# Spring Clean Your Sleep with Resmed

FY26Q1 promotion

Resmed Authorised Dealer Overview Brief 18 August 2025



# Promotion details

Spring Clean Your Sleep with Resmed FY26Q1 promotion

# Promotion mechanics

# Residence

## FY26Q1 'Spring Clean Your Sleep with Resmed'

To celebrate the upcoming Spring season, during 1st September-31st October 2025 customers who purchases both an AirSense11 and mask in one transaction and registers items with sleepvantage will go in a draw to win 1 of 5 Dyson prizes.

- Customers purchase an AirSensell and mask in one transaction from any Resmed Authorised Dealer PROMO PURCHASE PERIOD: 1st September 31st October 2025
- Register the AirSensell and mask in one registration with sleepvantage, by 15<sup>th</sup> November 2025

  All fields must be completed, including serial number, date + location of purchase, proof of purchase upload
- Promotion instructions and marketing assets to support promotion available from 19<sup>th</sup> August 2025 RAD Launch Pad (Promotions) and Marketing Hub
- All AirSense11 and masks registered to sleepvantage during campaign period will go in a draw on 20<sup>th</sup> Nov 2025 5 x de-identified and eligible sleepvantage registrations will be selected at random by independent agency (TPAL)
- Winning customers will be contacted via email and phone no later than 25<sup>th</sup> November 2025 to verify choice of Dyson product and confirm delivery address for the prize shipment

Full Terms and Conditions available: https://www.sleepvantage.com.au/hubfs/Terms-and-Conditions



# Promotion lucky draw prizes

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Each eligible entry will go into a draw to win 1 of 5 Dyson products and will choose one model from these four options\*:



#### [OPTION1] DYSON VACUUM

- Dyson Gen5detect™ Absolute
- VALUED AT RRP\$994.00

#### [OPTION 2] DYSON VACUUM

- <u>Dyson V15s Detect</u>
   Submarine™ Absolute vacuum
- VALUED AT RRP\$995.00

#### [OPTION 3] DYSON AIR PURIFIER

- <u>Dyson Purifier Hot+Cool HP2</u>
   <u>De-NOx (Nickel/Gold)</u>
- VALUED AT RRP\$949.00

#### [OPTION 4] DYSON AIR PURIFIER

- Dyson Purifier Cool<sup>™</sup> purifying fan (white/silver)
- VALUED AT RRP\$949.00



 $<sup>{}^{\</sup>star}\text{All prizes are subject to availability. Resmed will attempt to provide winners with an equivalent substitute product if one of the prizes is unavailable.}$ 

# Marketing Assets

## FY26Q1 'Spring Clean Your Sleep with Resmed'



Flyer (A5 - packs of 25)



Web banners



Social media post (square)







Poster (A3 - each)

Promotion assets available to order and download from <u>Marketing Hub</u>



# Marketing Assets

## FY26Q1 'Spring Clean Your Sleep with Resmed'



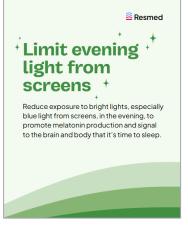








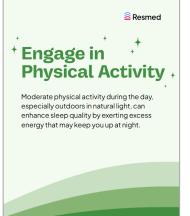


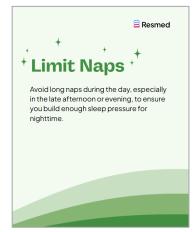


Social media posts (vertical for carousel posts)

Promotion assets available to order and download from Marketing Hub











# Partner engagement marketing prize

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#### **PARTNER MARKETING PRIZES!**

Share your 'Spring Clean Your Sleep with Resmed' promotion social media posts, customer email outreach and photos of your in-store activations with your Resmed Account Manager, to be in the running to win a Resmed marketing package prize. This is an opportunity for you to work with Resmed's marketing team to develop co-branded custom marketing content to support you in amplifying your company brand to boost your business growth, alongside our Resmed Authorised Dealer logo to proudly display our partnership!

MAJOR PRIZE: one (1) valued at \$5,000 MINOR PRIZE: one (1) valued at \$2,500

Past winners have used a marketing prize funds towards co-branded assets including: store signs and window decals, video production, point-of-sale display, radio and print ads, team t-shirts and badges, premium carry bags, car wraps and even a billboard advertising campaign on a major highway!

#### HOW WILL WE ASSESS PARTNER MARKETING PRIZE WINNERS?

CAMPAIGN ENGAGEMENT		PA	ARTNER x CUSTOMER ENGAGEMENT
	# of campaign assets ordered from Marketing Hub (print and digital)		# of social media posts on your owned channels
			# co-branded eDM emails sent to your customers
	# of eligible customer purchases and sleepvantage		# of web banners and digital assets on your website
	registrations to the promotion from your location		$\mathcal{L}$
	# of lucky draw winning customers from your location		(bonus points for creativity!)
			# of sleepvantage registrations from your company during promo period

