

# Philips Consumer Electronics Presentation Kit and Inserts



A partnership that makes sense

Now you can join thousands of Philips partner employees who purchase our products online at substantial savings. It's a new way of doing business that makes sense for Philips and our business partners alike. They online for exceptional savings and demand for our complete product selection.

The Philips Advantage

- Purchase Philips electronics at up to 40% off suggested retail
- Safe and secure online shopping from the comfort of your own home
- An extensive selection of Philips electronics with more than 70 product categories plus an exclusive Clearance Center from which to choose
- Convenience of shipping 24 hours a day seven days a week
- Access to special promotional offers
- World-class customer service and support

Simply the best benefit for your employees

Pocket Folder: singled pocket with business card slits, finish size 6 x 9



The benefits of partnership

Click. Select. Save.

An employee benefit for our valued partners.




Philips Consumer Electronics selected CPSI to write the content and design the presentation kit folder, brochure, and inserts for their private label online store campaign.

## Philips supplied:

- Branding and Corporate graphic standards, images

## CPSI performed:

- Determined copy and design strategy, sizes, and finishes for all collateral.
- Searched Philips photo library for appropriate photos, and found cover photo via Internet search.
- Wrote copy and designed adhering to the graphic standards.
- Managed the printing and delivery process.

## Brochure:

Finish size 5.5 x 8.5 and was printed to be either inserted into the pocket folder, or handed out at special events.

Simplicity can be a goal of technology...it just makes sense.



The simplicity of a Philips partnership makes sense because Philips electronics are exceptional savings. The benefits await your decision.

The benefits of partnership

Click. Select. Save.

An employee benefit for our valued partners.




Click. Select. Save.

Questions and answers about the Philips Partner Employees Store

- Q Why are rights for exceptional savings on Philips electronics?
- A Philips recognizes our business partners for using the benefits of our online store to make a purchase of Philips electronics.
- Q Is this online store secure?
- A Shopping in the Philips Partner Employees Store is an secure, 24-hour online store. Philips offers a secure and convenient way to purchase Philips electronics. To ensure your privacy, we use secure servers to protect your information.
- Q How do we address shipping with orders?
- A Shipping in the Philips Partner Employees Store is an secure, 24-hour online store. Philips offers a secure and convenient way to purchase Philips electronics. To ensure your privacy, we use secure servers to protect your information.
- Q How do we address shipping with orders?
- A Shipping in the Philips Partner Employees Store is an secure, 24-hour online store. Philips offers a secure and convenient way to purchase Philips electronics. To ensure your privacy, we use secure servers to protect your information.
- Q How do we address shipping with orders?
- A Shipping in the Philips Partner Employees Store is an secure, 24-hour online store. Philips offers a secure and convenient way to purchase Philips electronics. To ensure your privacy, we use secure servers to protect your information.

Philips vision of simplicity



At Philips, our vision of simplicity is to make it easier for you to purchase our products online. We've created a new way of doing business that makes sense for Philips and our business partners alike. They online for exceptional savings and demand for our complete product selection.

Philips vision of simplicity

- In 1989, we first set up the world's first Philips store in a lightbulb company. Since then, our technology has been allowing us to simplify your life in an ever more integrated way.
- The Philips Retail Store is now available in 100+ countries.
- The Philips.com website is now available in 100+ countries.
- Philips invests the company's profits back into the business.
- In 1995, Philips introduced the world's first DVD for home use.
- Philips launched the Compact Disc (CD) in 1982 and revolutionized the way the world listened to music.
- In 1976, Philips introduced the world's first Philips television set, the largest model television ever made at the time.
- Philips first introduced a color television in 1967.
- In 2001, Philips became the world's first to introduce the world's first color television.
- In 2001, Philips became the world's first to introduce the world's first color television.
- Philips continues to invest in research and development.
- Philips continues to invest in research and development.



Inserts: Three different inserts with a finish size of 5.5 x 8.5.

Each insert was prepared in MS Word so the client could add variable data, print and insert for each custom kit.

Showcase of Philips products



Philips products are designed to make your life easier. From the comfort of your home, you can purchase Philips electronics online at substantial savings. The benefits await your decision.

Philips products are designed to make your life easier. From the comfort of your home, you can purchase Philips electronics online at substantial savings. The benefits await your decision.



Current offer



Free Financing

Up to 12 months free financing when you apply for a Philips Platinum Visa® credit card.

Use the Promotion While:

- In force from 01/01/08 to 12/31/08
- For the amount of \$1,000 to \$10,000
- For the purchase of Philips electronics
- For the purchase of Philips electronics

