

# eBRANDkit™ Quick Reference Guide

eBRANDkit is Whirlpool Corporation's new retail merchandising website that puts advertising and program materials at your fingertips 24/7. It's the no-disc, no-sweat way to leverage the power of Whirlpool Corporation brands to build store traffic and sales.

## Login to eBRANDkit

- 1) Login to Whirlpool Web World (Business Tools tab) or your Buy Group back room and click on eBRANDkit™



- 2) Enter your Whirlpool Account Number ("sold to" number) in both fields and click the "Submit" button
- 3) On the next page, select the brand you want to work with
  - ✓ Whirlpool
  - ✓ Roper
  - ✓ KitchenAid

## Understanding eBRANDkit

### The Home Page:

The **Home Page** provides an overview of the tools available at eBRANDkit, including:

- ✓ Build Ads for CoMarketing programs and general co-op advertising Co-op
- ✓ Download Ad Elements to use in your own ad layouts
- ✓ View and Print Promotional Materials for upcoming promotions
- ✓ Build Product Tags to use in-store

Click on **COMARKETING PROMOTIONS & GENERAL ADVERTISING**, to view all options.

### Promotions and Advertising page:

The **Promotions and Advertising page** allows you to access to a wealth of materials and information, including CoMarketing promotions, Co-op advertising materials and MAP reference documents.

## To Preview and Order Point-of-Sales Materials

- 1) From the **Promotions and Advertising Page**, click on **PREVIEW POINT-OF-SALE KIT**
- 2) Click on an image to open a PDF file to view materials or print additional copies of form(s), or
- 3) Call the number that appears on the screen to order printed materials

## To Build Product Tags using eTAG

There are a variety of professional-looking color templates available pre-loaded with feature bullets that will enable you to build and print merchandising tags for Whirlpool, KitchenAid and Roper products.

NOTE: If you have a Buying Group back room, you can access a custom version of eTAG from your back room.

- 1) From the Home Page of eBRANDkit, click **POINT-OF-SALE MATERIALS**, or
- 2) From your Buying Group back room, click the eTAG link

- 3) Specify the Buying Group (not required for custom versions accessed from your back room)
- 4) Click on the 1-up, 2-up, or 4-up radio button
- 5) Select a category/product to feature
- 6) Use the default features or type in new bullet points
- 7) Select the featured color and the 'also available' colors
- 8) Download and print the product tag

## To Build a Newspaper Ad

From the **Promotions and Advertising Page**, in either the CoMarketing or Co-op sections, simply click **BUILD A PRINT AD** to access the ad builder tool.

- 1) Select the template size for the ad
- 2) Click buttons to add elements
  - a) Click on a *Hero Story* to insert it into the ad. Hero Story sidebars let you decide which Whirlpool product innovations to showcase
  - b) Click on *Products Blocks* to include them in the ad
- 3) Enter the price for each model selected
- 4) Add your store information, including locations, logos and special graphics
- 5) Once the ad is complete, click **Save**
- 6) At this point an authorization email will be sent. Enter the email address of the person who will authorize the ad. And email will automatically be sent informing them of the content of the ad. If the user is the authorizer of the ad, enter the user's email address.
- 7) After the e-mail is sent, you can then
  - a) Download the finished ad to print or email, or
  - b) Send an e-mail to the newspaper to pick up the ad for publication



## To Download Ad Elements

From the **Promotions and Advertising Page**, in either the CoMarketing or Co-op sections, simply click **DOWNLOAD AD ELEMENTS** to access advertising materials.

1. Click the links under Hero Stories or Product blocks to expand the list and see all of the imagery available
2. Click on a name/model number and the Windows download box will appear. Click the "Save" button in this box
3. Indicate where on your computer's hard drive the file should go
4. Files are downloaded in a compressed (ZIP) format. You may need to use a utility like WinZip to de-compress the file
5. Files are in a high-resolution .eps format. You will need graphics software to open or view these files

## For Technical Support

Technical support is available Monday – Friday  
9am to 5pm EST

For eBRANDkit help call 1-866-809-1937

For eTAG help call 1-800-363-9196

For one-on-one training, please call your Whirlpool Account Manager