

# Market CenturyYuasa Link

## MARKETING INFORMATION UPDATE FROM CENTURY YUASA

ISSUE <b>598</b> 19/08/2013	<b>LAUNCH OF 2013 CENTURY MARINE CAMPAIGN</b>
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### INTRODUCTION



Announcing the launch of the 2013 marine campaign, including release of a new and improved range of specialty marine batteries, a national value-add promotion, marine-specific print advertising and renewed sponsorship of the 'Escape with ET' television program.

### NEW PRODUCT DETAILS

In the spirit of continuous improvement, a new range of specialty batteries for marine applications are set to launch from 1<sup>st</sup> September 2013.

The new products have been designed to address market feedback that the current marine batteries are fouling in battery boxes, are difficult to maintain and need to provide greater performance.

Many of the existing features will be continued in the new designs. However the new features enhance the existing design, breathing new life into the range.

These new features include:

- A new cover design
- New-look battery face and vent cap labels
- Raised gang-style vent caps
- Increased acid volume
- An integrated handle that locks with the gang plugs for strength
- Parallel alignment of the dual terminals (N70 only)
- Reposition of the water indicator (Magic Eye)
- Sufficient space for fitment of top mounted hold-down brackets/straps

These enhancements support less frequent maintenance, ease of maintainability and versatility of application.

Marine sizes impacted by these changes include the locally made D23RM, NS70M and N70ZM in Century Marine Pro, Yuasa Seafarer and House Brands.

As a result of the design changes, performance specifications have in most cases been improved. To avoid confusion, the new products have new Item ID's and Barcodes. The tables below summarise the changes:



D23RM	CURRENT	NEW	NS70M	CURRENT	NEW	N70ZM	CURRENT	NEW
ITEM ID	131100	131110	ITEM ID	131102	131109	ITEM ID	131101	131108
BARCODE	9313857317315	9313857321213	BARCODE	9313857317421	9313857321237	BARCODE	9313857317360	9313857321220
CCA	580	580	CCA	650	620	CCA	720	730
MCA	695	695	MCA	780	744	MCA	864	875
RC	105	105	RC	140	155	RC	190	180

## MARINE RANGE REVIEW

With the Century Marine Pro range in focus, the opportunity has presented to review the entire marine offering.

As such, the Marine Pro HD C24M (141108) and C27M (141109) will no longer be offered as part of the Century Batteries range.

Limited stock is still available.

## NEW PRODUCT MARKETING SUPPORT

New brochure and POS material have been developed and will be available for order via the online system in early September. Further communication will follow at this time.



Range Brochure  
CB103-1191a



Sold Here Sign  
CB122-1442



A2 Poster  
CB112-1441



Headerboard  
CB122-1436b

## 2013 MARINE PROMOTION

Following the proven success in recent years of the value-add style marine campaign, Century will again be conducting a national consumer promotion during the popular marine season.

The “Snag a Freebie” promotion will commence 1<sup>st</sup> October 2013 and run into the New Year (while stocks last). The mechanics are simple; Purchase a marine battery from participating retailers and receive a free gift!

The gifts are tiered subject to the type of product purchased. Refer to the table below for details:



FREE GIFT	ITEM ID	DESCRIPTION
<b>Waterproof* LED Torch</b> <i>RRP \$14.95</i>	131110	D23RM
	131109	NS70M
	135101	NS70MMF
<b>Cooler Seat</b> <i>RRP \$34.95</i>	131108	N70ZM
	135100	N70ZMMF
	131107	N150M
	131106	N200M
	141110	C30HH

\*Waterproof LED Torch will float in water head-up, but is not intended to be a diving torch.

## MARINE PROMOTION POS

Century’s ‘Snag a Freebie’ promotion is supported with POS materials which will be distributed to MDC’s and agents prior to the promotion launch date, along with the promotional gifts.



## ADVERTISING

The 2013 print advertising campaign is timed to coincide with the new product launch and national value-add promotion, taking advantage of the peak marine season.

See below schedule of advertising for Century Marine Pro during the 2013 Marine Season:

MEDIA	SEPTEMBER					OCTOBER				NOVEMBER				DECEMBER				
	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29
<b>Trailerboat*</b>						1								1				
<b>Modern Boating*</b>							1											
<b>Modern Fishing*</b>							1				1							
<b>Club Marine*</b>					1									1				
<b>TRADE-A-BOAT*</b>											1							
<b>DIGITAL - Direct Email</b>																		
<b>Boatsales.com.au &amp; Boatpoint.com.au</b>						1												
<b>Adconion Direct Solus eDM</b>			1															

Refer below advertising examples to be featured during this time:



Full Page Product Advertisement

Full Page Promotion Advertisement



## SPONSORSHIP

Building on the continued success of our partnership with the team at 'Escape with ET', Century Batteries has re-signed a new sponsorship agreement for Series 15 of the popular fishing and lifestyle television program.



The program goes to air nationally in October on Network 10/Southern Cross, with Century's exposure maximised through a significant block of repeats running on ONE HD.

Throughout the 14 new episodes, Century's extensive range of products will be showcased and endorsed by celebrity Andrew Ettingshausen aka "ET" - including Marine, 4WD, Deep Cycle and Powersports.

Century Batteries also features on the official Escape with ET website for additional exposure and product endorsement. Check it out at <http://www.escapewithet.com/sponsors/sponsor7>.