

OCTOBER 2020

# SPEED QUEEN® CONSUMER MONTHLY UPDATE



## Consumer Reports Banner and Messaging on Speed Queen Website

Speed Queen was rated The Most Reliable Appliance Brand in a Consumer Reports survey and we're getting the word out. We've added a Consumer Reports web banner to our home page on [SpeedQueen.com](https://www.SpeedQueen.com). The banner links to a new [most reliable brand landing page](#). Visit the pages today to take a look.



## Consumer Reports Most Reliable Ranking Available on Retailer Websites

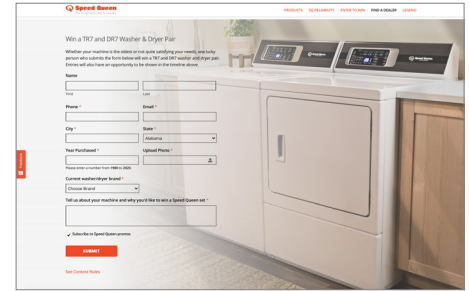
The Speed Queen website isn't the only place we are promoting our #1 status. We have purchased the licensing rights for 1,000 retailers to showcase Speed Queen as the Most Reliable Brand on their websites. Over 300 retailers have already launched the messaging on their sites, with more being added every day. Retailers will have access to this campaign for 6 months and must comply with the licensing agreement during that time.



### Consumer Reliability Campaign Contest

On Sept. 1, we launched our Speed Queen Reliability Campaign sweepstakes for consumers. Consumers are invited to visit the website contest page and enter to win a washer and dryer set by submitting a photo of their current machine, as well as why they deserve to win a new set. A winner will be chosen at random Oct. 22.

Not only can consumers enter to win, but they can also view user submissions on a fun and interactive map. We encourage you to check out the submissions by visiting the [reliability page](#) and scrolling down to the map. The submissions can also be filtered by decades.



### Retailer Reliability Campaign Content

As part of our agreement with Consumer Reports, Speed Queen has the rights to share messaging about the ratings on our social accounts. However, retailers cannot post this messaging directly on their social media pages, they can only share Speed Queen posts.

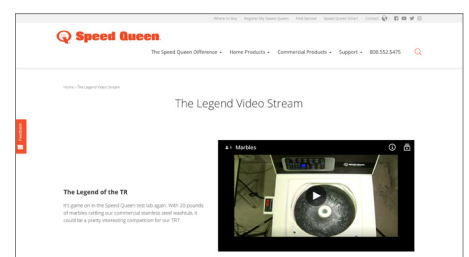
To help further promote the reliability campaign beyond our social accounts, we created a giveaway for our retailers from **Sept. 28 through Nov. 20**. The retailer with the most engagement (likes, comments, shares) on their Speed Queen posts on Facebook, Instagram, and Twitter on Nov. 20th will be the winner. The winning retailer will receive a digital/advertising package worth \$2,000 that will include digital and social ads and pay-per-click (PPC).

Contest Rules:

- To enter, the retailer must share posts from Speed Queen's pages with #SpeedQueenReliability and a link to [speedqueen.com/legacy/](http://speedqueen.com/legacy/) on their own social media pages. Retailers cannot create new posts promoting the campaign, only sharing posts from Speed Queen's pages will count.
- The hashtag typed exactly as: #SpeedQueenReliability is crucial to be included in this contest. Our software looks for all mentions of this hashtag across social media channels in order to determine the winner. Using this in your post text is the only way we will be able to see you are posting about this sweepstakes.
- We will track publicly available data so if you post from a private page, it won't count toward your total engagement.
- Retailers can share posts as many times as they'd like during the stated period as long as they include the hashtag and link. Retailers are allowed to boost their shared posts to gain more engagement.
- We encourage creativity and may even feature some of our favorite posts by retailers on our page.

### Last Retailer Contest Winners

In June, we had our last social media retailer contest for the [Legend Campaign](#) and Johnson's Furniture in Tennessee came in first with the highest engagement numbers. As the winners, they were able to donate a TR7 and DR7 pair to a family in their area and receive press exposure for their donation.

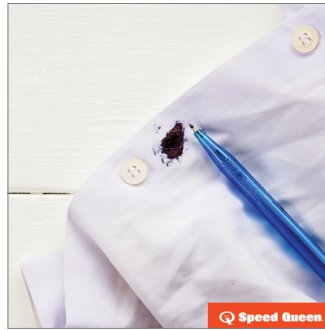


# Monthly Update (continued)

## Dealer Blog Posts for October

New blog content for October is now available for download. This unique content is intended to be shared directly on dealer websites and social channels. This month, we have three blog posts and supporting social posts with images. The files can be found on the Dealer Center in the Marketing On-Demand section of the site. Dealers can search the word “blog” to quickly find the files.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.



## Social Posts for October

October social media posts are now available on the Marketing On-Demand section of the Dealer Center. All post options are tagged to “Social Media” so your dealers can use the search option to quickly find the content they are looking for.

This month’s topics include the Legend Campaign, de-sticking caramel stains, top load washer sizes and removing Halloween makeup stains.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.

