate, Photo Assist and Note Assist. Get the Galaxy S24 Ultra to do the thinking for you.

**Ultra Picture Perfect**  
Make every photo look really with our new 200MP camera and AI-enabled Photo Assist. Remove, retouch and recolor your images by scanning real-world objects with AI, including object removal and reflection removal.

**Ultra Stunning Display**  
Experience a 6.8" QNED display, our brightest, clearest yet! on the Galaxy S24 Ultra. Coated with reduced screen break for more viewing space, multi-task and game against a large and glossy screen. Plus, the Always on Display means you'll never miss a notification.

**AN EPIC VIEW**  
They're sleek, seamless and elegant. There's never been a better time to upgrade to a new Samsung Galaxy S24 or S24+. An epic smartphone to take your viewing experience to the next level.

**A new way to search**  
Circle to search is fast & fun like that with Circle to Search with Google. Explore a new way to search for your favourite stuff, reliably or hands-free. Simply circle your desired object or virtually any image and for this ultimate way of search, provide you with related content and information.

**Long Lasting Battery**  
Both to last all day, Galaxy S24 and S24+ has enduring battery life that keeps going as long as you do. Whether downloading movies, streaming music or gaming - stay connected for longer.

**Epic Pro Camera**  
Start with a shot when it's dark with 200MP and 5x Optical Zoom. Capture the finest details in your images and with high-quality zoom, shoot and share in low light your favourite night time moments in high resolution.

**90 Day StoreCash<sup>®</sup>**  
To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase. **Offer ends XX/XX/XXXX.** Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>. [Learn More](#) before participating.

**New, New, New**  
Looking for the latest launches? We've got them! Check out our lineup of this year's hottest new products. [READ MORE](#)

**We negotiate so you'll Pay Less every day!**

**Get it Now!**

Terms, conditions and fees apply

[Contact Us](#) | [Privacy](#) | [Unsubscribe](#)

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PO Box 2190 South Melbourne VIC 3205



# Templates: Brand Specific - Single Value

These Templates are specific to brands that do not allow artwork components to touch their products; such as Apple and Samsung brands.

## Single Value - contoured product image pictured

### 1. Non-Wallet Holder

a. All customers

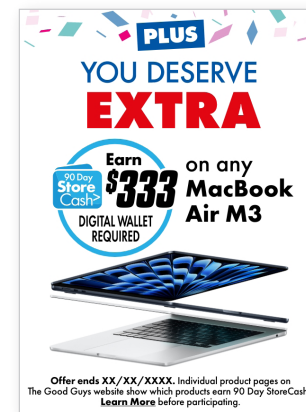


b. Selected Customers



### 2. Wallet Holder

a. All Customers



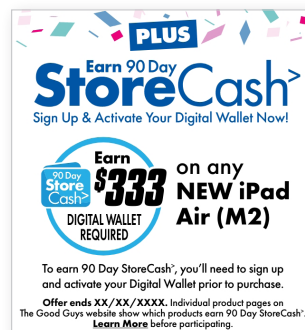
b. Selected Customers



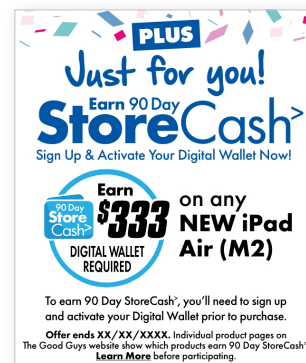
## Single Value - no product image pictured

### 1. Non-Wallet Holder

a. All customers



b. Selected Customers



### 2. Wallet Holder

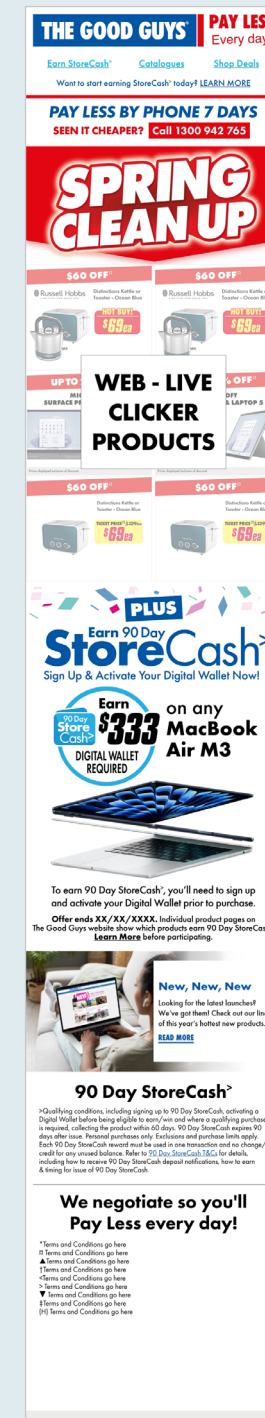
a. All Customers



b. Selected Customers



In situ



eDM insitu - showing Range of Values tile, product image pictured and sent to selected customers in an Editorial eDM

90 Day StoreCash<sup>®</sup> disclaimer block appears in the eDM footer

# Templates: Brand Specific - Dual & Range of Values

These Templates are specific to brands that choose not to picture their product/s.

## Dual Value - No product Images pictured

### 1. Non-Wallet Holder

a. All customers

**PLUS**

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

on the **NEW iPad Air (M2)**  
or **iPad Pro (M4)**

**\$100** **90 Day StoreCash<sup>®</sup>**  
on iPad Air (M2)

**\$200** **90 Day StoreCash<sup>®</sup>**  
on iPad Pro (M4)

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

b. Selected Customers

**PLUS**

**Just for you!**  
**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

on the **NEW iPad Air (M2)**  
or **iPad Pro (M4)**

**\$100** **90 Day StoreCash<sup>®</sup>**  
on iPad Air (M2)

**\$200** **90 Day StoreCash<sup>®</sup>**  
on iPad Pro (M4)

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

### 2. Wallet Holder

a. All Customers

**PLUS**

**YOU DESERVE EXTRA**

Earn 90 Day StoreCash<sup>®</sup>  
on the **NEW iPad Air (M2)**  
or **iPad Pro (M4)**

**\$100** **90 Day StoreCash<sup>®</sup>**  
on iPad Air (M2)

**\$200** **90 Day StoreCash<sup>®</sup>**  
on iPad Pro (M4)

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

b. Selected Customers

**PLUS**

**Just for you!**  
**YOU DESERVE EXTRA**

Earn 90 Day StoreCash<sup>®</sup>  
**\$10-\$200** **90 Day StoreCash<sup>®</sup>**  
on the new range of  
**iPad Air and iPad Pro**

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

## Range of Values - No product Images pictured

### 1. Non-Wallet Holder

a. All customers

**PLUS**

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**\$10-\$200** **90 Day StoreCash<sup>®</sup>**  
on the new range of  
**iPad Air and iPad Pro**

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

b. Selected Customers

**PLUS**

**Just for you!**  
**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**\$10-\$200** **90 Day StoreCash<sup>®</sup>**  
on the new range of  
**iPad Air and iPad Pro**

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

### 2. Wallet Holder

a. All Customers

**PLUS**

**YOU DESERVE EXTRA**

Earn 90 Day StoreCash<sup>®</sup>  
**\$10-\$200** **90 Day StoreCash<sup>®</sup>**  
on the new range of  
**iPad Air and iPad Pro**

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

b. Selected Customers

**PLUS**

**Just for you!**  
**YOU DESERVE EXTRA**

Earn 90 Day StoreCash<sup>®</sup>  
**\$10-\$200** **90 Day StoreCash<sup>®</sup>**  
on the new range of  
**iPad Air and iPad Pro**

Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

In situ

**THE GOOD GUYS<sup>®</sup> | PAY LESS**  
Every day!  
[Earn StoreCash<sup>®</sup>](#) [Catalogues](#) [Shop Deals](#)

**iPad Pro**  
**Thinpossible.**  
[SHOP NOW](#) [LEARN MORE](#)

**PLUS**

**Just for you!**  
**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**\$10-\$200** **90 Day StoreCash<sup>®</sup>**  
on the new range of  
**iPad Air and iPad Pro**

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**iPad Air**  
**Fresh Air**  
[SHOP NOW](#) [LEARN MORE](#)

**PLUS**

**Just for you!**  
**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**\$10-\$200** **90 Day StoreCash<sup>®</sup>**  
on the new range of  
**iPad Air and iPad Pro**

To earn 90 Day StoreCash<sup>®</sup>, you'll need to sign up and activate your Digital Wallet prior to purchase.  
Offer ends XX/XX/XXXX. Individual product pages on The Good Guys website show which products earn 90 Day StoreCash<sup>®</sup>.  
[Learn More](#) before participating.

**Pencil Pro**  
**Limitless creativity**  
with Apple Pencil Pro.  
[SHOP NOW](#) [LEARN MORE](#)

**90 Day StoreCash<sup>®</sup>**  
\*Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn / use and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change / credit for any unused balance. Refer to 90 Day StoreCash T&Cs for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & bring to use of 90 Day StoreCash.

**We negotiate so you'll Pay Less every day!**  
\*Terms and Conditions go here  
†Terms and Conditions go here  
‡Terms and Conditions go here  
§Terms and Conditions go here

eDM insitu - showing Range of Values tile, no product image pictured and sent to non wallet holder, selected Customers in an Editorial eDM.

90 Day StoreCash<sup>®</sup> disclaimer block appears in the eDM footer

### 3.15

## 1. Non-Wallet Holder - Generic

a. All Customers



### *b. Selected Customers*



## 2. Wallet Holder - You Deserve Extra

a. All Customers



### *b. Selected Customers*



## In situ



eDM insitu - showing  
a Standard Tile in a Campaign/  
national eDM

Critical information must appear within the 90 Day StoreCash<sup>®</sup> artwork tile

90 Day StoreCash<sup>®</sup>  
Competition disclaimer is  
coded below the artwork tile



3.16

Templates: New In Store

New release Story eMail

Designed with a custom suite of story tiles that can be stacked, depending on product types.

Suite of tiles available:

Header PLUS 90 Day StoreCash<sup>®</sup>



Single Product Story



Dual Colour Way Product Story



Dual Value - New



A New Range



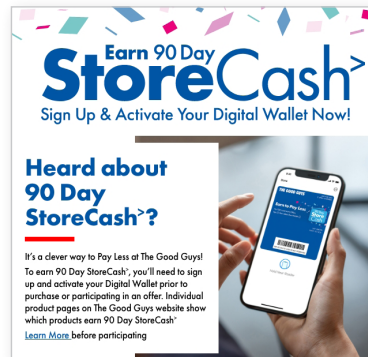
In situ

New In Store - StoreCash<sup>®</sup> offers complete eDM

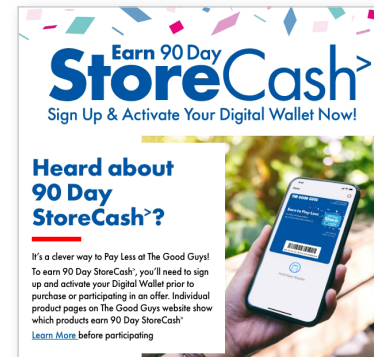


## Generic Editorial Tiles - Themed

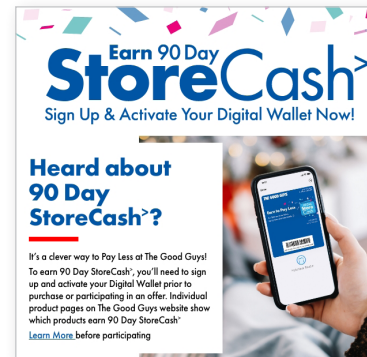
a. Home theme



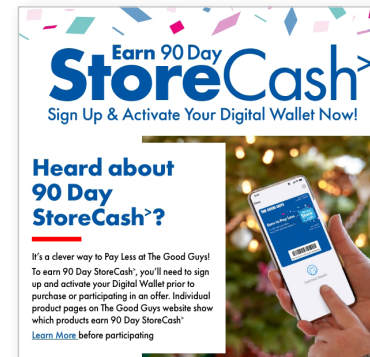
b. Garden theme



c. Christmas theme 1



d. Christmas theme 2



# 4.0 Catalogue



# Content

| Mandatories   |    |
|---|----|
| 4.2 Understanding 90 Day StoreCash <sup>®</sup> in Catalogues | 46 |
| 4.3 Disclaimers and Roundel Usage                             | 47 |

| Templates                                    |    |
|--|----|
| 4.4 Catalogue Offer Strips - Cover Display   | 48 |
| 4.5 Catalogue Panel - Single Value           | 49 |
| 4.6 Catalogue Panel - Dual Value             | 50 |
| 4.7 Catalogue Panel - Range of Values        | 51 |
| 4.8 Catalogue Panel - Competition            | 52 |
| 4.9 Catalogue Panels - Non-purchase Offers   | 53 |
| 4.10 Catalogue Panel - NEW Product Editorial | 54 |
| 4.11 Catalogue Panel - Stacked Offer         | 55 |
| 4.12 How to Earn - Generic Digital Page      | 56 |

### 90 Day StoreCash<sup>></sup> on Catalogue Cover

A 90 Day StoreCash<sup>></sup> offer message can only appear on a Catalogue Cover as a strip, at the bottom of the cover page

- Must use the available Catalogue Panel templates
- The Strip can only be used for a broad 90 Day StoreCash<sup>></sup> offer, i.e. category or range, available to all customers
- At least one product with the 90 Day StoreCash<sup>></sup> Roundel must be included on the cover for the offer Strip to appear
- 90 Day StoreCash<sup>></sup> Disclaimer should appear directly underneath the offer strip. Any other disclaimers that need to appear on the cover should follow the 90 Day StoreCash<sup>></sup> disclaimer (and can wrap at the end).
- Ensure to adhere to brand rules - as per usual, do not sit the Roundel on brand products that do not allow for this

### 90 Day StoreCash<sup>></sup> Catalogue Panel

Where a 90 Day StoreCash<sup>></sup> offer is available to customers in a Catalogue, then a 90 Day StoreCash<sup>></sup> panel must appear on page 2 of this Catalogue

The panel will consist of two sections;

- The top section should outline the offer
- The bottom section will outline how the 90 Day StoreCash<sup>></sup> program works, followed by the 90 Day StoreCash<sup>></sup> Disclaimer.

90 Day StoreCash<sup>></sup> Offer Strip appears on the Catalogue Cover along with at least one product displaying offer value in the 90 Day StoreCash Roundel.

Show 90 Day StoreCash<sup>></sup> Panel with the Offer on Page 2.

Products with 90 Day StoreCash<sup>></sup> throughout the Catalogue must display offer value in the 90 Day StoreCash<sup>></sup> Roundel.

90 Day StoreCash<sup>></sup> full disclaimer to appear in the footer of each page that displays the Roundel.

**Note:** If a product on a later page is briefed into the catalogue with a 90 Day StoreCash<sup>></sup> roundel but there is no panel on page 2 of the catalogue, the 90 Day StoreCash<sup>></sup> roundel should be removed.

## Catalogue Disclaimers

- For disclaimer formatting adhere to available templates.
- Disclaimer must appear on the footer of every page where a product earns 90 Day StoreCash<sup>®</sup>. Where offers are present on both pages of a spread, the disclaimer must be used on the footer of both pages.

### Generic Offer Disclaimer

> Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

## Artwork Critical Information

- For disclaimer formatting adhere to available templates.

### Generic artwork Critical Information

Offer ends XX/XX/XXXX. Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://www.thegoodguys.com.au/storecash).

## Roundel Usage in Catalogue

- On catalogue spreads following page 2, the amount of 90 Day StoreCash<sup>®</sup> earned on each product must be marked by using the 90 Day StoreCash<sup>®</sup> Roundel.
- 1 x 90 Day StoreCash<sup>®</sup> Roundel to appear on each eligible product
- Roundel size is variable based on whether it is a hero or regular spot - must use supplied templates





## 4.4

# Templates: Offer Strips - Cover Display

## 1. Cover Strip - Purchase Offer

- Campaign Plus Earn 90 Day StoreCash<sup>></sup> with purchase
- To be used for broad offers only

a. 90 Day StoreCash<sup>></sup> Gradient Blue Version



b. Reversed - White Version



## 2. Cover Strip - Competition

a. 90 Day StoreCash<sup>></sup> Gradient Blue Version



b. Reversed - White Version



In Situ

1. Generic 90 Day StoreCash<sup>></sup> Offer Strip



Use the reversed - white version of the 90 Day StoreCash<sup>></sup> strip if the blue gradient version clashes with the catalogue colour/background.

## 4.5

## Templates: Panel - Single Value

## Catalogue Panel - Single Value

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Shop to Earn 90 Day StoreCash<sup>®</sup>**  
on selected Washers

Offer ends XX/XX/XXXX.  
Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash).

**Earn 90 Day StoreCash<sup>®</sup> \$33**  
DIGITAL WALLET REQUIRED



**How to Earn...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys.  
90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

> Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Shop to Earn 90 Day StoreCash<sup>®</sup>**  
on selected Washers

Offer ends XX/XX/XXXX.  
Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash).

**Earn 90 Day StoreCash<sup>®</sup> \$33**  
DIGITAL WALLET REQUIRED

**How to Earn...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys.  
90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

> Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

**SPRING CLEAN UP**

**OFFER AS PER CATALOGUE BRIEF**

**THE GOOD GUYS**

**Westinghouse**

**10kg Front Load Washer**  
• WELS 4.5 Star 85 Lines per Wash using Eco Cotton 40°C, 1200rpm, REG #C02085  
www.thegoodguys.com.au

**10kg Front Load Washer**  
• WELS 4.5 Star 84 Lines per Wash using Eco Cotton 40°C, 1400rpm, REG #C02082  
www.thegoodguys.com.au

**7.5kg Front Load Washer**  
• WELS 4 Star 76 Lines per Wash using Eco Cotton 40°C, 1200rpm, REG #C02081  
www.thegoodguys.com.au

**8kg Top Load Washer**  
• WELS 3.5 Star 117 Lines per Wash using Eco Save, Normal temperature, Full water level, No soak, Eco rinse, High spin speed, REG #C02086  
www.thegoodguys.com.au

**8kg Top Load Washer**  
• WELS 3.5 Star 122 Lines per Wash using Eco Save, Normal temperature, Full water level, No soak, Eco rinse, High spin speed, REG #C02086  
www.thegoodguys.com.au

**4.5kg Ventured Dryer**  
• Sensor Drying  
• Automatic Cool Down  
• Wall Mounting Kit Included  
www.thegoodguys.com.au

**6.5kg Ventured Dryer**  
• Sensor Drying  
• Automatic Cool Down  
www.thegoodguys.com.au

**Get it Now!**  
Conditions, Fees and Charges may apply.

**THE GOOD GUYS**

THE GOOD GUYS

Catalogue in Situ - showing 90 Day StoreCash<sup>®</sup> Panel with Single Value Offer on page 2 of Campaign Catalogue.

In Situ

The 90 Day StoreCash<sup>®</sup> Disclaimer must appear on the same page where the page 90 Day StoreCash<sup>®</sup> Roundel appears on eligible products.







## Catalogue Panel - Range of Values

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Shop to Earn  
90 Day StoreCash<sup>®</sup>  
on your  
Spring Clean Up**

**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible **Laundry,  
Floorcare & Steamers**

Offer ends XX/XX/XXXX. Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash).



**How to Earn...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

> Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Shop to Earn  
90 Day StoreCash<sup>®</sup>  
on your  
Spring Clean Up**

**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible **Laundry,  
Floorcare & Steamers**

Offer ends XX/XX/XXXX. Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash).

**How to Earn...**

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**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
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> Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

**CTA T&Cs B/B**

**THE GOOD GUYS**

Catalogue in Situ - showing 90 Day StoreCash<sup>®</sup> Panel with Range of Values Offer on page 2 of Campaign Catalogue.

**THE GOOD GUYS**

**SPRING CLEAN UP**

**OFFER AS PER CATALOGUE BRIEF**

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**\$10-\$200** 90 Day StoreCash<sup>®</sup>  
on eligible **Laundry,  
Floorcare & Steamers**

Offer ends XX/XX/XXXX. Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash).

**How to Earn...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

> Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

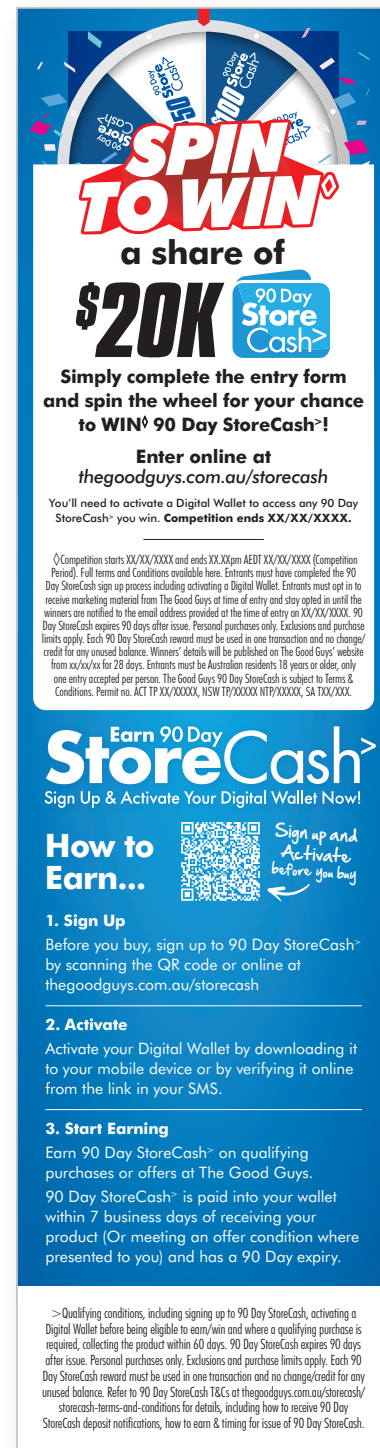
**CTA T&Cs B/B**

**THE GOOD GUYS**

The 90 Day StoreCash<sup>®</sup> Disclaimer must appear on the same page where the page 90 Day StoreCash<sup>®</sup> Roundel appears on eligible products.

## Templates: Panel - Competition

## Catalogue Panel - Competition



Catalogue in Situ - showing 90 Day StoreCash<sup>®</sup> Panel with Dual Value Offer on page 2 of Campaign Catalogue.

## In Situ

*The 90 Day StoreCash<sup>®</sup> Disclaimer must appear on the same page where the page 90 Day StoreCash<sup>®</sup> Roundel appears on eligible products.*



## Learn To Win

**LEARN TO WIN**  
a share of  
**\$20K** 90 Day StoreCash<sup>®</sup>

Take our Galaxy Fold5 Quiz for your chance to win!

Enter at  
thegoodguys.com.au/storecash

You'll need to activate a Digital Wallet to access any 90 Day StoreCash<sup>®</sup> you win. Competition ends 31/01/2024. Learn more at thegoodguys.com.au/storecash before entering.

Competition starts XX/XX/XXXX and ends XX/XX/XXXX (Competition Period). Customers must have completed the 90 Day StoreCash sign up process including activating a Digital Wallet. Click here for full Terms and Conditions. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs & Digital Wallet T&Cs for details, including how to be notified about 90 Day StoreCash deposits to your Digital Wallet. Authorised under: NSW XX/XXXX, ACT TP XX/XXXX, SA TX/XXXX.

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**How it Works...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at thegoodguys.com.au/storecash

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

> Qualifying conditions, including signing up to 90 Day StoreCash and activating Digital Wallet before purchase. Individual product pages on The Good Guys website show which products are eligible to earn. 90 Day StoreCash expires 90 days after issue and is issued within 7 business days after delivery/collection of qualifying purchase which must be within 60 days of purchase. Personal purchases only. Exclusions and purchase limits apply. Each StoreCash reward must be used in one transaction and no change/credit for any unused balance. Where the qualifying conditions does not require a purchase of a qualifying product, the amount you have earned will be credited to your Digital Wallet within 7 business days of meeting the relevant condition. Refer to StoreCash T&Cs at thegoodguys.com.au/storecash/storecash-terms-and-conditions & Digital Wallet T&Cs at thegoodguys.com.au/storecash/wallet-terms-and-conditions for details, including how to be notified about StoreCash deposits to your Digital Wallet.

## Learn To Earn

**LEARN TO EARN**  
90 Day StoreCash<sup>®</sup>

Take our 5 question quiz on the NEW Samsung Galaxy 7 Fold5 at thegoodguys.com.au/storecash

Offer ends XX/XX/XXXX.  
Learn more at thegoodguys.com.au/storecash before participating.

**Earn \$10** 90 Day StoreCash<sup>®</sup>  
DIGITAL WALLET REQUIRED

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**How to Earn...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at thegoodguys.com.au/storecash

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

> Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at thegoodguys.com.au/storecash/storecash-terms-and-conditions & Digital Wallet T&Cs at thegoodguys.com.au/storecash/wallet-terms-and-conditions for details, including how to be notified about StoreCash deposits to your Digital Wallet.

## In Situ

**LEARN TO WIN**  
a share of  
**\$20K** 90 Day StoreCash<sup>®</sup>

Take our Galaxy Fold5 Quiz for your chance to win!

Enter at  
thegoodguys.com.au/storecash

You'll need to activate a Digital Wallet to access any 90 Day StoreCash<sup>®</sup> you win. Competition ends 31/01/2024. Learn more at thegoodguys.com.au/storecash before entering.

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**How it Works...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at thegoodguys.com.au/storecash

**2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.

**3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

> Qualifying conditions, including signing up to 90 Day StoreCash and activating Digital Wallet before purchase. Individual product pages on The Good Guys website show which products are eligible to earn. 90 Day StoreCash expires 90 days after issue and is issued within 7 business days after delivery/collection of qualifying purchase which must be within 60 days of purchase. Personal purchases only. Exclusions and purchase limits apply. Each StoreCash reward must be used in one transaction and no change/credit for any unused balance. Where the qualifying conditions does not require a purchase of a qualifying product, the amount you have earned will be credited to your Digital Wallet within 7 business days of meeting the relevant condition. Refer to StoreCash T&Cs at thegoodguys.com.au/storecash/storecash-terms-and-conditions & Digital Wallet T&Cs at thegoodguys.com.au/storecash/wallet-terms-and-conditions for details, including how to be notified about StoreCash deposits to your Digital Wallet.

**SAMSUNG**  
Galaxy Z Fold5 | Z Flip5  
Join the flip side

**NEW**

Unfold Your World

THEY'RE HERE AND THEY'RE BETTER THAN EVER:  
THE INCREDIBLE NEW GALAXY Z SERIES FAMILY.

**FLIP IT YOUR WAY**  
Flip everything you know about smartphones thanks to the new Galaxy Z Flip5. It's a full-sized smartphone that folds in half, making it so compact it will slip into your pocket. With impressive features including a large external cover screen, you can snap a quick selfie or check daily phone updates on-the-go, without having to flip open your phone.

**UNFOLD THE EXPERIENCE**  
The Galaxy Z Fold5 is the lightest Samsung Galaxy Z Fold yet\*. Unfold your screen for an immersive 7.6 inch display that fits in the palm of your hands. From watching your favourite TV shows on-the-go to smooth gaming and scrolling with the super-fast display, experience your entertainment on a new level.

Image simulated for illustrative purposes. Actual screen colour to screen variability. 5.7 inch Fold Edition sold separately and is only compatible with T5605. This model supported at angles between 7° and 11°.

Discipline 8/8  
Discipline 8/8  
Discipline 8/8  
Discipline 8/8

CTA T&Cs 8/8

**THE GOOD GUYS**

Catalogue in Situ - showing  
90 Day StoreCash Panel Learn  
To Win Offer on page 2 of  
Campaign Catalogue.



## How to Earn Panels - NEW product


- Blue background – template used when catalogue page is a light background
- White background – templates used when catalogue page has a darker background

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

Sign up and Activate before you buy

**How to Earn**

- 1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)
- 2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.
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Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.




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**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

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**SAMSUNG**  
Galaxy Z Fold5 | Z Flip5  
Join the flip side

**NEW**

Unfold your world

THEY'RE HERE AND THEY'RE BETTER THAN EVER:  
THE INCREDIBLE NEW GALAXY Z SERIES FAMILY

**FLIP IT YOUR WAY**  
Flip everything you know about smartphones thanks to the new Galaxy Z Flip5. It's a full-sized smartphone that folds in half, making it so compact it will slip into your pocket. With impressive features including a large external cover screen, you can snap a quick selfie or check daily phone updates on-the-go, without having to flip open your phone!

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**SAMSUNG**  
Galaxy Z Fold5 | Z Flip5  
Join the flip side

**NEW**

Unfold your world

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Flip everything you know about smartphones thanks to the new Galaxy Z Flip5. It's a full-sized smartphone that folds in half, making it so compact it will slip into your pocket. With impressive features including a large external cover screen, you can snap a quick selfie or check daily phone updates on-the-go, without having to flip open your phone!

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Sign Up & Activate Your Digital Wallet Now!

Sign up and Activate before you buy

**How to Earn**

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In Situ

Storecash Roundel must sit on top when stacked with other Roundel

Catalogue in situ - showing 90 Day StoreCash<sup>®</sup>, How to Earn full colour Panel along with a new product, offering a Single Value Offer and the second in situ is showing the white panel with a Single Offer offer and Bonus, stacked.

## Catalogue Panel - Stacked Offer

This panel is designed to sit within a supplier-funded catalogue page where both offers are Earn mechanisms.

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Shop to Earn on Samsung Galaxy Fold5**

**Earn \$333**  
DIGITAL WALLET REQUIRED

Offer ends XX/XX/XXXX.  
Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**PLUS**

**Learn to Earn**  
Take our 5 question quiz on the NEW Samsung Galaxy 7 Fold5 at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**Earn \$333**  
DIGITAL WALLET REQUIRED

Offer ends XX/XX/XXXX.  
Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash) before participating.

**How to Earn...**

**1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

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**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Shop to Earn on Samsung Galaxy Fold5**

**Earn \$333**  
DIGITAL WALLET REQUIRED

Offer ends XX/XX/XXXX.  
Individual products show 90 Day StoreCash<sup>®</sup> eligible to be earned. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**PLUS**

**Learn to Earn**  
Take our 5 question quiz on the NEW Samsung Galaxy 7 Fold5 at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

**Earn \$333**  
DIGITAL WALLET REQUIRED

Offer ends XX/XX/XXXX.  
Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash) before participating.

**How to Earn...**

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Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

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**SAMSUNG**  
**Galaxy Z Fold5 | Z Flip5**  
Join the flip side

**NEW**

Unfold Your World

Image created for illustrative purposes. Future options subject to availability. 5. The Fold Edition will separately and is only compatible with 5G/6G. The made supported at angles between 7° and 11°.

**THEY'RE HERE AND THEY'RE BETTER THAN EVER: THE INCREDIBLE NEW GALAXY Z SERIES FAMILY.**

**FLIP IT YOUR WAY**  
Flip everything you know about smartphones thanks to the new Galaxy Z Flip5. It's a full-sized smartphone that folds in half, making it so compact it will slip into your pocket. With impressive features including a large external cover screen, you can snap a quick selfie or check daily phone updates on-the-go, without having to flip open your phone.

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The Galaxy Z Fold5 is the lightest Samsung Galaxy Z Fold yet\*. Unfold your screen for an immersive 7.6 inch display that fits in the palm of your hands. From watching your favourite TV shows on-the-go to smooth gaming and scrolling with the super-fast display, experience your entertainment on a new level.

Business B/B  
Business B/B  
Business B/B  
Business B/B  
Business B/B

**CTA T&Cs 8/8**

**THE GOOD GUYS**

In Situ

Catalogue in situ - showing 90 Day StoreCash Double Offer Panel on page 2 of Campaign Catalogue.



## Digital Catalogue Page - Generic How to Earn

Where a two or more catalogues have been combined for print, but then separated for digital publishing, this generic page may be inserted in the place of page 2 to act as the 90 Day StoreCash<sup>®</sup> panel without disrupting the layout of the existing pages.

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Start earning rewards on qualifying purchases!**

**How to Earn**

- 1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> online [here](#)
- 2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.
- 3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys.

90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

**THE GOOD GUYS**

**Earn 90 Day StoreCash<sup>®</sup>**  
Sign Up & Activate Your Digital Wallet Now!

**Start earning rewards on qualifying purchases!**

**How to Earn**

- 1. Sign Up**  
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Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS.
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90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

**THE GOOD GUYS**

**THE GOOD GUYS** **SPRING CLEAN UP** **OFFER AS PER CATALOGUE BRIEF**

**Westinghouse** **10kg Front Load Washer** **Hot Buy! \$3333**  
• WELS 4.5 Star 82 Lines per Wash using Eco Cotton, 40°C, 1200rpm, REG #C02085  
WEST02850001

**Westinghouse** **10kg Front Load Washer** **Hot Buy! \$3333**  
• WELS 4.5 Star 84 Lines per Wash using Eco Cotton, 40°C, 1400rpm, REG #C02082  
WEST02820001

**Westinghouse** **7.5kg Front Load Washer** **Hot Buy! \$3333**  
• WELS 4 Star 76 Lines per Wash using Eco Cotton, 40°C, 1200rpm, REG #C02081  
WEST02810001

**Westinghouse** **4kg Top Load Washer** **Hot Buy! \$3333**  
• WELS 3.5 Star 73 Lines per Wash using Eco Sensitive, 40°C, 1200rpm, REG #C02120  
WEST02120001

**Westinghouse** **10kg Top Load Washer** **Hot Buy! \$3333**  
• WELS 3.5 Star 73 Lines per Wash using Eco Sensitive, 40°C, 1200rpm, REG #C02120  
WEST02120001

**Westinghouse** **4.5kg Vented Dryer** **Hot Buy! \$3333**  
• Automatic Cool Down, Sensor Drying, Heat Pumping Kit Included  
WEST023901

**Westinghouse** **6.5kg Vented Dryer** **Hot Buy! \$3333**  
• Automatic Cool Down, Sensor Drying, Heat Pumping Kit Included  
WEST023901

**Get it Now!**

**THE GOOD GUYS**

The 90 Day StoreCash<sup>®</sup> Disclaimer must appear on the same page where the page 90 Day StoreCash<sup>®</sup> Roundel appears on eligible products.



## 4.13 Blank Page:

# Notes:

# 5.0 On-site Digital

# Content

| Mandatories   |    |
|---|----|
| 5.2 Design Direction .....                                | 60 |
| 5.3 Brand Stores Banners - Brief to Publishing Team ..... | 61 |
| 5.4 Hub Page - Brief to Publishing Team .....             | 62 |
| 5.5 Cat eSpot - Brief to Publishing Team .....            | 63 |
| 5.6 PDA Set Up & Template .....                           | 64 |

| Templates                               |    |
|---|----|
| 5.7 Brand Store Banners .....           | 65 |
| 5.8 Category eSpot - Desktop View ..... | 66 |
| 5.9 Category eSpot - Mobile View .....  | 67 |
| 5.10 Leaderboard - Desktop View .....   | 68 |
| 5.11 Leaderboard - Mobile View .....    | 69 |
| 5.12 Hub Tile .....                     | 70 |
| 5.13 Leaderboard - Generic .....        | 71 |



### Design Direction

- *Confetti and Logotype components are non-negotiable and cannot be altered or resized*
- *90 Day StoreCash<sup>®</sup> value text size must be aligned with Wallet Icon square*
- *Do not resize Roundel in Single Value Banner*
- *The blue background can be moved left or right horizontally, to extend or reduce offer space on all banners*
- *Ensure the gray gradient stays behind the contoured products*
- *Critical information font size is 16 points; eg: 'offer ends...'*
- *Offer heading text size can be sized up or down based on the amount of words briefed*
- *Font weight must be adhered to based on these templates shown; eg: 'product name and category' must be in Futura PT Bold.*
- *The 90 Day StoreCash<sup>®</sup> Disclaimer is coded under all on-site digital banners online.*
- *Critical information is inserted within all on-site digital banners' artwork; i.e. Offer ends date*
- *Megamenu banners are only to be used for generic 90 Day StoreCash<sup>®</sup> messaging, no offer messages.*
- *Tagline and phone image in Megamenu banners must be valid and part of the current design.*

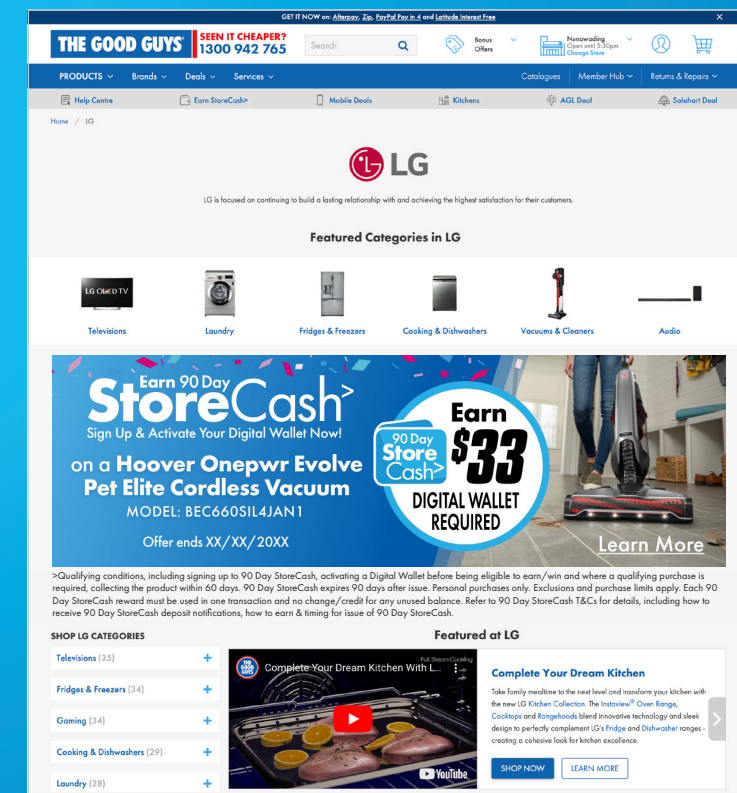
**Notes:** All On-site tiles should link through to [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

## 5.3

# Mandatory: Brand Store Banners - Brief to Publishing Team

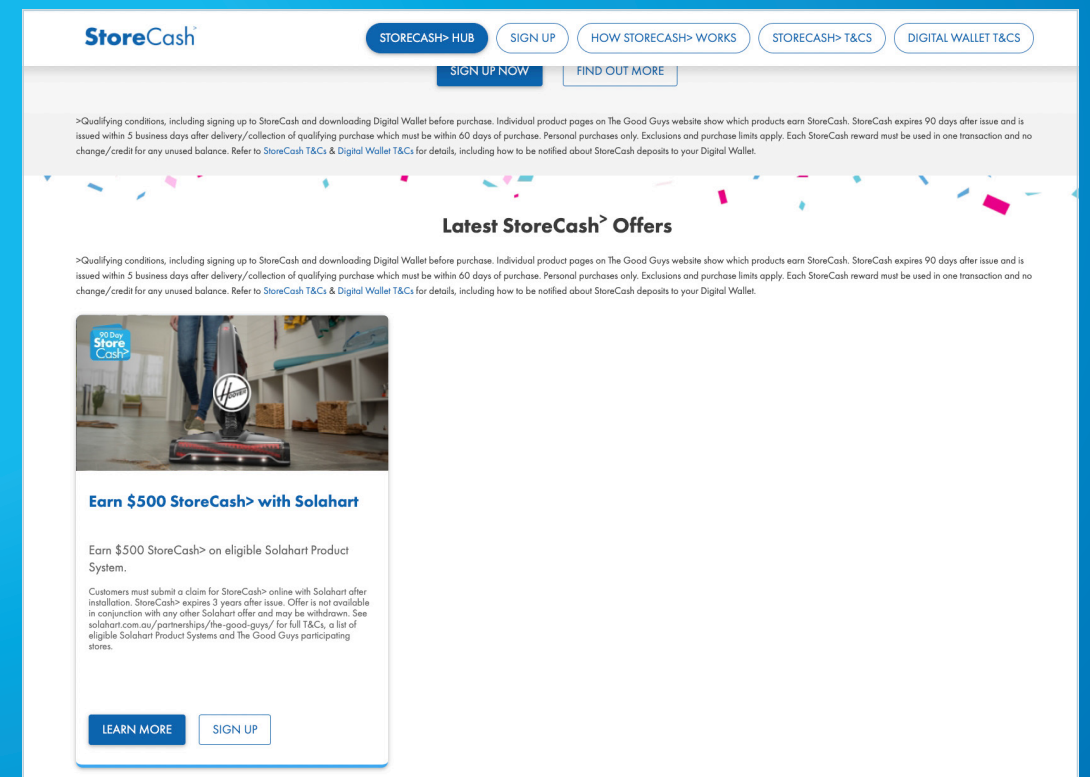
## Brand Store Banners: Things to include in your brief to the Publishing Team

- **Banner image**
- **Time & Date:** Xam XX/XX/XXXX - 23.59pm XX/XX/XXXX
- **Position:** XX
- **Call To Action:** LEARN MORE
- **Click through:** <https://www.thegoodguys.com.au/storecash>
- **Disclaimer to code under banner:**  
 >Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.



## 90 Day StoreCash<sup>></sup> Hub (& GSE Hub if a GSE offer)

- **Tine & Date:** 5am XX/XX/XXXX - 23.59pm XX/XX/XXXX
- **Heading:** Earn 90 Day StoreCash<sup>></sup> on [Brand or product]
- **Description:** Earn \$XX in 90 Day StoreCash<sup>></sup> when you purchase eligible [XXXXXX] products from [XXXXXX]. (List models if appropriate)
- **Click throughs:** Product Link, Sign up link
- **Critical info:** Offer ends XX/XX/XXX. See individual product pages for eligibility
- **This offer ends XX/XX/XX.**



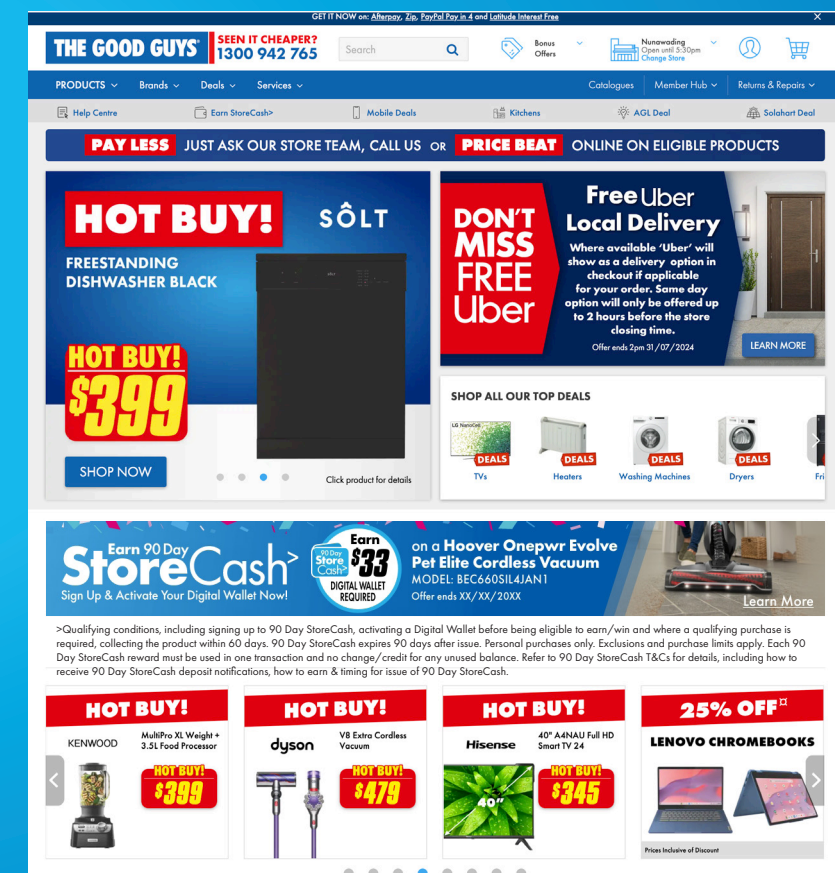


## 5.5

# Mandatories: Cat eSpot - Brief to Publishing Team

## Cat eSpot – for wherever it appears on-site

- Time & Date: Xam XX/XX/XXXX - 23.59pm XX/XX/XXXX
- Call To Action: If required, brief to web team
- Click through: <https://www.thegoodguys.com.au/storecash>
- Disclaimer to code under banner:  
>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.



## 5.6 Mandatories: PDA Set Up & Template

### For PDA Set Up

#### [Brand] Products Offer

Live from 12am XX/XX/XXXX to 11:59pm XX/XX/XXXX

[Model]/[Sku]\$XX 90 Day StoreCash

[Model]/[Sku]\$XX 90 Day StoreCash

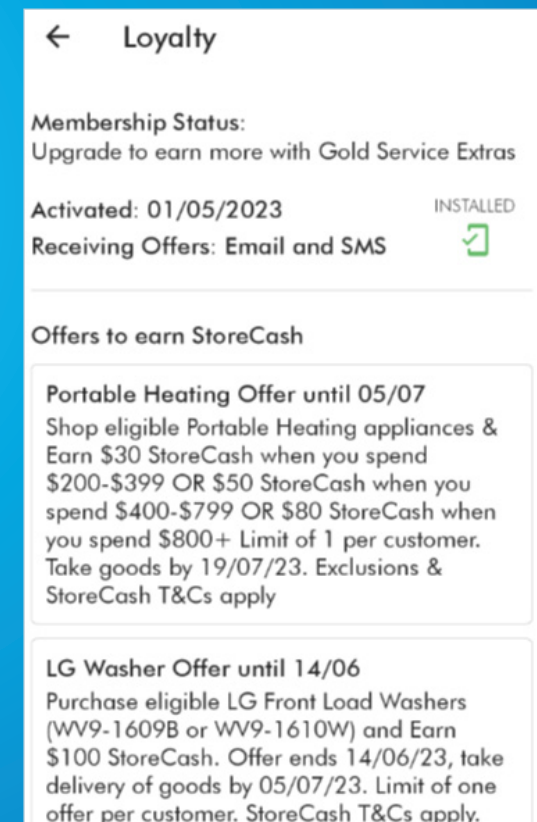
[Model]/[Sku]\$XX 90 Day StoreCash

[Model]/[Sku]\$XX 90 Day StoreCash

### PDA Template

#### [Brand] offer until XX/XX

Purchase an eligible [Brand] product between XX/XX/XXXX and XX/XX/XXXX and earn \$XX 90 Day StoreCash. Individual product pages on The Good Guys website show which products are eligible to earn. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs online for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.





# 5.7

## Templates: Brand Store Banners

### Brand Store Banners - 90 Day StoreCash<sup>®</sup> purchase offers

- 1170 Pixels x 366 Pixels
- For use on-site Mobile and Desktop view

#### 1. 90 Day StoreCash<sup>®</sup> Single Value Offer



#### 2. 90 Day StoreCash<sup>®</sup> Dual Value Offer



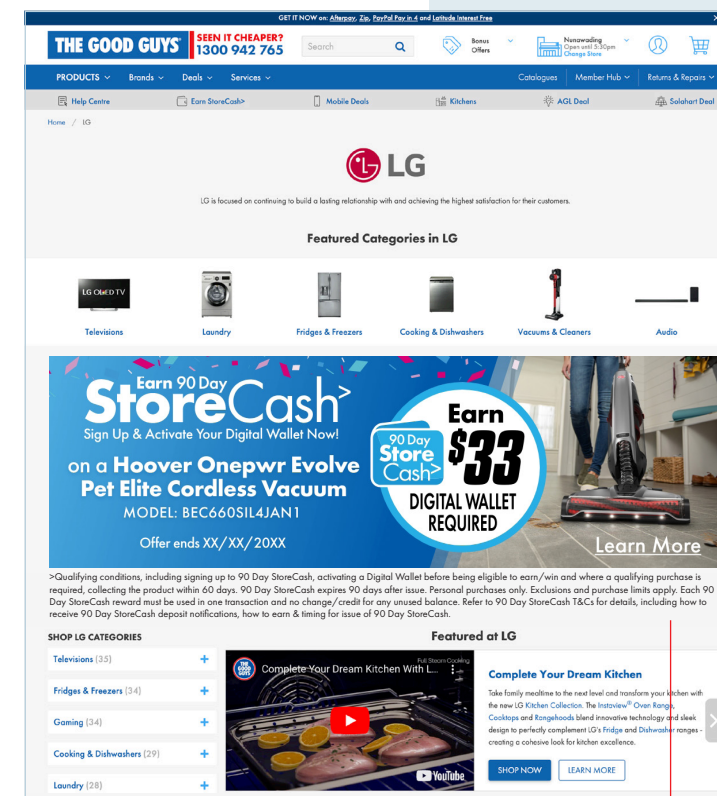
#### 3. 90 Day StoreCash<sup>®</sup> Range of Values Offer



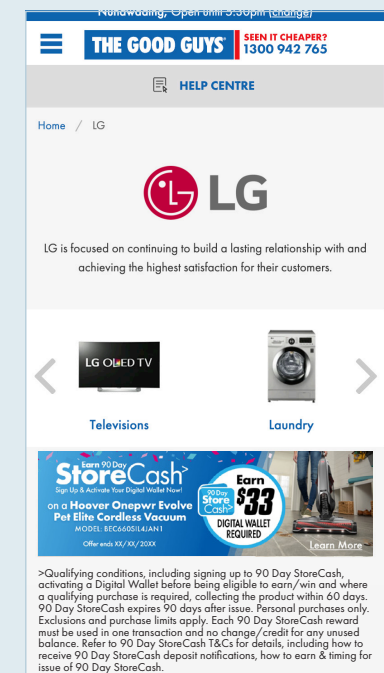
In situ

Digital In situ - showing Single Value Offer inserted online on a Brand page

Desktop



Mobile



The 90 Day StoreCash<sup>®</sup> Disclaimer is coded under the artwork Brand Store Banner online. Critical information is inserted within the artwork as shown.



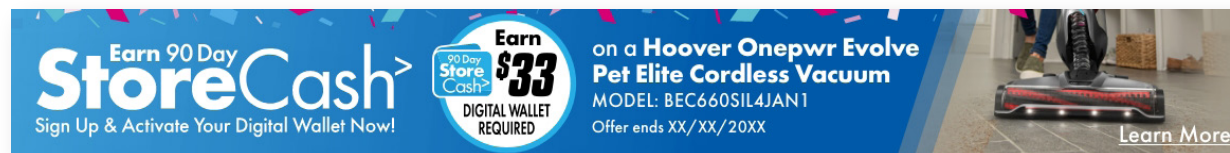
## 5.8

# Templates: Category eSpot - Desktop View

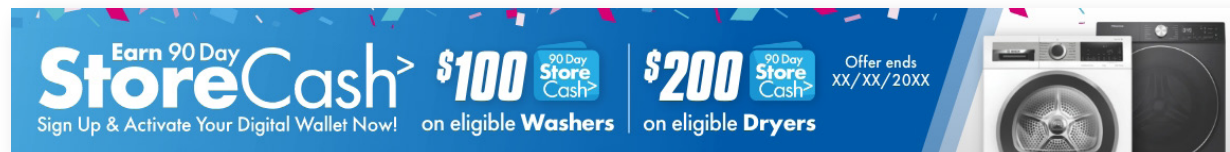
## Category eSpots - 90 Day StoreCash<sup>®</sup> purchase offers

- 1170 Pixels x 366 Pixels
- For use on-site Desktop view

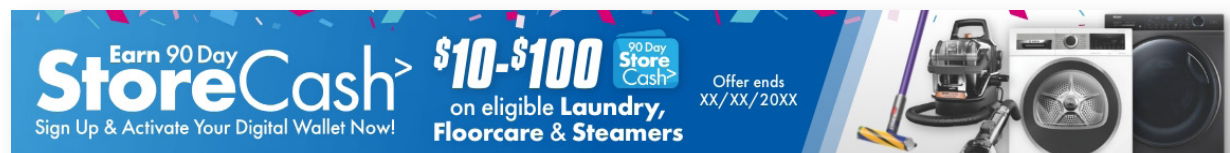
### 1. 90 Day StoreCash<sup>®</sup> Single Value Offer



### 2. 90 Day StoreCash<sup>®</sup> Dual Value Offer

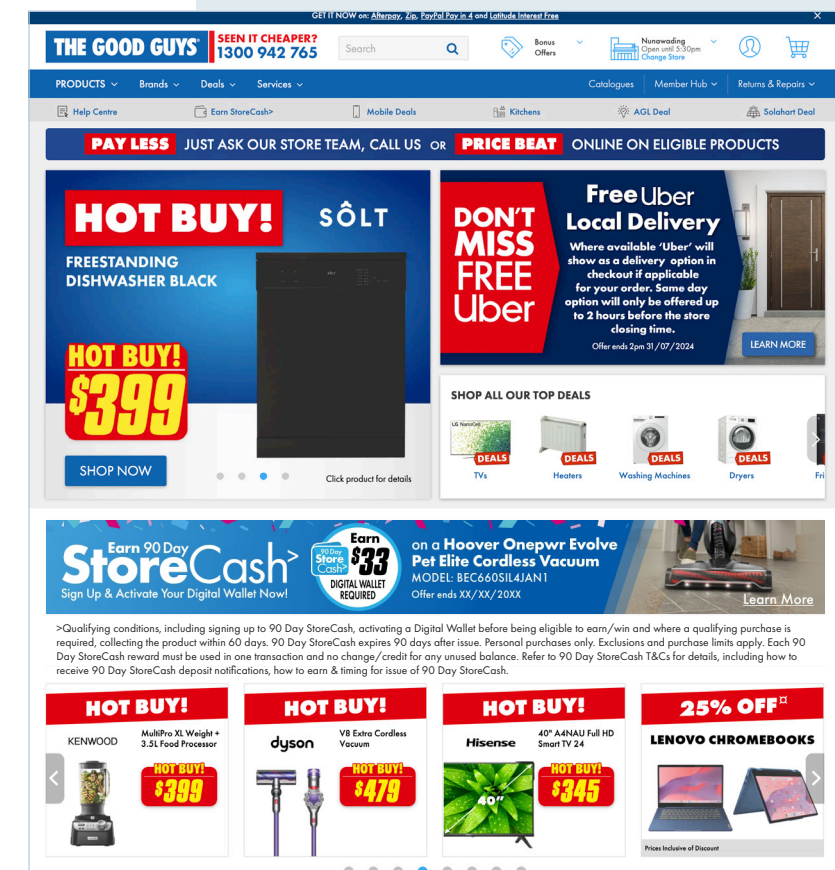


### 3. 90 Day StoreCash<sup>®</sup> Range of Values Offer



In situ

Digital In situ, showing Desktop view of the 90 Day StoreCash<sup>®</sup> Single Value offer on The Good Guys home page



The 90 Day StoreCash<sup>®</sup> Disclaimer is coded under the artwork Cat-eSpot Banner online. Critical information is inserted within the artwork, as shown.

5.9

Templates: Category eSpot - Mobile View

Category eSpots - 90 Day StoreCash® purchase offers

- 1150 Pixels x 582 Pixels
- For use on-site Desktop view

1. 90 Day StoreCash® Single Value Offer



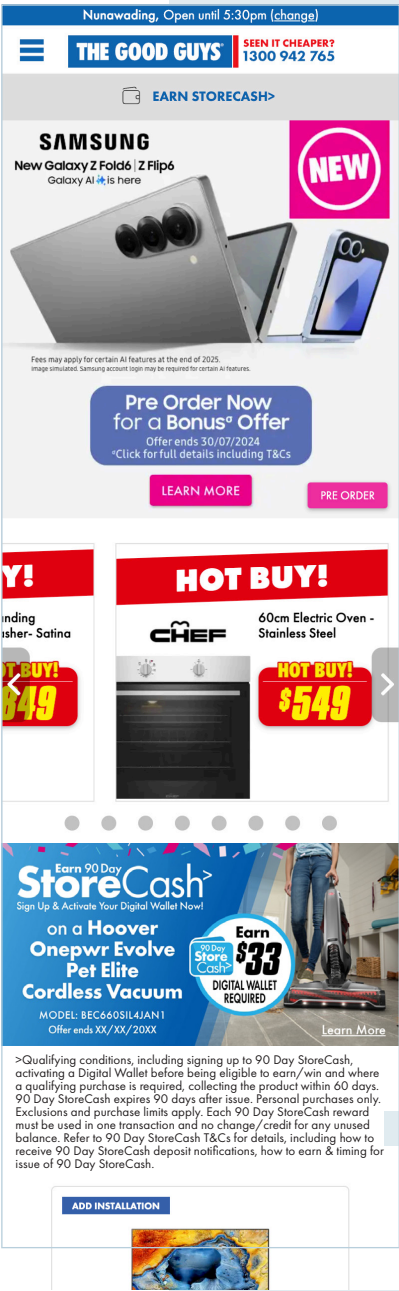
2. 90 Day StoreCash® Dual Value Offer



3. 90 Day StoreCash® Range of Values Offer



In situ



Digital In situ, showing Mobile view of the 90 Day StoreCash® Single Value Offer on The Good Guys home page

The 90 Day StoreCash® Disclaimer is coded under the artwork, Cat-eSpot Banner online. Critical information is inserted within the artwork, as shown.

# 5.10

## Templates: Leaderboard - Desktop View

### Leaderboard - 90 Day StoreCash<sup>®</sup> purchase offers

- 728 Pixels x 90 Pixels
- For use on-site Desktop view

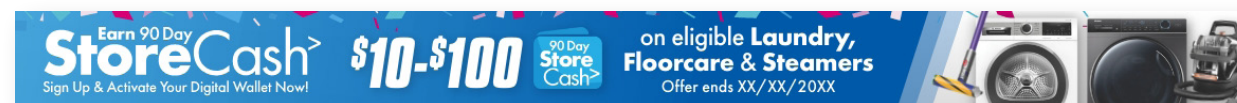
#### 1. 90 Day StoreCash<sup>®</sup> Single Value Offer



#### 2. 90 Day StoreCash<sup>®</sup> Dual Value Offer

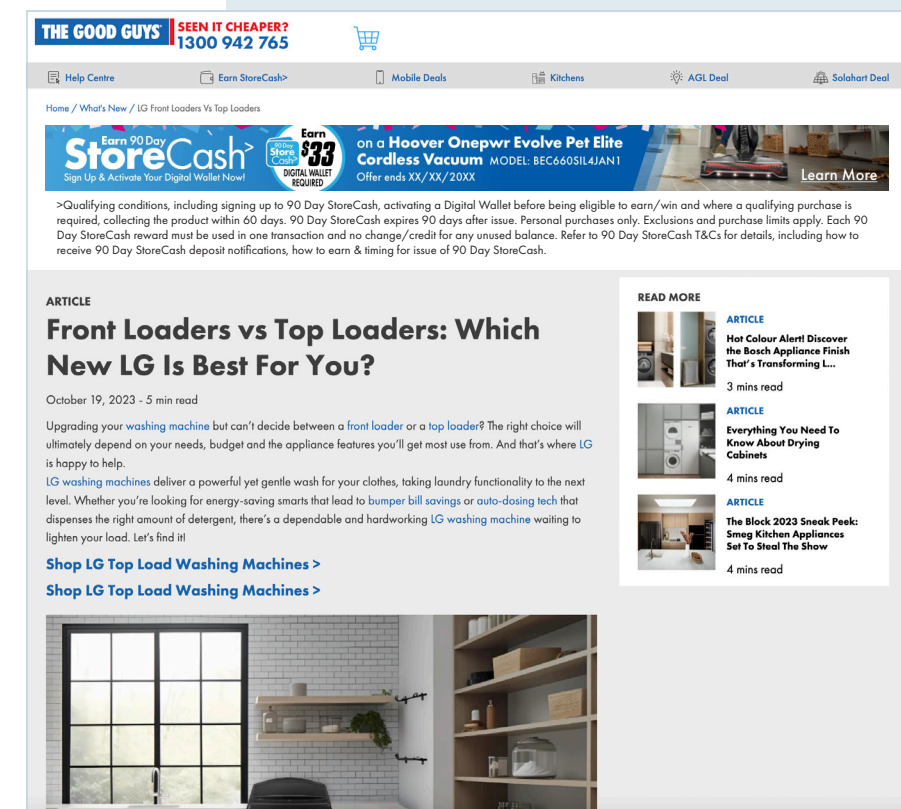


#### 3. 90 Day StoreCash<sup>®</sup> Range of Values Offer



In situ

Digital In situ, showing Desktop view of the 90 Day StoreCash<sup>®</sup> Single Value Offer inserted on The Good Guys XXXXXXXXXXXX page



The 90 Day StoreCash<sup>®</sup> Disclaimer is coded under the artwork Cat-eSpot Banner online. Critical information is inserted within the artwork, as shown.



# 5.11

## Templates: Leaderboard - Mobile View

### Leaderboard - 90 Day StoreCash<sup>®</sup> purchase offers

- 640 Pixels x 200 Pixels
- For use on-site Mobile view

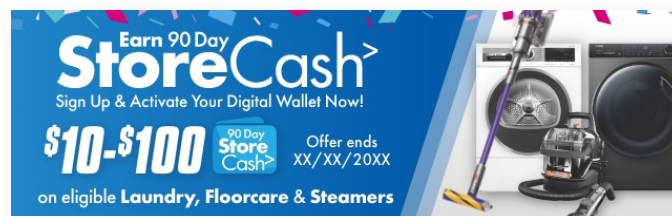
#### 1. 90 Day StoreCash<sup>®</sup> Single Value Offer



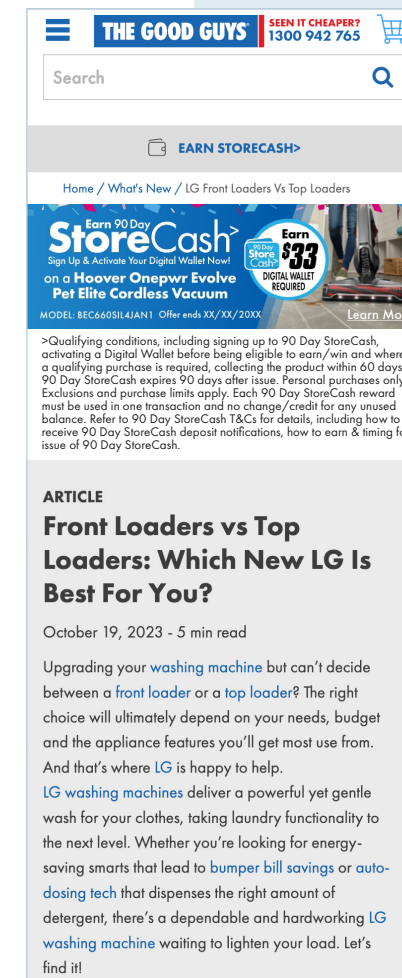
#### 2. 90 Day StoreCash<sup>®</sup> Dual Value Offer



#### 3. 90 Day StoreCash<sup>®</sup> Range of Values Offer



### In situ



Digital In situ, showing Mobile view of the 90 Day StoreCash<sup>®</sup> Single Value Offer on The Good Guys home page

The 90 Day StoreCash<sup>®</sup> Disclaimer is coded under the artwork Leaderboard Banner online. Critical information is inserted within the artwork, as shown.

## 5.12 Templates: Hub Tile

### Hub Tile - Generic

- 370 Pixels x 184 Pixels
- For use on-site, Desktop and Mobile view
- The only 90 Day StoreCash<sup>®</sup> component that can be used is the Icon, placed in top left corner
- Brand Logo in white should be centred on tile and height should not exceed about 50 Pixels
- Must use supplier lifestyle images unless instructed in the brief to use generic imagery
- Use about a 10-15 opacity black cast over the image

Generic Brand Hub Tile

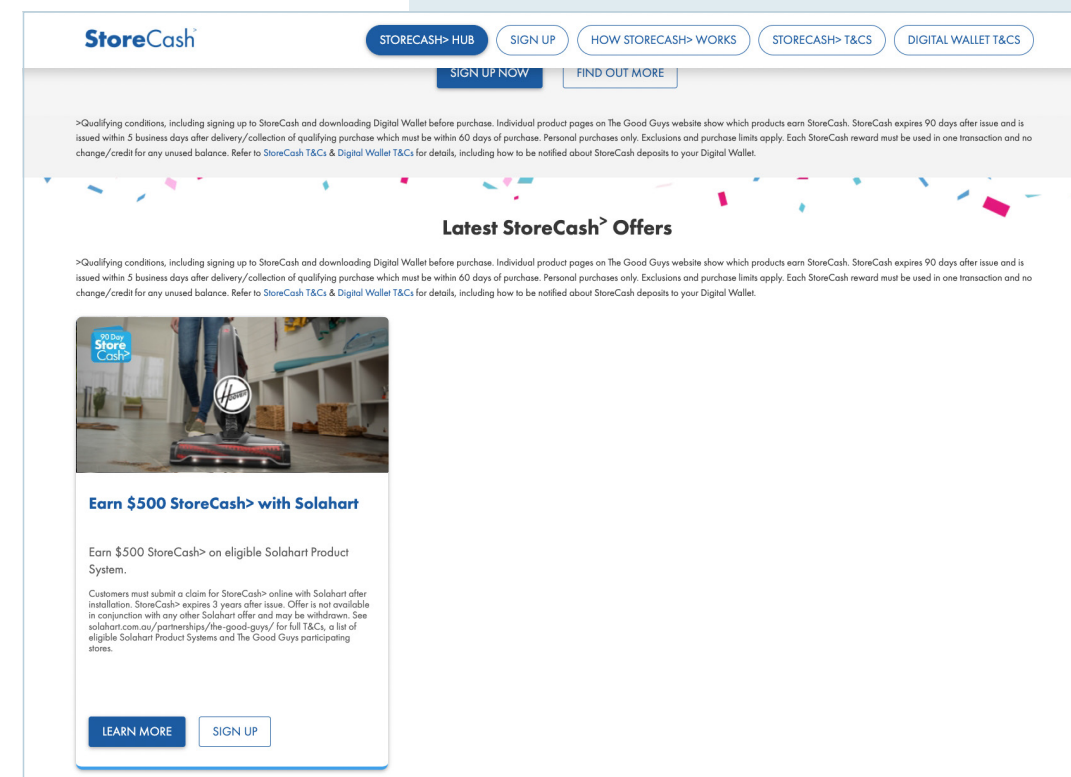


GSE Brand Hub Tile



In situ

Digital In situ, showing Hub Tile placement online, on the 90 Day StoreCash<sup>®</sup> Hub page, latest offers



5.13

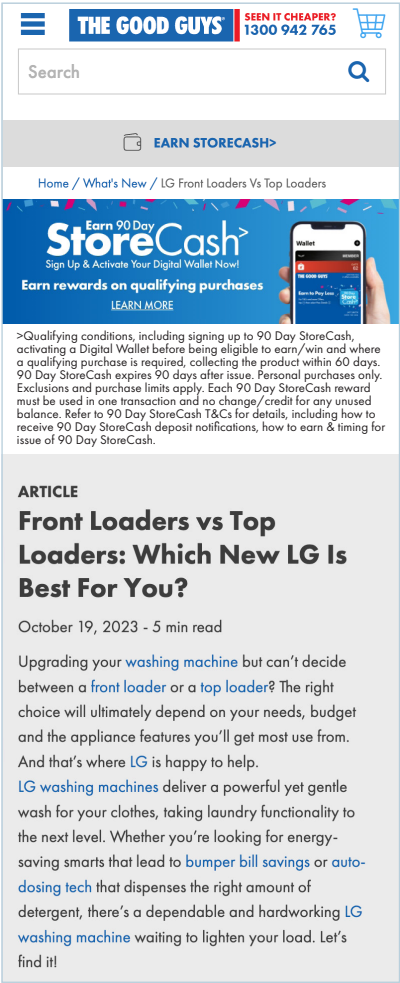
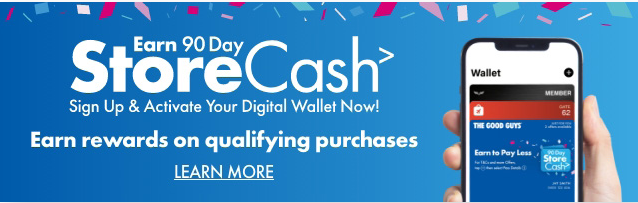
Templates: Leaderboard - Generic

Leaderboard - Generic

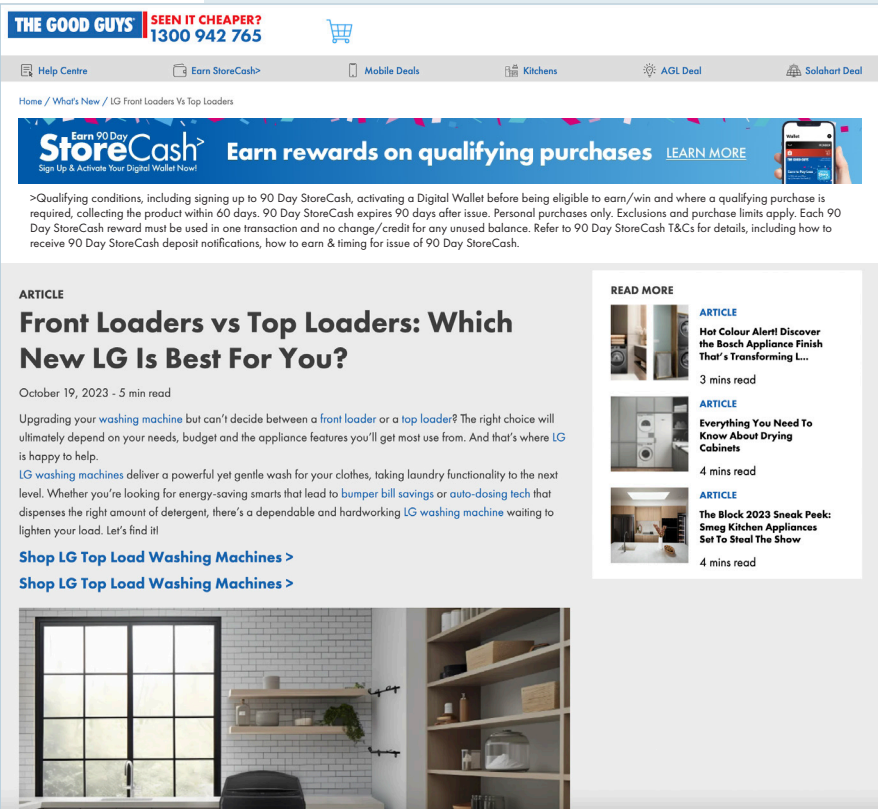
1. 90 Day StoreCash<sup>></sup> Single Value Offer



1. 90 Day StoreCash<sup>></sup> Single Value Offer



Mobile



Desktop

In situ

Digital In situ, showing placement of  
Leaderboard on The Good Guys website



6.0

# Off-site Display Ads

# Content

| Mandatories                                      |    |
|--|----|
| 6.2 Design Direction .....                       | 74 |
| Templates  |    |
| 6.3 Display Ads: Suite 1 - Single Value .....    | 75 |
| 6.4 Display Ads: Suite 2 - Dual Value .....      | 76 |
| 6.5 Display Ads: Suite 3 - Range of Values ..... | 77 |

**Design Direction**

- Confetti and Logotype components are non-negotiable and cannot be altered or resized
- 90 Day StoreCash<sup>®</sup> value text size must be aligned with Wallet Icon square
- Do not resize Roundel in Single Value Banner
- The blue background can be moved left or right horizontally, to extend or reduce offer space on all banners
- Ensure the gray gradient stays behind the contoured products
- Critical information font size is 16 points; eg: 'offer ends...'
- Offer heading text size can be sized up or down based on the amount of words briefed
- Font weight must be adhered to based on these templates shown; eg: 'product name and category' must be in Futura PT Bold.
- The off-site digital disclaimer should be used:  
>Tap [or Click] for important terms/conditions including requirement for Digital Wallet, 90 days expiry period, exclusions and limits.
- Critical information is inserted within all on-site digital banners' artwork; i.e. Offer ends date.

**Notes:** All offsite digital ads should link through to [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

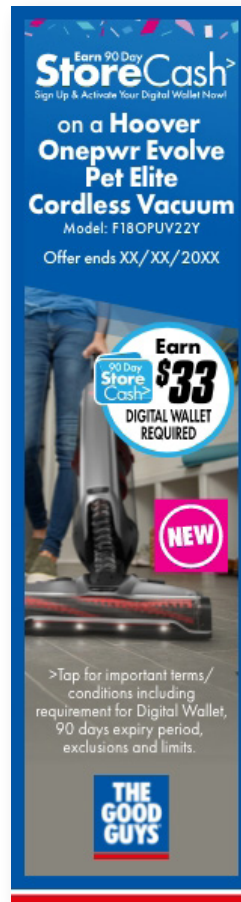


## 6.3

# Templates: Suite 1- Single Value

## Display Suite 1: Single Value

- Single Value must feature a new product



Skyscraper 160w x 600h Pixels



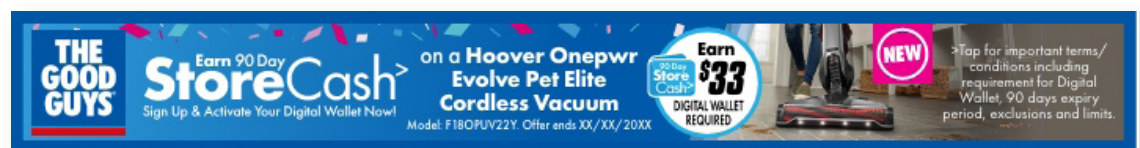
Half Page 300w x 600h Pixels



Mrec 300w x 250h Pixels

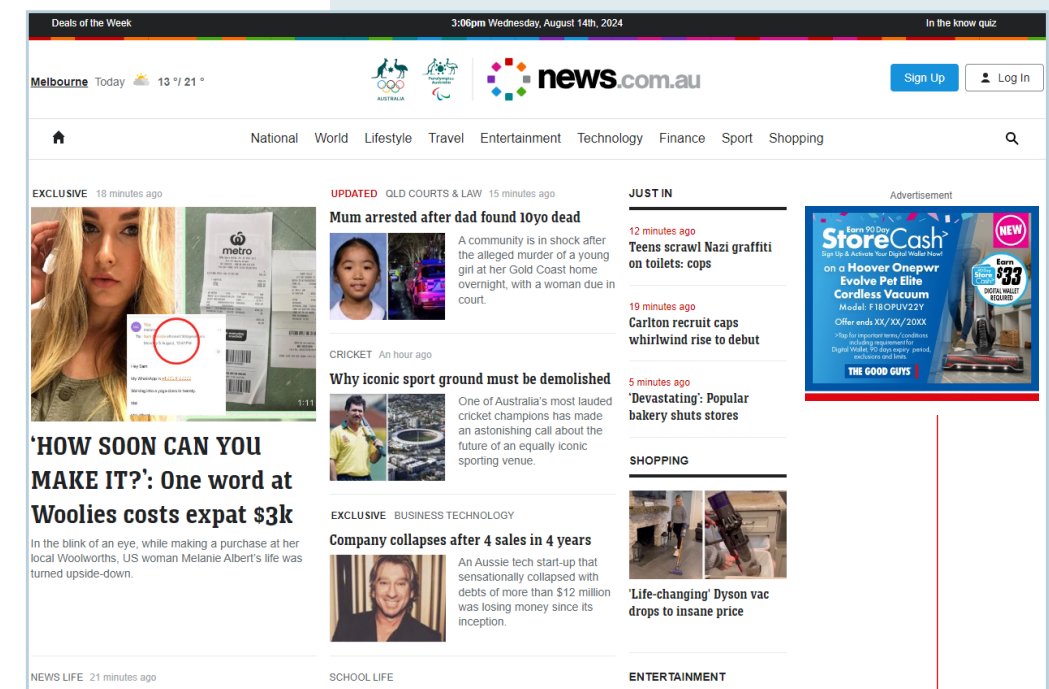


High Impact 970w x250h Pixels



Leaderboard 728w x 90h Pixels

In situ



In situ showing Mrec, Single Value offer ad on news.com.au

# 6.4

## Templates: Suite 2 - Dual Value

### Display Suite 2: Dual Value



Skyscraper 160w x 600h Pixels



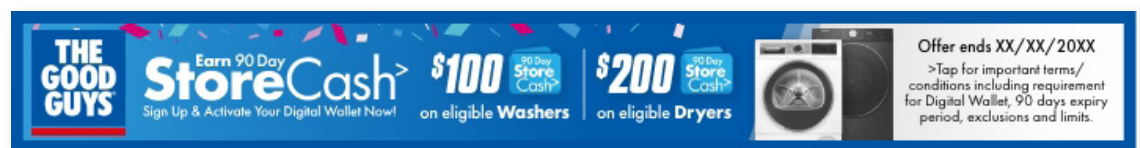
Half Page 300w x 600h Pixels



Mrec 300w x 250h Pixels

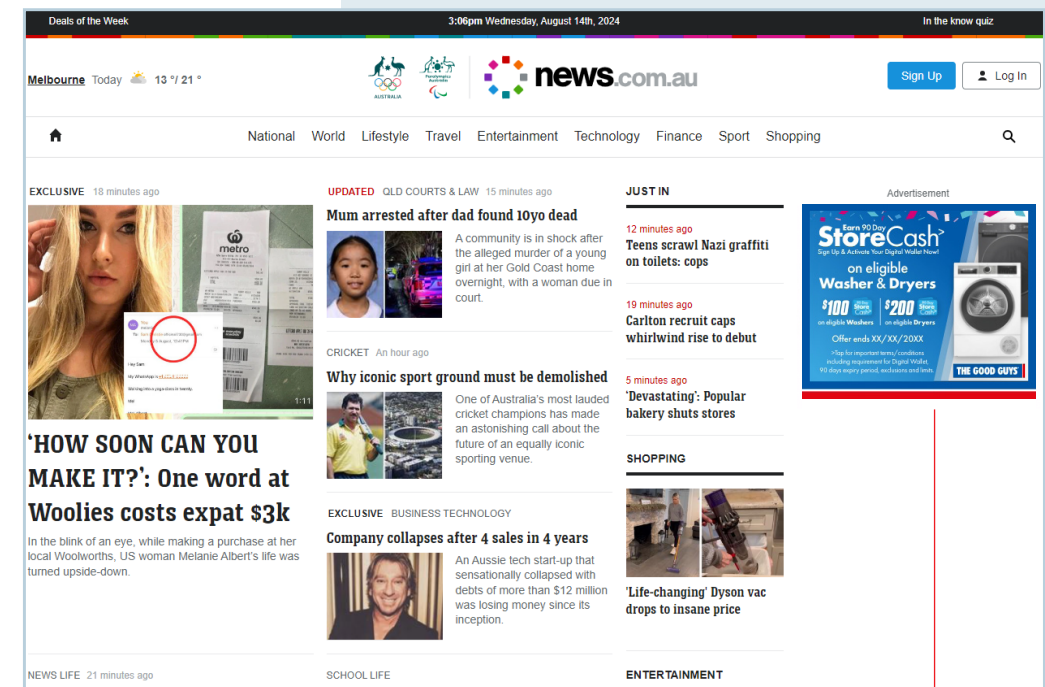


High Impact 970w x250h Pixels



Leaderboard 728w x 90h Pixels

In situ



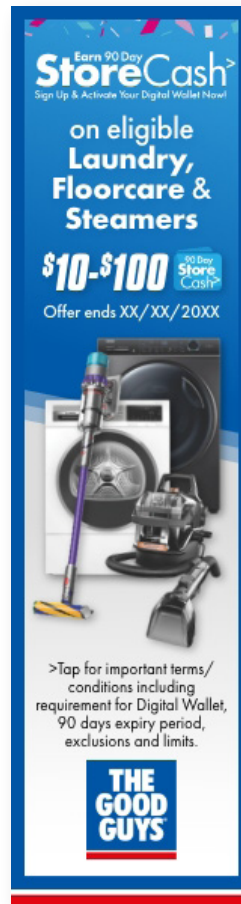
In situ showing Mrec, Dual Value offer ad on news.com.au



# 6.5

## Templates: Suite 3 - Range of Values

### Display Suite 3: Range of Values



Skyscraper 160w x 600h Pixels



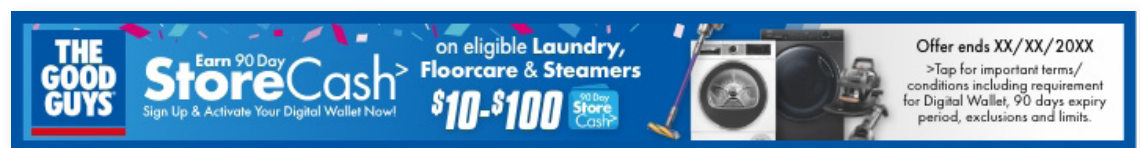
Half Page 300w x 600h Pixels



Mrec 300w x 250h Pixels

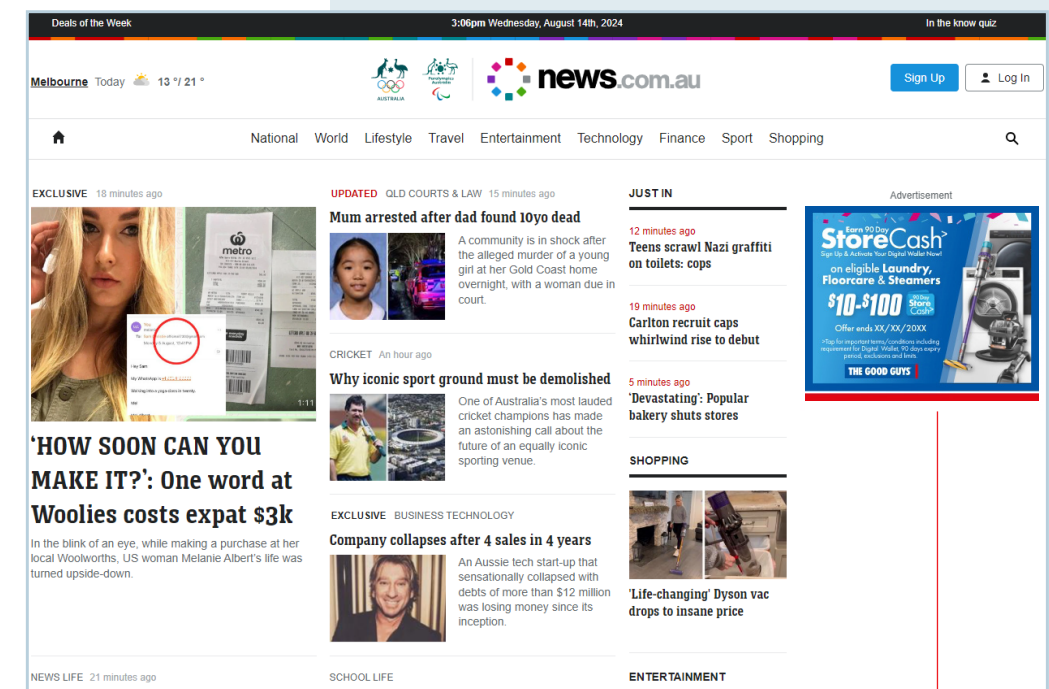


High Impact 970w x250h Pixels



Leaderboard 728w x 90h Pixels

In situ



In situ showing Mrec, Range of Values offer ad on news.com.au



# 7.0 1:1 Social Ads

# Content

| Mandatories                   |    |
|-------------------------------|----|
| 7.2 Design Direction .....    | 80 |
| Templates                     |    |
| 7.3 1:1 Single Value .....    | 81 |
| 7.4 1:1 Dual Value .....      | 82 |
| 7.5 1:1 Range of Values ..... | 83 |

### Design direction for studio

#### **Social assets consist of only a 1:1 for each purchase offer; Single, Dual and Range of Values**

- *Confetti and Logotype components are non-negotiable and cannot be altered or resized*
- *90 Day StoreCash<sup>®</sup> value text size must be aligned with Wallet Icon square*
- *Do not resize Roundel in Single Value banner*
- *The blue gradient background must not be moved or altered in any way*
- *Ensure the gray gradient stays behind the contoured products*
- *Offer heading text size can be sized up or down based on the amount of words briefed*
- *Font weight must be adhered to based on these templates shown; eg: 'product name and category' must be in Futura PT Bold.*
- *Critical information is inserted within 1:1 artwork; ie: Offer ends date.*
- *Short disclaimer is inserted to the left of The Good Guys logo*

#### **NOTES:**

**Any 90 Day StoreCash<sup>®</sup> offer where Social Ads are being proposed as part of a campaign must be presented and approved through the Creative Review process**

**All Social Ads should link through to [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)**



## 7.3

# Templates: Single Value

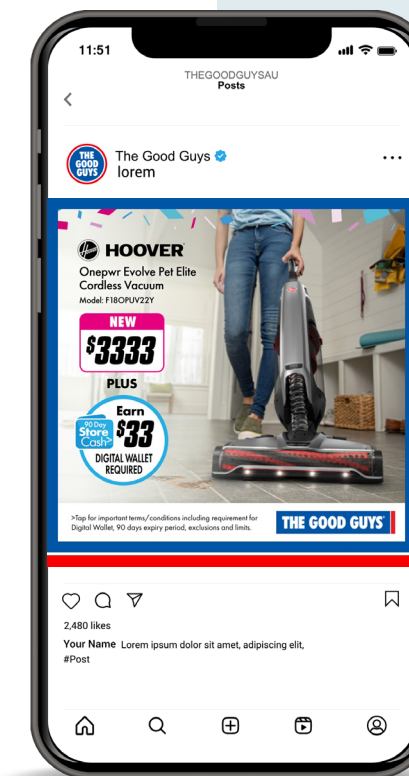
### 1:1 Single Value

- 1:1 Single Value is only designed to be used for a new product
- 1080w x 1080h Pixels

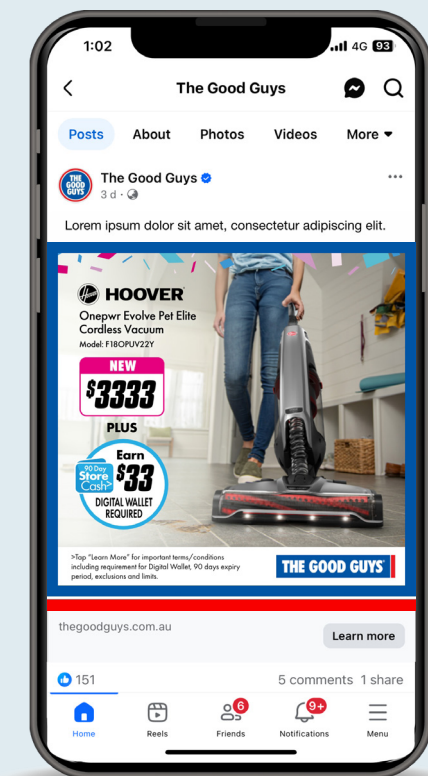
Instagram and Facebook - Static Tiles



Facebook Video, TikTok and YouTube



In Situ - showing placement in instagram



In Situ - showing placement in Facebook

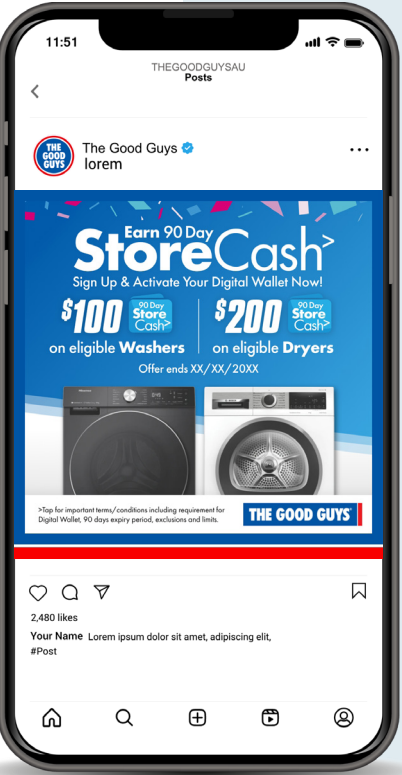
# 7.4 Templates: Dual Value

1:1 Dual Value  
1080w x 1080h Pixels

Instagram and Facebook - Static



Facebook Video, TikTok and YouTube



In Situ - showing placement in instagram



In Situ - showing placement in Facebook

7.5

Templates: Range of Values

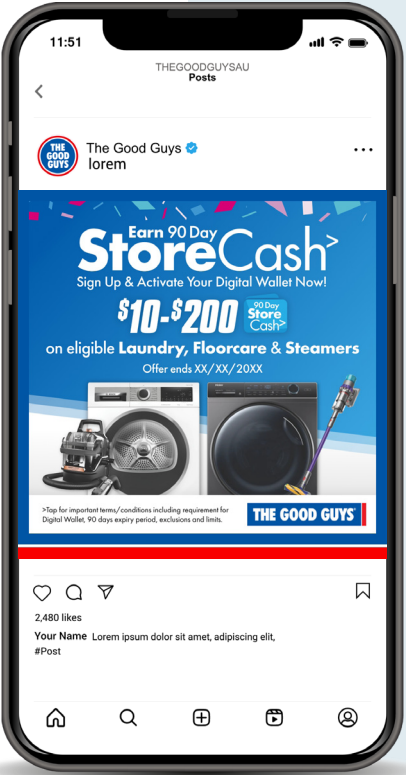
1:1 Range of Values

1080w x 1080h Pixels

Instagram and Facebook - Static Tiles



Facebook Video, TikTok and YouTube



In Situ - showing placement in instagram



In Situ - showing placement in Facebook



8.0

# A3 Store Posters

# Content

| Mandatories                    |    |
|--------------------------------|----|
| 8.2 Briefing Guide             | 86 |
| Templates                      |    |
| 8.3 Single Value               | 87 |
| 8.4 Single Value - New Product | 88 |
| 8.5 Dual Value                 | 89 |
| 8.6 Range of Values            | 90 |
| 8.7 Competition                | 91 |

## What to include in your Store Comms on Zipline

When including a 90 Day StoreCash<sup>></sup> offer in your Ad Updates, please include the following elements:

### Offer Details:

Name: Earn 90 Day StoreCash<sup>></sup> on [Brand or product]

### Store Instructions:

Please print and display promotional poster for the duration of the promotional period. Please also ensure that the generic A3 poster is printed and displayed in A3 acrylic stands around the store.

### Files to attach:

- Promo A3 Poster
- Generic A3 90 Day StoreCash<sup>></sup> Poster



Promo Poster



Generic Poster



## 8.3

## Templates: Single Value

### Single Value Offer Poster (A3)

297mm Width x 420mm Height

**Earn 90 Day StoreCash>**  
Sign Up & Activate Your Digital Wallet Now!

**Earn \$333** on this **LG 10kg Front Load Washer**  
DIGITAL WALLET REQUIRED  
MODEL: WV10-1410B

Offer ends XX/XX/20XX.

**How to Earn...**

- 1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash<sup>®</sup> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://www.thegoodguys.com.au/storecash)
- 2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS
- 3. Start Earning**  
Earn 90 Day StoreCash<sup>®</sup> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash<sup>®</sup> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

In situ



## 8.4

## Templates: Single Value - New Product

### Single Value New Product Offer Poster (A3)

297mm Width x 420mm Height

**Earn 90 Day StoreCash>**  
Sign Up & Activate Your Digital Wallet Now!

**NEW**

**Earn \$333** on this **LG 10kg Front Load Washer**  
DIGITAL WALLET REQUIRED  
MODEL: WV10-1410B

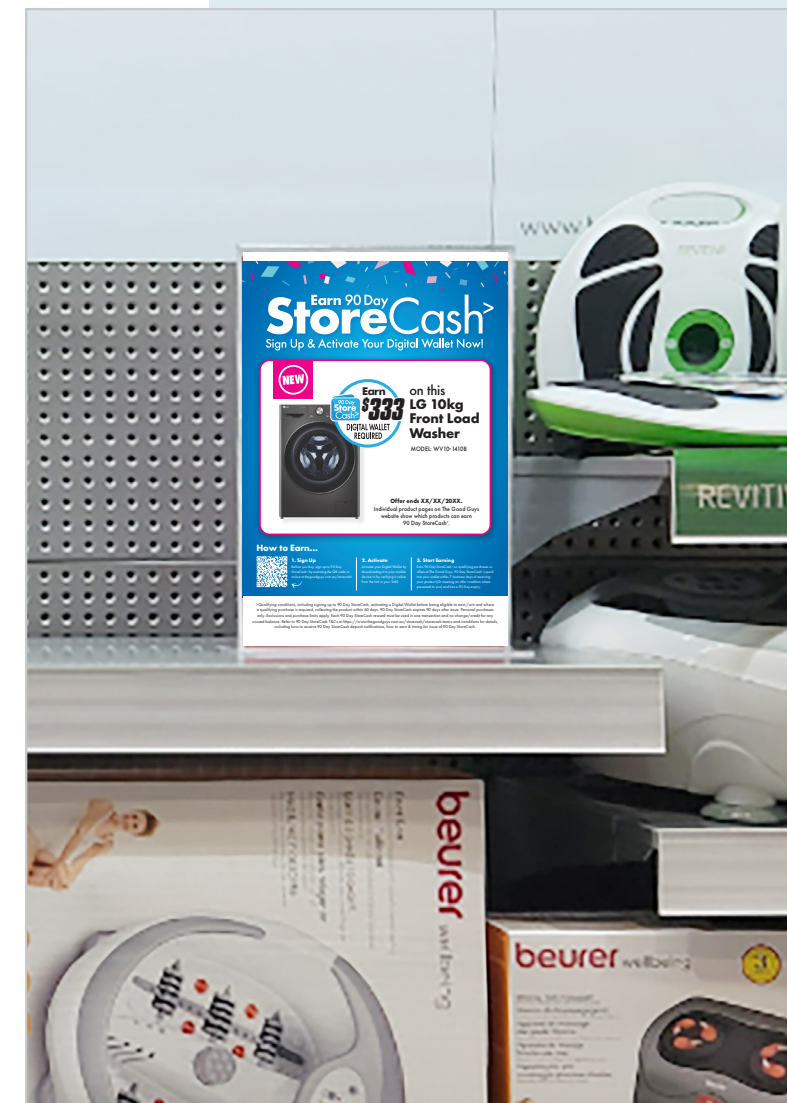
**Offer ends XX/XX/20XX.**  
Individual product pages on The Good Guys website show which products can earn 90 Day StoreCash>.

**How to Earn...**

- 1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://www.thegoodguys.com.au/storecash)
- 2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS
- 3. Start Earning**  
Earn 90 Day StoreCash> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

In situ





# 8.5

## Templates: Dual Value

### Dual Value Offer Poster (A3)

297mm Width x 420mm Height



**Earn 90 Day StoreCash>**  
Sign Up & Activate Your Digital Wallet Now!

**on eligible Washers & Dryers**

**\$100** 90 Day StoreCash>  
on eligible Dryers

**\$200** 90 Day StoreCash>  
on eligible Washers

**UPDATE QR CODE AS PER BRIEF**  
View eligible products or ask a Team Member

**Offer ends XX/XX/20XX.**  
Individual product pages on The Good Guys website show which products can earn 90 Day StoreCash>.

**How to Earn...**

- 1. Sign Up**  
Before you buy, sign up to 90 Day StoreCash> by scanning the QR code or online at [thegoodguys.com.au/storecash](https://www.thegoodguys.com.au/storecash)
- 2. Activate**  
Activate your Digital Wallet by downloading it to your mobile device or by verifying it online from the link in your SMS
- 3. Start Earning**  
Earn 90 Day StoreCash> on qualifying purchases or offers at The Good Guys. 90 Day StoreCash> is paid into your wallet within 7 business days of receiving your product (Or meeting an offer condition where presented to you) and has a 90 Day expiry.

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

In situ





## 8.6

297mm Width x 420mm Height



**Earn 90 Day StoreCash**  
Sign Up & Activate Your Digital Wallet Now!

**Earn \$50-\$200\* in StoreCash**  
on eligible Laundry, Floorcare & Steamers

Offer ends 12/31/2023. Individual product prices in the StoreCash wallet from which products can earn 90 Day StoreCash!

**How to Earn...**

- 1. Sign Up**  
Scan the QR code to sign up for the promotion.
- 2. Activate**  
Activate your digital wallet in the app.
- 3. Start Earning**  
Purchase eligible products to earn StoreCash.

\*Eligible products include: Steamers, Floorcare, Laundry, and more. See the promotion details for more information. Offer ends 12/31/2023. Individual product prices in the StoreCash wallet from which products can earn 90 Day StoreCash!

**beurer** wellbeing

**beurer** wellbeing

# 8.7

## Templates: Competition

### Competition Poster (A3)

297mm Width x 420mm Height

**Earn 90 Day StoreCash>**  
Sign Up & Activate Your Digital Wallet Now!

**SPIN TO WIN** a share of **\$20K** 90 Day StoreCash>

Simply sign up, spin the wheel and find out how much 90 Day StoreCash> you've won! Enter online at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

You'll need to activate a Digital Wallet to access any 90 Day StoreCash> you win. Activate your Digital Wallet by downloading to your mobile device or accessing online. Competition ends XX/XX/XXXX. Learn more at [thegoodguys.com.au/storecash](https://thegoodguys.com.au/storecash)

0 Competition starts XX/XX/XXXX and ends XXXXpm AEDT XX/XX/XXXX (Competition Period). Full terms and Conditions available here. Entrants must have completed the 90 Day StoreCash sign up process including activating a Digital Wallet. Entrants must opt in to receive marketing material from The Good Guys at time of entry and stay opted in until the winners are notified to the email address provided at the time of entry on XX/XX/XXXX. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Winners' details will be published on The Good Guys' website from xx/xx/xx for 28 days. Entrants must be Australian residents 18 years or older, only one entry accepted per person. The Good Guys 90 Day StoreCash is subject to Terms & Conditions. Permit no. ACT TP XX/XXXX, NSW TP/XXXXX NTP/XXXXX, SA TX/XXXX.

**How to Enter...**

- 1. Sign Up**  
Scan the QR code and complete the entry form to sign up to 90 Day StoreCash>
- 2. Spin the Wheel**  
Spin the wheel to find out how much 90 Day StoreCash> you've won
- 3. Activate**  
Activate your wallet from the link in the SMS you receive after completing the entry form to access your 90 Day StoreCash>

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at <https://www.thegoodguys.com.au/storecash/storecash-terms-and-conditions> for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

In situ



# 9.0 SMS Rewards



# Content

| Templates                                      |    |
|--|----|
| 9.2 Gold Service Extras Welcome SMS (POS)      | 94 |
| 9.3 Gold Service Extras Welcome SMS (Marigold) | 94 |
| 9.4 Gold Service Extras Fulfilment             | 95 |
| 9.5 Gold Service Extras Makegood               | 95 |
| 9.6 Product Reviews                            | 96 |
| 9.7 Next Day Pay Fulfilment                    | 96 |
| 9.8 Digital Wallet Authentication              | 97 |
| 9.9 Allowance (CRM)                            | 97 |
| 9.10 Allowance (Marigold)                      | 98 |

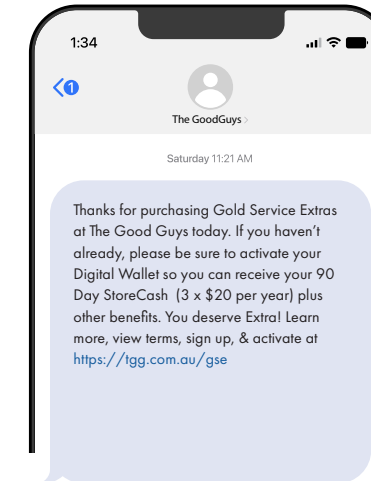
## 9.2

## Templates: Gold Service Extras Welcome SMS (POS)

### Gold Service Extras Welcome SMS (POS)

- Sent to all GSE customers at time of purchase from POS

All GSE Customers



## 9.3

## Templates: Gold Service Extras Welcome SMS (Marigold)

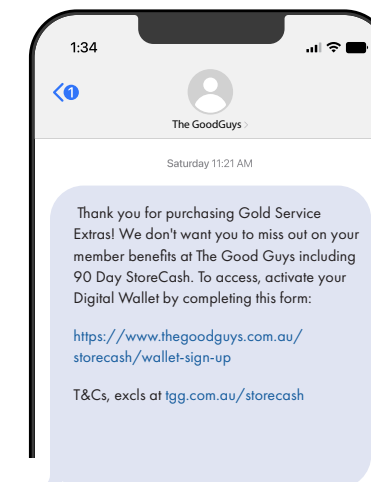
### Gold Service Extras Welcome SMS (Marigold)

- Sent via Marigold to customers without active Digital Wallet
- Sent day after product dispatched and plan commences if the customer did not activate their Digital Wallet off the back of the POS SMS

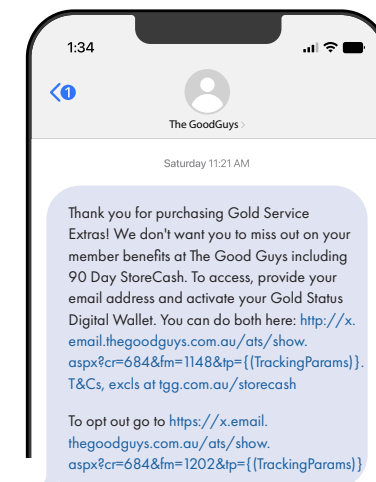
#### Editable areas:

- Callout expiry date in DD/MM/YY format

We have email address



We don't have email address



## 9.4

## Templates: Gold Service Extras Fulfilment

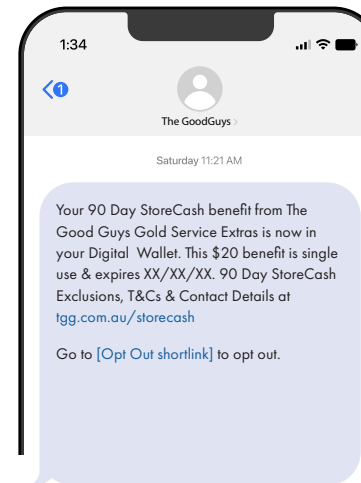
### Gold Service Extras \$20 Program Benefit Fulfilment

- Program entitlement fulfilment
- Template based on wallet status

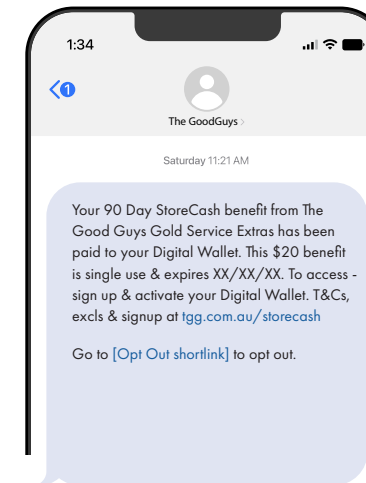
#### Editable areas:

- Callout expiry date in DD/MM/YY format

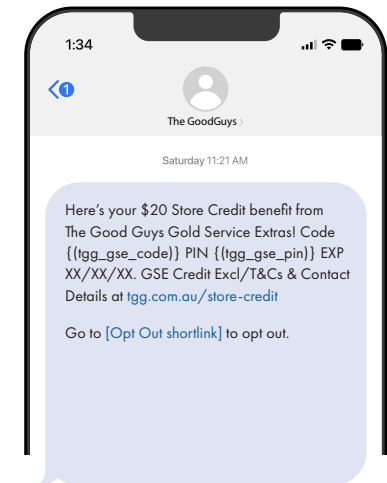
Wallet



No Wallet



Store Credit



## 9.5

## Templates: Gold Service Extras Makegood

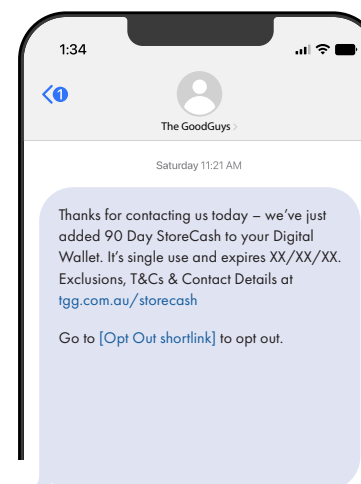
### Gold Service Extras Makegood

- Trigger SMS from makegood fulfilment
- Template based on wallet status

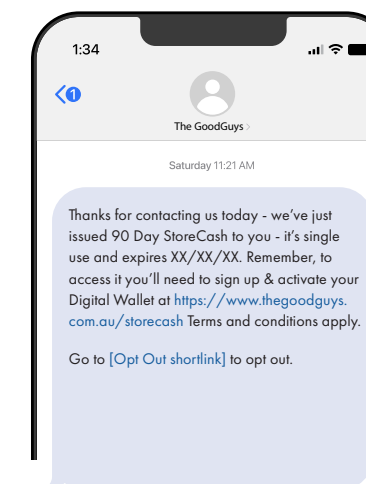
#### Editable areas:

- Callout expiry date in DD/MM/YY format

Wallet



No Wallet





## 9.6

# Templates: Product Reviews

## Product Reviews

Sent to:

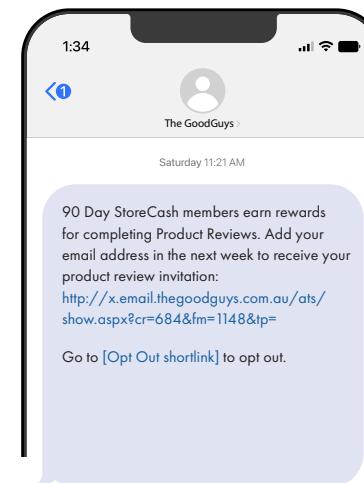
- Gold Service Extras members, PLUS
- Is a subsequent purchases (Not Gold Service Extras), PLUS
- Mobile only opt in, PLUS
- Instore purchase

Template based on wallet status

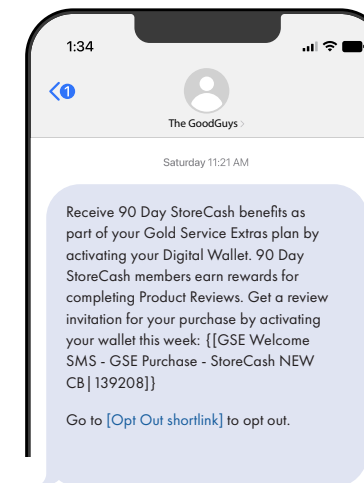
Editable areas: (Fulfilment only):

- Callout expiry date in DD/MM/YY format

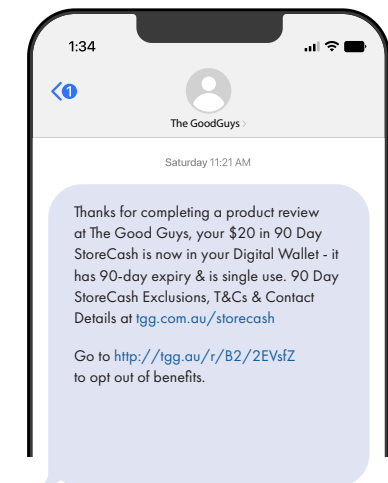
Gold Service Extras Mobile Only,  
with wallet



Gold Service Extras Mobile Only,  
without wallet



Fulfilment - Wallet Only (Gold Service Extras and NAT)



## 9.7

# Templates: Next Day Pay Fulfilment

## Next Day Pay Day Fulfilment

Day after purchase delivered / collected

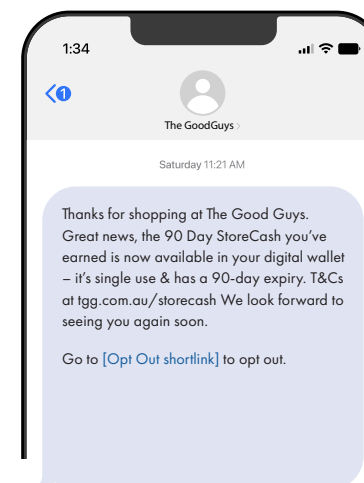
- Send starts 11 am for NAT

Template based on wallet status

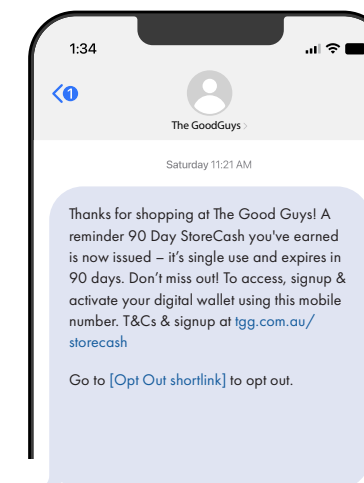
Editable areas: (Fulfilment only):

- Callout expiry date in DD/MM/YY format

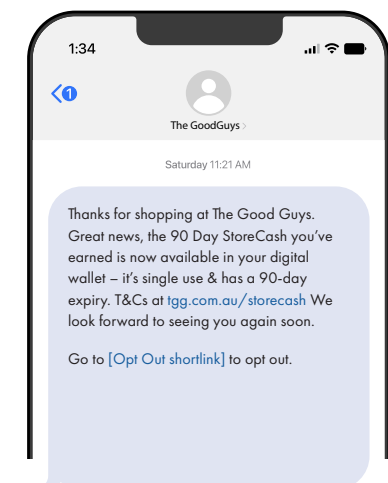
Gold Service Extras Wallet



Gold Service Extras Provisioned, No Wallet



NAT Wallet



## 9.8

# Templates: Digital Wallet Authentication

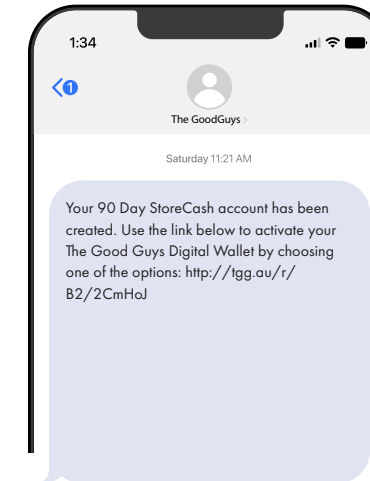
## Digital Wallet Authentication

- SMS trigger post 90 Day StoreCash<sup>®</sup> form sign up
- Template based on wallet status

### Editable areas:

- Callout expiry date in DD/MM/YY format

All GSE Customers



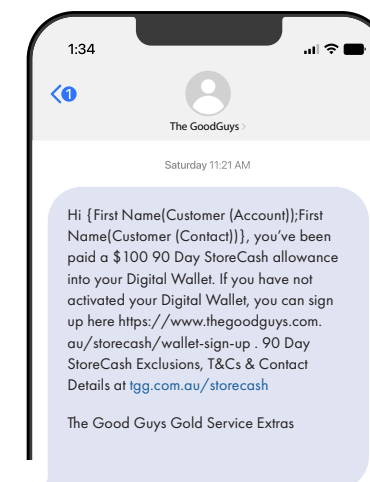
## 9.9

# Templates: Allowance (CRM)

## Gold Service Extras 90 Day StoreCash<sup>®</sup> Allowance (CRM)

- Sent on issue resolution

All Customers

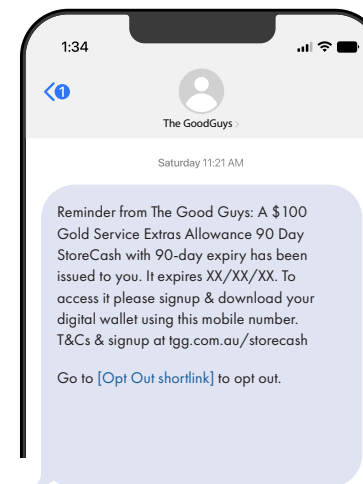


## 9.10 Templates: Allowance (Marigold)

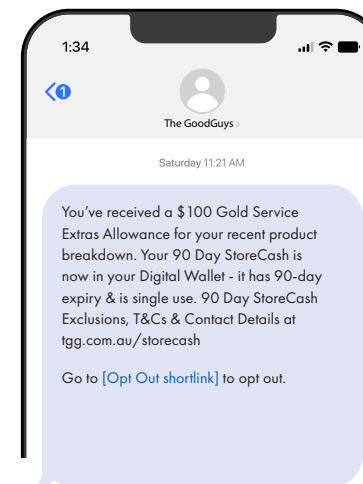
### Gold Service Extras 90 Day StoreCash<sup>></sup> Allowance (Marigold)

- Sent on issue resolution

SMS Preload



SMS Notification





## 9.11 Blank Page:

# Notes:

10

# QR Codes

# 10.1

## QR Codes: Across Marketing Channels

### Call to Action - Sign Up and Activate your 90 Day StoreCash<sup>></sup> to Earn

- The following QR Codes are to be used with order to accurately track traffic from QR codes on 90 Day StoreCash<sup>></sup> collateral. Ensure the correct QR code is used for each channel:



#### GSE Brochure

[https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm\\_source=qr&utm\\_medium=in-store&utm\\_campaign=gse-brochure](https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm_source=qr&utm_medium=in-store&utm_campaign=gse-brochure)



#### Campaign Poster

[https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm\\_source=qr&utm\\_medium=in-store&utm\\_campaign=promo-poster](https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm_source=qr&utm_medium=in-store&utm_campaign=promo-poster)



#### VM POS

[https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm\\_source=qr&utm\\_medium=in-store&utm\\_campaign=vm](https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm_source=qr&utm_medium=in-store&utm_campaign=vm)



#### Back of In Store Receipt

[https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm\\_source=qr&utm\\_medium=in-store&utm\\_campaign=back-of-receipt](https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm_source=qr&utm_medium=in-store&utm_campaign=back-of-receipt)



#### Catalogue Panel

[https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm\\_source=qr&utm\\_medium=in-store&utm\\_campaign=catalogue-panel](https://www.thegoodguys.com.au/storecash/wallet-sign-up?utm_source=qr&utm_medium=in-store&utm_campaign=catalogue-panel)

Insitu



QR Code & call to action



# 11

# Disclaimers

# Content

| Disclaimers  |     |
|--|-----|
| 11.2 Disclaimer 1 & 2: Onsite Digital and TV/Radio ..... | 104 |
| 11.3 Disclaimer 3 & 4: Print .....                       | 105 |
| 11.4 Disclaimer 5: Offsite Digital .....                 | 106 |

## 1. Disclaimer to be used in eMail and Online assets

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to [90 Day StoreCash T&Cs](#) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

## 2. Disclaimer to be used in TV/Radio

>Qualifying conditions, including signing up to 90 Day StoreCash and activating Digital Wallet before purchase. 90 Day StoreCash expires 90 days after issue, must be used in one transaction, no change/credit for any unused balance. Exclusions apply, Refer to 90 Day StoreCash T&Cs online for full details.



Brand Store Banner shown with 90 Day StoreCash<sup>®</sup> Disclaimer is coded under the artwork online. Critical information is inserted within the artwork.

### 90 Day StoreCash<sup>®</sup>

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to [90 Day StoreCash T&Cs](#) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.

90 Day StoreCash<sup>®</sup> Disclaimer block in eMail Footer



# 11.3 Disclaimer 3 & 4: Print

## 3. Disclaimer to be used in Catalogue Panels (Generic/Competition only), POS, A3 Posters and Brochures

>Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.



90 Day StoreCash® Disclaimer placement shown on a store poster.

## 4. Disclaimer to be used in Catalogue Panels with offers

>Offer ends XX/XX/XXXX. Qualifying conditions, including signing up to 90 Day StoreCash, activating a Digital Wallet before being eligible to earn/win and where a qualifying purchase is required, collecting the product within 60 days. 90 Day StoreCash expires 90 days after issue. Personal purchases only. Exclusions and purchase limits apply. Each 90 Day StoreCash reward must be used in one transaction and no change/credit for any unused balance. Refer to 90 Day StoreCash T&Cs at [thegoodguys.com.au/storecash/storecash-terms-and-conditions](https://thegoodguys.com.au/storecash/storecash-terms-and-conditions) for details, including how to receive 90 Day StoreCash deposit notifications, how to earn & timing for issue of 90 Day StoreCash.



90 Day StoreCash® Disclaimer shown in a Catalogue spread.

## 11.4 Disclaimer 5: Offsite Digital

### 5. Disclaimer to be used in Social and Display assets

The social ad templates have the disclaimer pre-built in. Please be aware that the disclaimer is slightly different between platforms and static/video and brief the designer to use the correct template for your end use.

The difference accommodates each platform's ability to link through directly from the creative, or if the customer needs to click a Learn More button underneath the ad unit.

#### Disclaimer:

- A. Where it is possible to include this on the "front page" (i.e. the text that the customer sees without clicking on the "more" link (or similar link)), then include Disclaimer 1 on the "front page".
- B. Where it is NOT possible to include Disclaimer 1 on the "front page" (i.e. the text that the customer sees without clicking on the "more" link (or similar link) because there is not enough room, then:

1. Include the following wording on the "front page"

> Click "More" [or use whatever other word is appropriate to describe what they should click on within the social media ad] for important terms/conditions including requirement for Digital Wallet, 90 days expiry period, exclusions and limits.

#### AND

2. Include the Disclaimer 1 on the page that customers see after clicking on the "more" link (or similar link)

Instagram and Facebook - Static



90 Day StoreCash> Disclaimer 1 (short Disc for Instagram and FB) placement shown on a Social 1:1

Facebook Video, TikTok and YouTube



90 Day StoreCash> Disclaimer 1 (short Disc for Video, TikTok and YouTube) placement shown on a Social 1:1

# SUPPORT & FEEDBACK

To provide feedback, share information or seek answers to questions you may have about The Good Guys 90 Day StoreCash<sup>®</sup>, please contact us.

## SUPPORT OFFICE

60 City Road  
Southbank VIC 3006  
Phone: 03 9330 5300  
Email: [support@thegoodguys.com.au](mailto:support@thegoodguys.com.au)

## STYLE GUIDE GATEKEEPERS

Marketing Director  
Robert Ambler-Frazer  
The Good Guys  
Email: [robertamblerfrazer@thegoodguys.com.au](mailto:robertamblerfrazer@thegoodguys.com.au)  
Website: [thegoodguys.com.au](http://thegoodguys.com.au)

Art Director  
Maryam Rashidi  
SBM Marketing  
Email: [maryam.rashidi@sbm.com.au](mailto:maryam.rashidi@sbm.com.au)  
Website: [sbm.com.au](http://sbm.com.au)