Customer advocacy

Energy Efficient Large Appliances

Energy efficient appliances

United Nations: Development program energy efficient large appliances promotion

On Promotion
KIC
314 l
Combi Freezer/Fridge

On Promotion
KIC
276 l
Combi Fridge/Freezer

Make your home more energy efficient and get R400 OFF.

SHOP NOW
Makro Online Promotion

Shoppers can expect a R400 shopping voucher when they purchase any of our A+ rated products online and in-store.

<table>
<thead>
<tr>
<th>Article</th>
<th>Brand</th>
<th>Description</th>
<th>Model Number</th>
<th>Energy Rating</th>
<th>KWH / YEAR</th>
<th>BMC</th>
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</thead>
<tbody>
<tr>
<td>304530</td>
<td>Defy</td>
<td>FRIDGE DEFY L455 LARDER S</td>
<td>DF0447</td>
<td>A+</td>
<td>168</td>
<td>N/A</td>
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<tr>
<td>360351</td>
<td>Hisense</td>
<td>308L BLACK S/STEEL COMBI WWD</td>
<td>H410BS-WD</td>
<td>A++</td>
<td>255</td>
<td>Combination Fridges(Bott frzr)</td>
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<td>290131</td>
<td>Hisense</td>
<td>320L BLACK MIRROR COMBI WWD</td>
<td>H420BS-M-WD</td>
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<td>2722886</td>
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<td>458L INOX COMBI WWD</td>
<td>H61081-WD</td>
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<td>Combination Fridges(Bott frzr)</td>
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<tr>
<td>337860</td>
<td>Defy</td>
<td>FRIDGE C300 ECO WD M</td>
<td>DAC439</td>
<td>A+</td>
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<td>341581</td>
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<td>FRIDGE DEFY C455 ECO M</td>
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<td>337595</td>
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<td>Combination Fridges(Bott frzr)</td>
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<td>A+</td>
<td>317</td>
<td>Combination Fridges(Bott frzr)</td>
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</tbody>
</table>

- 33 products selected
- All manufacturers
- Specifically washing machines and refrigerators
- Across all price categories
Energy Efficiency Labelling: Makro Website

A comprehensive review and revamp of appliance labelling on the Makro website was completed prior to running the promo.
Promotion

Was run Online, In store and on Social Media

The Campaign was launched on Tuesday 21 May 2019 and ended on Monday 3 June 2019.
Impact and Reach

- 2.4 million impressions on Google alone
- Increased sales across both product categories selected
## Social Media

### Facebook Performance

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>CTR</th>
<th>Benchmark CTR</th>
<th>Social engagements</th>
<th>Engagement rate</th>
<th>Engagement rate benchmark</th>
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<tbody>
<tr>
<td>Energy Efficiency Store Traffic_21May-16Jun</td>
<td>162032</td>
<td>0.28</td>
<td>0.82</td>
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<td>14.30</td>
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<td>Energy Efficiency_Conversions_21May-16Jun</td>
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<td><strong>Total</strong></td>
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<td><strong>0.82</strong></td>
<td><strong>30771</strong></td>
<td><strong>17.40</strong></td>
<td><strong>3.91%</strong></td>
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</tbody>
</table>
The campaigns gained great reach in just a few days with **2 410 309** mil impressions.
Results

Consumer uptake

Forecast 1250 products sold for the promotional period - achieved +1500!!

Sales comparison for promoted items this year v last year
Promotional Sales by Product Type

Both washing machines and refrigerators saw a significant customer uptake.
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