



Stoves Cashback Promotion

1st March – 31st May 2025

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Introduction

- We are delighted to launch the latest Stoves range cooking **Cashback promotion**
- Available on **all new Stoves range cooker** models (including the 60 mini range!)
- Running from **1st March – 31st May** this promotion is offering consumers **up to £200 cashback** when redeemed within 30 days of purchase*
- Supported via a national integrated marketing campaign

*Messaging focus on £200 due to £500 only on 2 SKUs. See ASA promotional savings claims rules - <https://www.asa.org.uk/advice-online/promotional-savings-claims.html>

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Cashback details

- The promotion overwrites all other Stoves promotional activity
- Encompasses the Easter and May bank holidays trading moments
- Key message: **Up to £200 cashback on selected Stoves range cookers:**
 - £100 on mini range and 90cm (16 SKUs)
 - £150 on 100cm (10 SKUs)
 - £200 on 110cm (10 SKUs)
 - £500 on Deluxe FreedomFlex™ (2 SKUs)
- Cashback offered in the form of a pre-loaded Mastercard (digital or physical) received upon registration on the Stoves redemption site within 28 days of purchase. No cash alternative
- FreedomFlex™ specific artwork available with up to £500 messaging



The graphic features a central red square with the text 'STOVES' in a grey box above it, 'UP TO' in small white letters, '£200 CASHBACK' in large white letters, and 'ON SELECTED STOVES RANGE COOKERS*' in smaller white letters below. The background is a collage of four images: a pizza in an oven, a roasted chicken, a stir-fry in a wok, and a grill with skewers.

Purchase a qualifying Stoves range cooker during the promotional period and enjoy up to £200 cashback.
Visit stoves.co.uk/cashback for more details

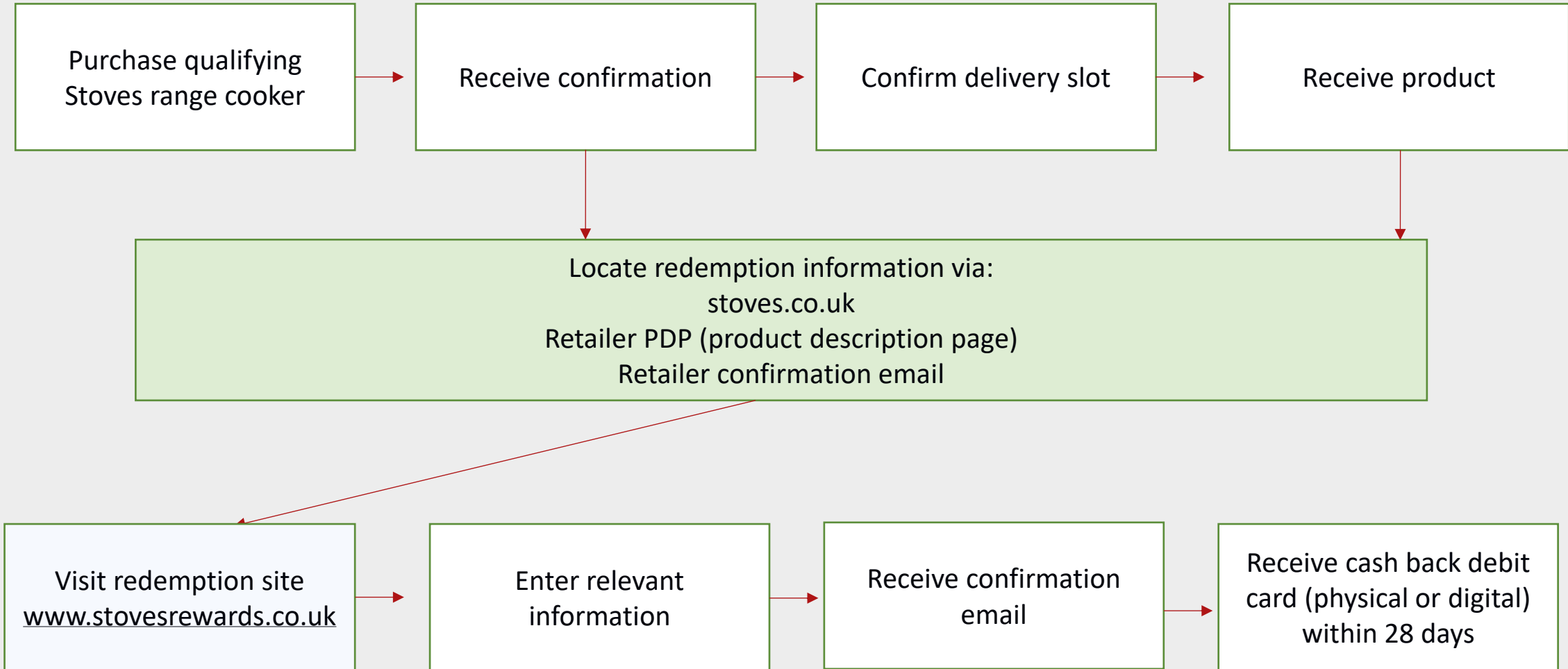
Scan the QR code to find out more



*See website for full T&Cs

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Consumer journey



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Integrated marketing campaign

Stoves channels

- Dedicated website landing page
- Website homepage take over and PDP flags
- Organic social activity across Facebook and Instagram

PR & Influencers

- Proactive consumer and trade media press releases
- Influencer partnership activity

Paid media

- Paid social media campaign across Instagram and Facebook

Retailer support

- Joint strategic campaigns to raise awareness of the promotion and drive conversion for in market consumers

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Thank you

**For more information contact:
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