

UPGRADE YOUR

GRILLING GAME™

OVER 500 MILLION TIMES



NAPOLEON
GERMAN STEEL
DINI 4116 200CMX15

2018 IS THE YEAR TO UPGRADE YOUR GRILLING GAME™.

bold new **TV Commercial**

- Differentiated message
- Attitude & Edge
- Memorable
- Real-People Authenticity
- 40% increase in brand awareness
- 1200 TV commercials across North America



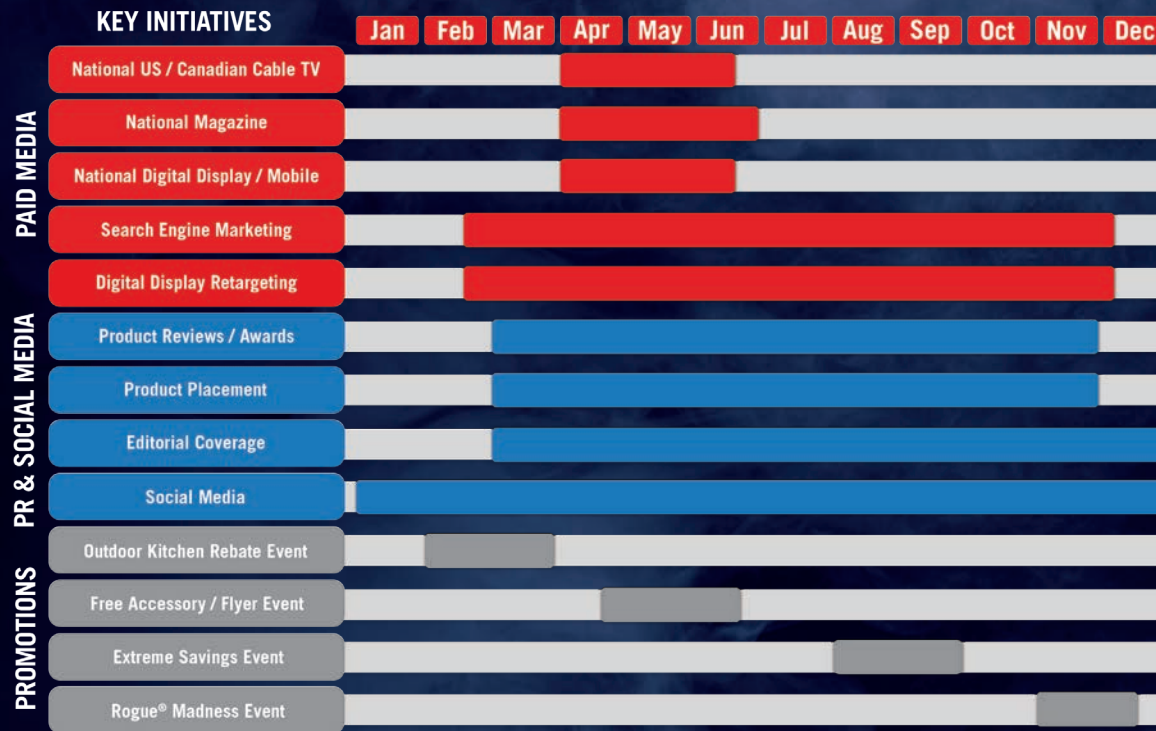
NAPOLEON, BRAND STRONG.

WHAT DOES THIS MEAN FOR YOU?

Napoleon Gets **The Word Out**

In 2018, Napoleon is expanding its reach to consumer audiences through fresh, innovative marketing campaigns. This means more recognition for the Napoleon brand and strong support for our dealers.

Marketing endeavors such as National tv campaigns, flyers, online promotions, social media campaigns, commercials and magazine ads push our brand to consumers, strengthening our position in the market as an industry leader and differentiates Napoleon in the marketplace. As our marketing campaigns reach a wide consumer audience, we're proud to extend that reach to you. Our marketing materials are available for you to use - download materials for FREE from the MyNapoleon Dealer website, customize the ads and access your co-op dollars to help support your initiatives - use Napoleon's strategic marketing campaigns to build your brand for FREE. Brand recognition is key to success, and we know how to win.



NAPOLEON, BRAND STRONG.

WHAT DOES THIS MEAN FOR YOU?

RAVE reviews



Dealer Testimonials

The December 2017 issue of Hearst & Home Magazine included several testimonials from our valued customers.

“...Napoleon grill sales “shot up” thanks to the brands’ television advertising driving customers into stores.”

Brock Arter of The Grill Center
Edge Water, Maryland

Arter, Brock (2017). Hearst & Home Magazine, December Issue, Page 3. Gillford: Village West Publishing.

“Napoleon gas grills, priced between \$599 and \$2,000, have ‘really taken off’...”

Jimmy Shotwell of Memphis Barbeque Supply
Bartlett, Tennessee

Shotwell, Jimmy (2017). Hearst & Home Magazine, December Issue, Page 6. Gillford: Village West Publishing.

celebrity Video Blogging

Napoleon is expanding our partnership with architectural designer Wayne Visbeen, who will be creating unique video blogs that feature Napoleon outdoor and indoor products.



celebrity partnership Initiatives

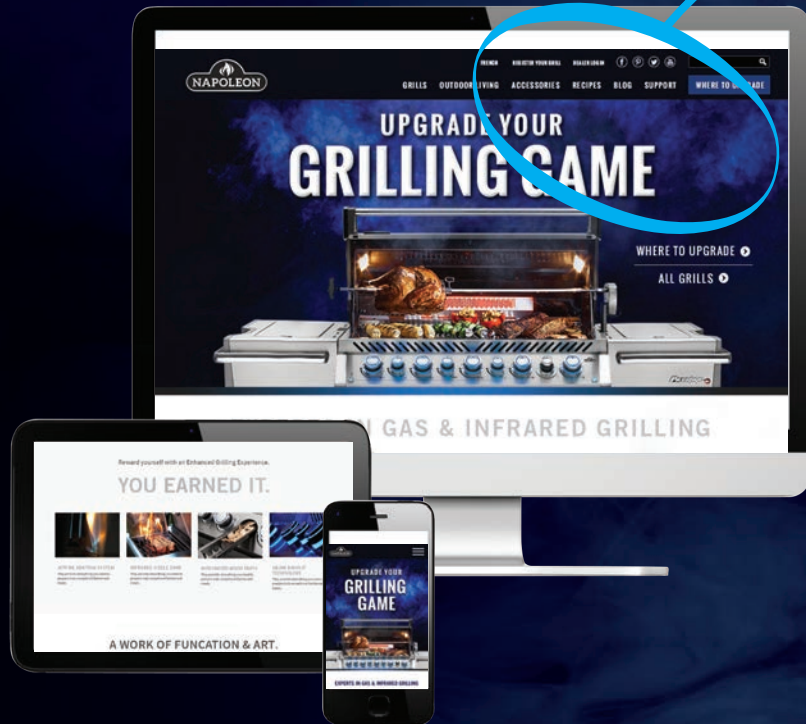
This year, Napoleon is excited to grow our partnerships with leading industry professionals. Our products are featured on top home renovation and design shows as Napoleon products are sought after for their unique aesthetics and high quality.

Featured on **Holmes on Homes**, **Income Property** and **Bryan Inc.**, Napoleon products will be in the spotlight throughout 2018.



NAPOLEON, BRAND STRONG.

WHAT DOES THIS MEAN FOR YOU?



a website **That Captures** the customer

Napoleon's Grill website is designed to be approachable and educational for every grilling enthusiast.

New this year, information is more up front directing customers to the information they want most; including grilling specs, dimensions and top key features. Each product page has an easy access 'Where to Upgrade' button directing customers to the Where to Buy page – directing them to your store.



building **Reviews**

Napoleon's partnership with **bazaarvoice** is focused on growing online reviews for our products across all three product segments. This means greater online exposure for all Napoleon products, the Napoleon **brand** and our dealers.

a **Captured** audience

Napoleon's Grill commercial airs on all flights worldwide with Air Canada all through April and May. 6.5 million impressions.

AIR CANADA 



an **Investment** in SEO

Napoleon's investment in Search Engine Optimization - SEO, has been instrumental in growing our online presence. Our continued investment means Napoleon is at the top of search results to instantly reach consumers and direct them to your stores.



THIS YEAR IN YOUR COMMUNITY YOU CAN TAKE YOUR BRAND TO THE NEXT LEVEL, BY MAKING AN IMPRESSION OF YOUR OWN.

Throughout 2018, Napoleon is excited to support dealers with strong marketing programs. Reaching consumers is important to your business, and we want to help you achieve results.

Access your co-op dollars to support your endeavors and use Napoleon's marketing materials to your advantage. Customize each piece so it's tailored to your business needs. Napoleon has you covered with marketing that works, hard. All of this collateral is available on the Dealer Portal.

a Commercial that shows what **YOU** have to offer

Include your business information at the end of the video and run our new commercial on your local channel.



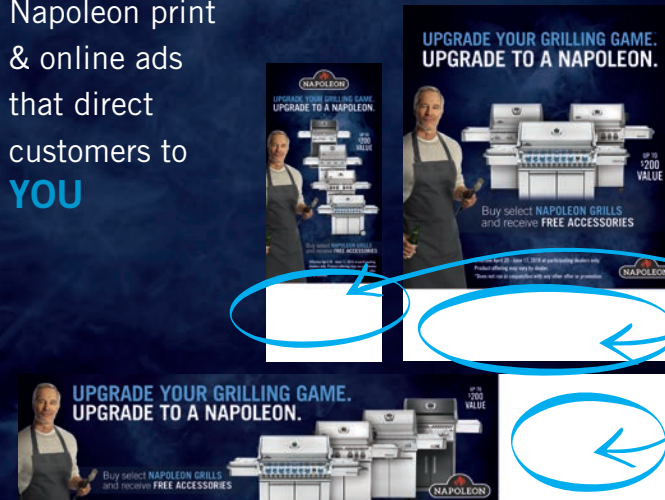
a spring promotion that builds **YOUR** brand

Include your business information on the front page of our spring flyer and benefit from our national program - in print and online!



your logo here

Napoleon print & online ads that direct customers to **YOU**



your logo here



NAPOLEON - CELEBRATING OVER 40 YEARS OF HOME COMFORT PRODUCTS



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Authorized Dealer



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