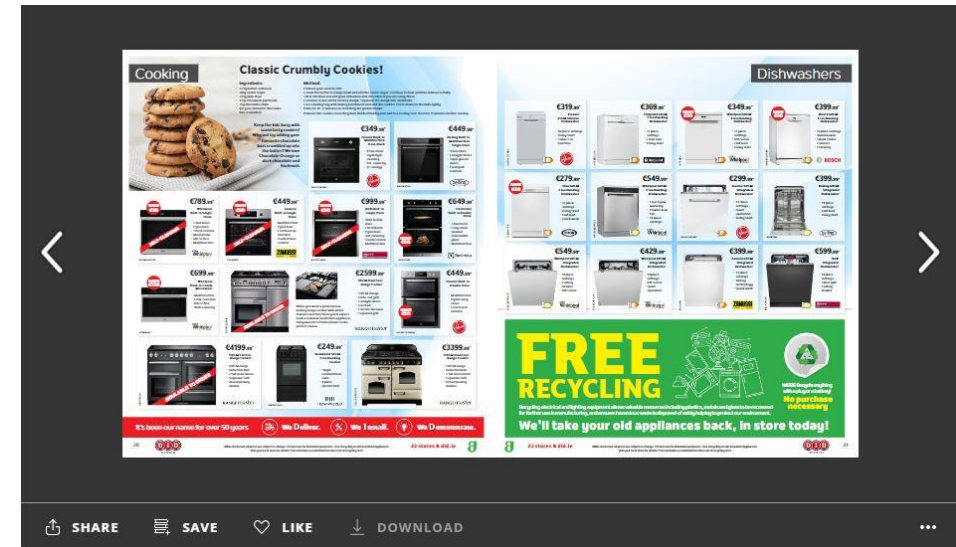


WEEE Marketing Activity

2021

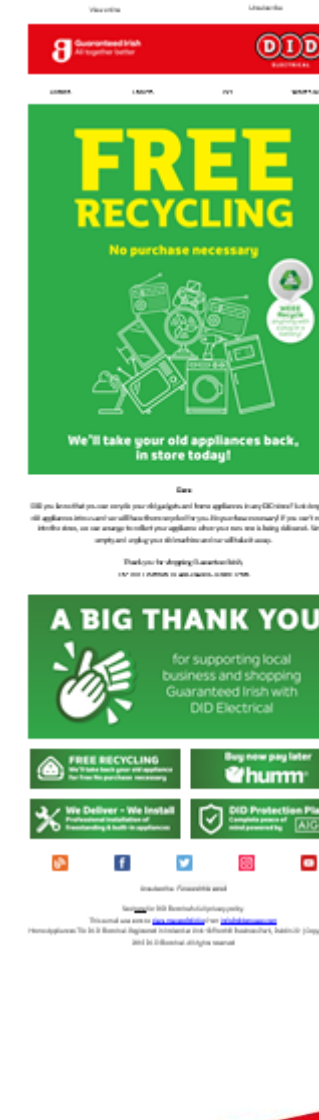
Brochure Inclusion

- WEEE service inclusions in our Your New Home Essentials (August-September) supported by extensive through the line campaign, 130,000 printed brochures distributed nationally through the **Irish Independent** and 30,000 of each brochure distributed through our 23 stores nationwide plus a digital brochure online.



Email Marketing

- Regular inclusion of WEEE recycling service messaging in our weekly marketing email to our full database and re-mailed to un-opens after 24 hours.
- WEEE triggered email to all Large appliance customers that sign-up to receive email marketing.



Social Campaigns

- Targeted WEEE social campaigns across our social channels.



In-store

- Customer Receipts with WEEE messaging



FREE RECYCLING

We'll take your old appliances back, in store today!

DID Electrical are proud to implement the WEEE Regulations and Battery Directive to ensure that your old appliances are disposed of in a safe, correct manner reducing any harmful effects to the environment.

If you have any electrical appliances that you would like to dispose of in a safe, environmentally friendly way, then feel free to drop them into your nearest DID Electrical store. There is no cost for this service, and you don't need to have made a prior purchase. We will take in all types of domestic appliances from your washing machines, dishwashers, cookers, freezers to your smaller appliances such as kettles, toasters, laptops, power tools, electric toys. If it has a plug or battery – it can be recycled!

No purchase necessary

If you have purchased an item that is being delivered, we will collect your old appliance also, at no additional cost. Your old appliances must be emptied, disconnected and defrosted (refrigeration only) when the delivery team arrives. If your item is not ready to be taken you can drop it into your local DID store or we can arrange for the delivery team to return to collect. There is a charge of €24.99 for this return recycling collection service.

If you have other appliances you would like to dispose of, it may be possible for these to be collected also during your delivery. Please check with the driver when he arrives. We will always try and accommodate such request, though it will be dependent on availability. These items will also need to be disconnected and emptied.

FREE RECYCLING

We'll take your old appliances back, in store today!

New Collection & WEEE Storage Areas



In-store

- Large Format Vinyls.



Bandon



Finglas

In-store

- Large Format Vinyls.



Kilkenny



Navan

In-store

- Refreshed POS Posters in all stores

FREE RECYCLING

We'll take your old appliances back, in store today!

No purchase necessary

WEEE Recycle anything with a plug or a battery! Ask staff for details.

Please remove your data!

DID accept no responsibility for any data or personal information on devices that are sent to us for recycling. We strongly recommend that you factory reset on any equipment you are disposing of which has personal information stored on it. This includes but is not limited to Smart TV's, Wearables, Laptops, Tablets, Mobile Phones and any other device that captures or retains your data.

Guaranteed Irish
All together better

DID
ELECTRICAL

In-store

- WEEE service messaging across all 23 stores nationwide.



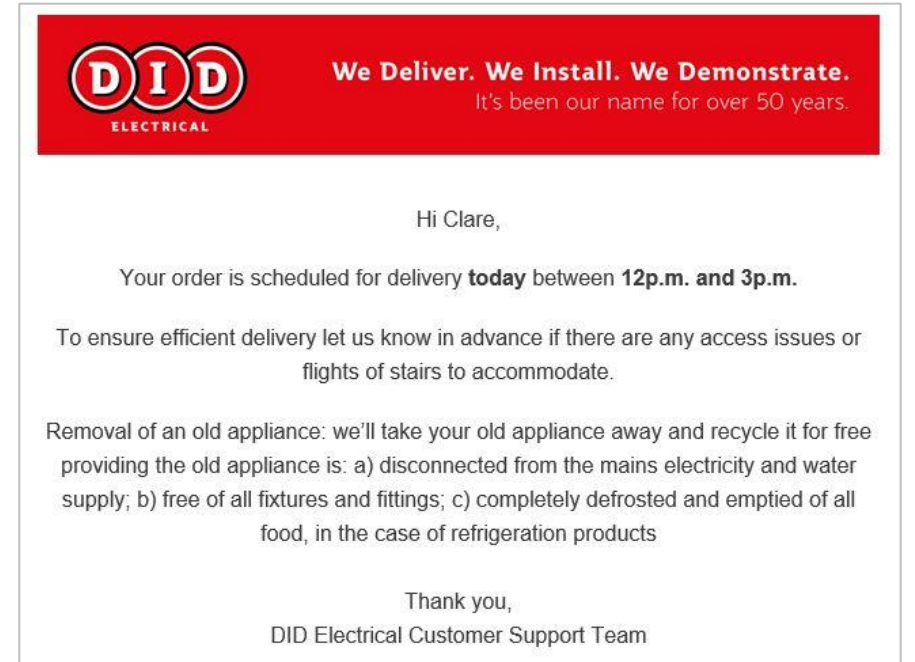
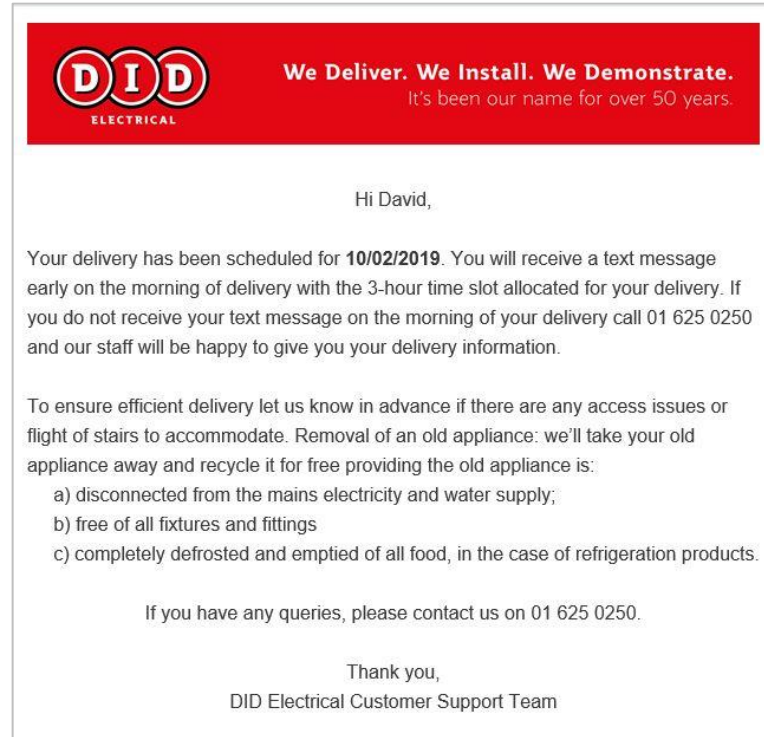
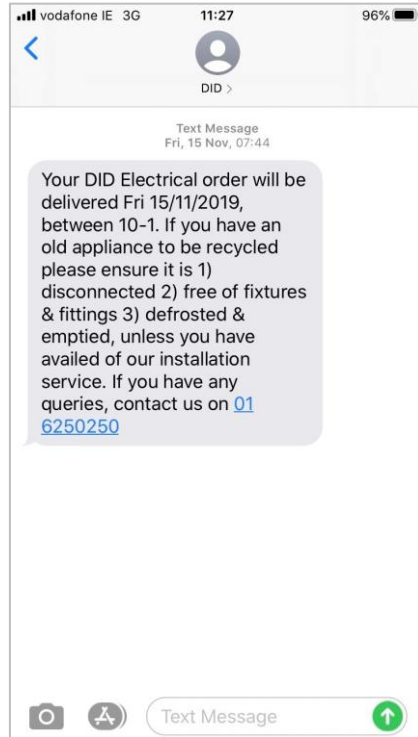
Bag for Life

- Service messaging inclusion on the DID Electrical bag for life, they are available for sale in all stores, the bag includes the WEEE logo & Free Recycling, we'll take back your old appliance for free



In-store

- Reminders to our customers of our WEEE service at multiple touchpoints post-purchase.



Online

- Prominent WEEE recycling message across all pages of did.ie in the megamenu in our delivery info and footer links with click through to the DID WEEE landing page. WEEE inclusion in our Goggle AdWords search campaigns.

