



.....PREMIER.....

Marketing Support At-A-Glance

100%
SATISFACTION
GUARANTEED



PREMIUM
OVERNIGHT
PROTECTION

In-Store Marketing Support

• Attends® Premier Advantage Kit

Full assortment of **shelf content and retail collateral** to help consumers find the right product for their needs. These pieces will also **help your staff make knowledgeable recommendations** for consumers with questions related to their needs.



• Retail Display Options

Our Attends® Premier retail displays elevate the Attends® Premier brand from other products on the shelf, helping to draw attention and increase conversion.



• **Free-Standing Large Display:** For select, qualifying customers, our **Attends® Premier large retail display** offers a **unique way to merchandise the full Attends® Premier assortment**.

• **Small Cardboard Display:** The **Attends® Premier small free-standing display** offers an alternative display option for those who prefer a smaller display to merchandise the Attends® Premier assortment.

• Coupons

Attends® Premier offers **coupons for users to try our products for the first time** through **December 31, 2021** to encourage trial. We'll provide a shelf talker with tear off coupons for your store offering **\$15 OFF per case or \$3.75 OFF per bag**.

• Free Sampling

Free samples delivered directly to your customers or end users through our easy-to-use web portal or on Attends.com! Contact your Domtar Personal Care representative to begin set up. Free sample display for your shelf or counter-top is also available free-of-charge to easily showcase that free samples are available in store. The sample display comes pre-stocked with Attends® Premier samples for immediate use in-store.

• Pay-Per-Click Ads

For qualified customers, we offer a campaign to **drive traffic to your store**. Qualifying customers receive a **customized Attends® Premier landing page** with guidance on where-to-buy and how to reach your store. Through **geographically focused pay-per-click ads**, we'll push traffic to **your store**.

• Videos and Educational Support

If your store has TV or video capabilities, we offer a **variety of videos and educational content** to help consumers understand Attends® Premier products and select the product **most effective for their needs**.



800.4.Attend (800.428.8363) : www.attends.com

©2020 Attends Healthcare Products. All Rights Reserved / 46714 / V2 / 1.2020





.....PREMIER.....

Marketing Support At-A-Glance



100%
SATISFACTION
GUARANTEED

Online Marketing Support

- **Videos, Online Content and Educational Support**

Videos, customer testimonials, lifestyle content, educational blog posts and other content will be available for your website to help **drive traffic to your site**. Attends® Premier content will help consumers **understand** the Attends® Premier product line to select the best product for their needs. It will also provide them **confidence in the product** they are purchasing from you.

- **Attends® Premier Digital Marketing Kit**

Full assortment of tools and resources, including product overviews, videos, tri-folds, and sizing guides to help consumers locate the right products for their needs on your website. The digital material is optimized for the web and can be **customized with your logo or other information** you would like to share.

Additionally, we provide **Attends® Premier web banners** for you to use on your website, ad campaigns, and social media accounts to drive traffic to your site.

- **Salsify**

We provide you a **time-efficient, online solution** to keep you up-to-date on all our products and product information. Via **Salsify's easy-to-use online platform**, you can search and download all our product images, packaging, product descriptions and information from one central location — **allowing you to quickly and easily pull Attends® Premier content to your website.**



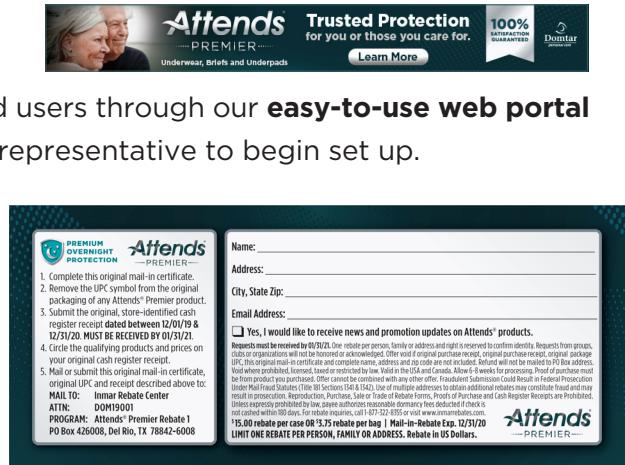
- **Free Sampling**

Free samples delivered **directly** to your customers or end users through our **easy-to-use web portal** or on **Attends.com!** Contact your Domtar Personal Care representative to begin set up.

- **Coupons**

We offer **online coupons** for users to try Attends® Premier products for the first time. Coupons will be available online for download, with redemption via mail through **December 31, 2021** to encourage trial.

The discount offered will be **\$15 OFF per case** or **\$3.75 OFF per bag**.



Have questions about Attends® Premier products and/or Attends® Premier Marketing Support? Contact your Domtar Personal Care Representative or call **Customer Care at 1.800.4.Attend (1.800.428.8363)**.



800.4.Attend (800.428.8363) | www.attends.com

©2020 Attends Healthcare Products. All Rights Reserved / 46714 / V2 / 1.2020

