

MARCH 2021

SPEED QUEEN® CONSUMER MONTHLY UPDATE



Digital Launch Kit Now Live

We are giving retailers a reason to talk dryers, visit our [digital launch kit](#) to learn how our new dryer features are meeting consumer needs. The digital kit highlights our new features and includes product introduction videos and downloadable marketing assets.

Retailers will also have the opportunity to learn about our new dryers at our upcoming virtual shows. We will be hosting training sessions at the Nationwide Virtual Show on March 16-18 and BrandSource Virtual Show on March 23-25.

The digital kit can be shared with your retailers now. Our announcement to consumers is planned for April 15.

Simplified Registration Process for the Dealer Center

As a reminder, we have simplified the registration process to help retailers access the information provided to them quicker and easier. As of now, the company code required to register as a new user in the Dealer Center will be the dealer branch telephone number, without any dashes, or spaces.

Example:

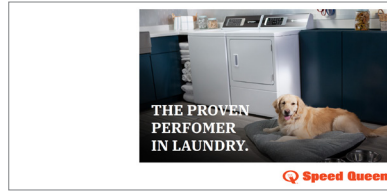
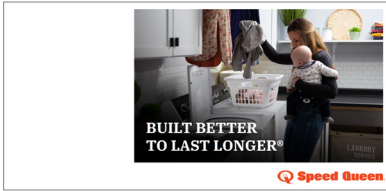
Retailer Name: ALS Laundry4U

Retailer Phone Number: (920) 748-3121

Company Code for Registration: 9207483121

Truck Wrap Artwork

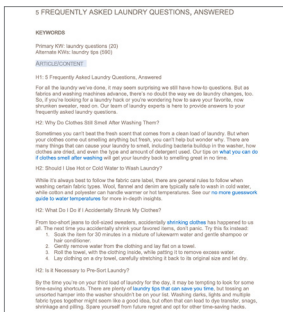
We have created two editable truck wraps that feature our TR5 and TR7, with the messaging of durability and performance. The truck wrap artwork is available on [Marketing OnDemand](#) to customize and download. With the [sharable artwork link](#), vendors can also access the artwork and download.



Dealer Blog Post for March

New Blog content for March is now available for download. This unique content is intended to be shared directly on dealer websites and social channels. This month, we have one post on five frequently asked laundry questions and a supporting social post with images. The files can be found on the Dealer Center in the Marketing OnDemand 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 February

March social media posts are now available on the Marketing OnDemand 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 America’s favorite cleaning task graphic, the legendary TR7 and DR7, and more.

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

