EXPERIENCE IT

BOT® RETAILER
REVENUE GROWTH OPPORTUNITY

BACK ON TRACK® CANADA

Photo: JOHNNY KORTHUIS,
BACK ON TRACK® EMISSARY

A FUNCTIONAL FABRIC REVOLUTION

Welltex® Innovation

PREPARE . PERFORM . RECOVER
67% of Canadians aged 41-63 experience chronic pain.

80% of this group are actively seeking pain management solutions.

Why Are We Offering This Revenue Growth Opportunity?

...Because this customer group already passes through your store every single day!

Do you know how to sell to them?

Are you selling to them?
Hear what Welltex® users are saying.

After all... Experiencing pain relief is all that really matters!

We could tell customers about the science behind our Welltex® fabric, the innovation, the research. But...

Until you EXPERIENCE IT® nothing else matters.

Which is why we have chosen to introduce your customers to Welltex® through the stories of people just like them.

Stories from unedited user testimonials collected daily and ongoing life adventure stories from Back on Track® emissaries that are challenged by chronic pain.

Back On Track® Has Thousands Of Testimonials From People Regarding The Positive Impact Back on Track®’s Welltex® Products Have Made On Their Pain.
FOUR PROMOTIONS

Different products from the Back on Track® Human-Line will be available as a DOUBLE PACK or as a BOGO* at ONE ATTRACTIVE RETAIL OFFER during each promotion.

Participating Retail Stores will also receive a multitude of CAMPAIGN BENEFITS.

PROMOTIONAL SCHEDULE 2017/2018

SUMMER
May, June, July

WINTER
November, December, January

FALL
August, September, October

SPRING
February, March, April

Month One: STORE ORDER / DELIVERY
Month Two: SOCIAL MEDIA MARKETING / CUSTOMER PROMOTION
Month Three: PLANNING / SALES RESULTS

*Buy One Get One (BOGO) Retail Offer details: Buy one item and receive the second item of equal or lesser value at an attractive discounted rate
Campaign Benefits

- Double Pack or BOGO Sale On Human Product At One Attractive Retail Offer
- Four Seasonal Promotions
  - SUMMER • FALL • WINTER • SPRING
- Multiple Products Featured Each Season
- Listings On Back on Track® Web & Social Media Platforms FOR PARTICIPATING STORES
- New Web-Banner For Stores To Use On Their Website During Each Promotional Period
- Coordinated Sales Message Supplied For Store Use “WHY BUY THIS?”
- Social Media Content For Retailer’s Social Media Use
- Buttons Supplied For Staff Use At Participating Retailers “EXPERIENCE IT • ASK ME HOW”
- Quarterly Customer Newsletter Supporting Each Promotion

BACKED BY

- 4 Integrated Promotional Campaigns
- Product Reviews by Back on Track® Emissaries
- Product Testimonials from Real Users

EXPERIENCE IT
Q. Who is the EXPERIENCE IT+ campaign target consumer?
A. 67% of Canadians aged 43 to 61 years old have chronic pain. 80% of these people are actively looking for solutions to their pain. The EXPERIENCE IT+ message is targeted to this cohort of customers passing through the doors of your store every day.

Q. What is the overarching sales message of the EXPERIENCE IT+ campaign?
A. The message is simply about listening to what other users are saying about the product and then trying it out.

Q. What sales discount will be offered to the consumer throughout the campaign?
A. 25% off of a 2-pack of product or a BOGO sale.

Q. How will Back on Track® avoid training customers to think that 4 times per year Back on Track® will be on sale?
A. By selling products in 2-packs or in a Bogo sale as one attractive retail offer we are encouraging consumers to focus on the concept of “value for money” as opposed to discounted single units of product.

Q. How will our store access the social media posts, newsletter, and web banners Back on Track® is offering?
A. Each participating store will be given a link to access graphics and social media content. It is the responsibility of that store to check the links seasonally for updated images, news letters, and web banners to reflect Back on Track®’s current promotional campaign.

Q. Will I still be able to hold two sales per year in addition to participating in the EXPERIENCE IT+ campaign?
A. No. However, you will be able to hold one store wide sale per year on “Black Friday” (11/24/17) with markdown’s up to but not greater than 20%.

Q. Is our participation in the EXPERIENCE IT+ campaign mandatory?
A. No, your participation in the EXPERIENCE IT+ campaign is not mandatory. However, we will be promoting this campaign nationwide on all of BOT®’s marketing platforms to drive consumer interest in the Back on Track® product line.

Q. What is the purpose of the EXPERIENCE IT+ campaign?
A. The purpose of the EXPERIENCE IT+ campaign is to focus Back on Track® marketing resources on each individual product in the entire BOT® Human product line at least once per year in a coordinated fashion, nation wide.

Q. Why choose the different seasons to market the Back on Track® product line?
A. Because some of the line is very seasonal in its application and by aligning a seasonal promotion with Back on Track® product use in that season sales uptake will be increased.

Q. What is the purpose of the EXPERIENCE IT+ / “Ask Me” buttons for staff to wear?
A. The purpose is to encourage customers to ask staff what the message on the button means and to facilitate staff starting a conversation about the benefits of the EXPERIENCE IT+ campaign.

Q. How many EXPERIENCE IT+ buttons will our store receive?
A. Your store will receive Qty. 10 EXPERIENCE IT+ buttons for free with your first order.
How Does It Work?

1. The EXPERIENCE IT+ campaign consists of 4 different calendar periods:
   a. May 1 to July 31: Summer
   b. August 1 to October 31: Fall
   c. November 1 to January 31: Winter
   d. February 1 to April 30: Spring

2. EXPERIENCE IT+ STORE orders will ONLY be processed and shipped during these time periods:
   a. May 1 to 31: Summer
   b. August 1 to 31: Fall
   c. October 1 to 31: Winter
   d. February 1 to 28: Spring

3. Each EXPERIENCE IT+ promotional period for end users will last 21 days (excluding Christmas)
   a. June 8 to 30: Summer
   b. September 8 to 30: Fall
   c. November 8 to December 31: Winter
   d. March 8 to 31: Spring

4. If a retailer has EXPERIENCE IT+ related product remaining in inventory after each promotional period they may keep selling the promotional product at the promotional retail price until their inventory has sold.

5. On the 1st business day of the month each EXPERIENCE IT+ promotion starts, BOT® retailers will receive an email listing what SKUs will be included in that promotional period.

6. All promotions will be built around the sale of two items (double packed or BOGO) in one sale.

7. If double packed, the double-pack will have a new SKU number and its own promotional price.

8. Where items are not double packed the two BOGO products with their normal SKU numbers will be sold on a two for one basis with the second lesser-priced item receiving the discounted price.

9. Stores must notify Back on Track® within the first 30 days of each EXPERIENCE IT+ campaign and place their stocking order.

10. Upon sign-up, BOT® head office will provide a link to participating stores with:
    a. A web banner for the promotion (if a store requests one)
    b. Social media posts and/or hashtags to use for the promotion
    c. In-store promotional signage
    d. A digital Back on Track® Canada Newsletter file

11. Back on Track® will not ship Experience It+ products after the last business day of the first month of the seasonal promotion as they may not arrive at the store in time for the promotion’s launch date.

12. Back on Track® Canada’s nation wide, EXPERIENCE IT+ promotions will launch online on the 1st business day of the second month of the seasonal promotion. It will launch on participating retailer’s websites, their social media channels, Back on Track® Canada’s website, its Facebook page, and on its Instagram page. As well as through an electronic Back on Track® Newsletter.

13. The Back on Track® Newsletter will be in digital form and will consist of a Back on Track® Emissary Spotlight, What Our Customers Say, A Product Spotlight, and A Partnership/Event Spotlight.

14. EXPERIENCE IT+ buttons for sales staff will be available to Back on Track® retailers throughout the campaign.
Welltex®: A Ceramic Infused Textile
- Helps to prevent injuries
- Relieves muscle tension
- Assists with range of motion
- Expedites recovery
- Increases circulation

CONTACT US

BACK ON TRACK® CANADA INC.
460 Victoria Street, Kamloops BC Canada V2C 2A7

OFFICE 250.851.0191
FAX 250.851.0106
canada@backontrack.com

View all Products at www.botcanada.com

CONNECT. SHARE.
#backontrackcanada

*DEGREES/RATES OF PAIN RELIEF VARY ON AN INDIVIDUAL BASIS. ALL BACK ON TRACK® PRODUCTS SHOULD BE IMPLEMENTED GRADUALLY.