



NEPTUNE™

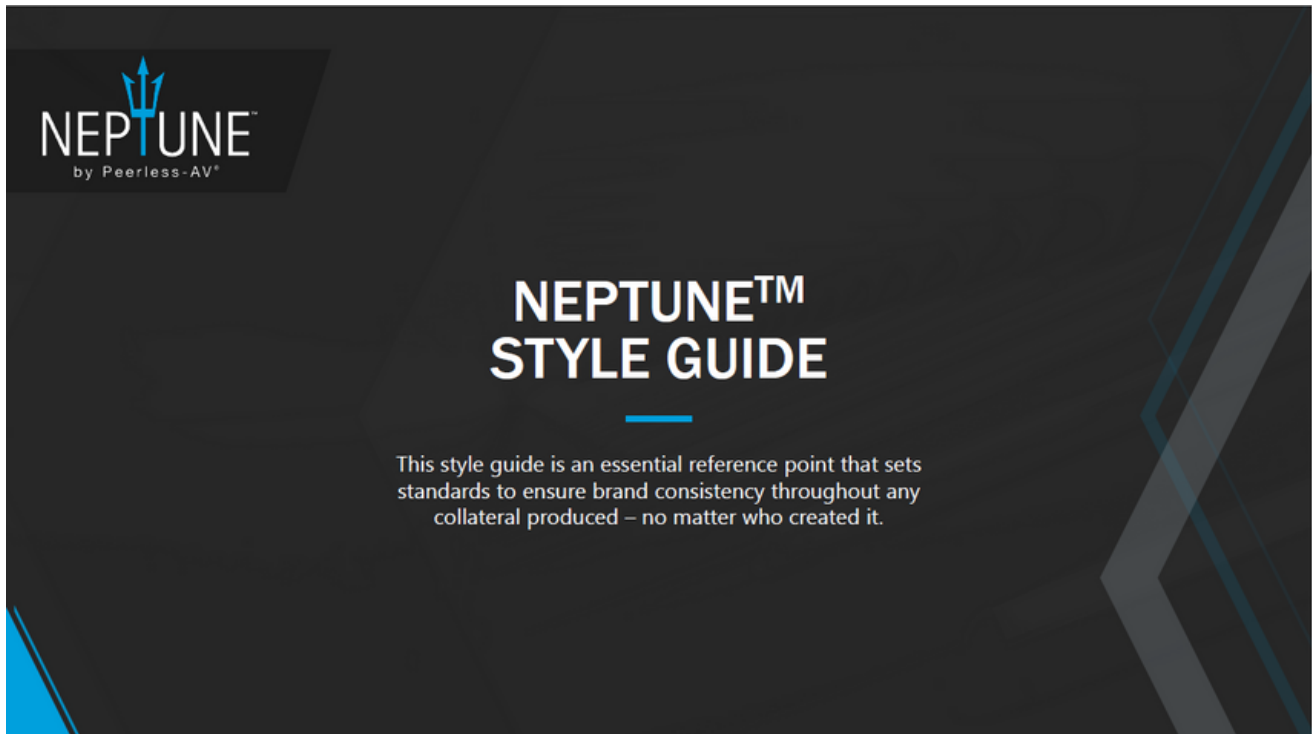
Shade Series Outdoor TVs
by Peerless-AV®

2021 MarCom Awards Submission

Category 150c. Promotion/Marketing Materials

Sales Support

Internal Style Guide for Retailers & Distributors



This style guide is an essential reference point that sets standards to ensure brand consistency throughout any collateral produced – no matter who created it.

[View Style Guide](#)

Dedicated Website

www.neptuneTV.com



The consumer line of Neptune™ Shade Series Outdoor TVs required a separate website from peerless-AV.com (B2B) with a different user experience (B2C).

The dedicated website includes:

- Consumer-Friendly Language
- Mobile-Friendly Interface
- Syndicated Product Reviews
- Retailer Logos/Site Links
- Live Chat
- Contact Form
- Latest Product News
- FAQs
- Install Support + How-To Videos
- Additional Wall Mounts for Sale
- Warranty Registration
- Contest Entry Form (Ended in May)

Video Content

How-To and Marketing Videos



We created a variety of videos, including both marketing and how-to instructional videos. These videos are embedded on our website, as well as retailer websites that list the Neptune™ Shade Series for sale.

[View Video Collection](#)

Imagery

High-Res Photo and Application Images



Includes FREE Outdoor Tilting TV Wall Mount

Digital Ads

Google PPC Display Ads,
Ecommerce & Publication Websites

NEPTUNE™ Shade Series Outdoor TVs
by Peerless-AV®

Sizes: 55", 65", 75"

POWERED BY LG Display

4K ULTRA HD™

HDR HIGH DYNAMIC RANGE

Shop Outdoor TVs

NEPTUNE™
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by Peerless-AV®

Sizes: 55", 65", 75"

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Shop Outdoor TVs

Digital Ads

Social Media Advertising

Top Performing Ads on Facebook and Instagram:

Neptune Outdoor TVs
Sponsored

The Neptune™ Shade Series Outdoor TV is an all-season solution for outdoor entertainment.



NEPTUNE™
Shade Series Outdoor TVs
by Peerless-AV®

55" 65" 75"

POWERED BY **LG Display** | **4K ULTRA HD** | **HDR**

NEPTUNETV.COM
Neptune™ by Peerless-AV®
Year-Round Entertainment

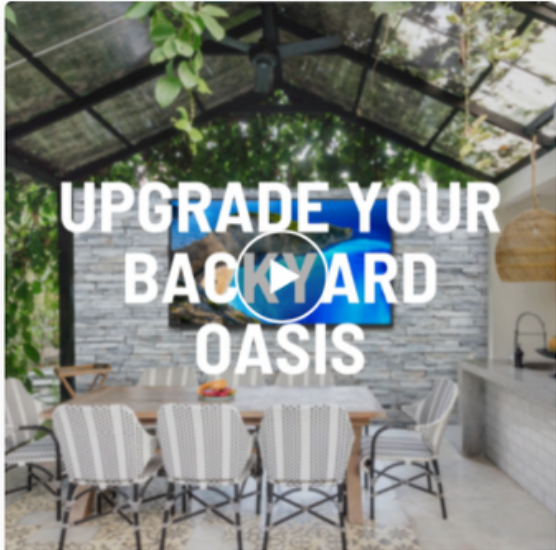
[Shop Now](#)

822 562 Comments 1K Shares

Like Comment Share

Neptune Outdoor TVs
Sponsored

Your dream backyard oasis is only a click away.



**UPGRADE YOUR
BACKYARD
OASIS**

NEPTUNETV.COM
Neptune™ Shade Series
Shop Outdoor TVs

[Shop Now](#)

1K 740 Comments 1.5K Shares

Like Comment Share

Full Page Ad

Print & eBooks Magazines

NEPTUNE™

Shade Series Outdoor TVs
by Peerless-AV®



Year-Round Outdoor Entertainment

The Neptune™ Shade Series Outdoor TV is an all-season solution for outdoor entertainment and living. Whether you want an outdoor TV on your backyard patio or under the gazebo, quality outdoor entertainment is now a reality with Neptune. Visit neptuneTV.com to learn more about the most affordable outdoor TV on the market.



All Weather
Rated
Solution



Operating
Temperature Range:
-22°F to 122°F



FREE Outdoor
Tilting Wall
Mount Included

\$199^{USD}
VALUE



Connect Preferred Media
Streaming Device for
SMART TV Functionality

POWERED BY
LG Display

4K ULTRA HD

HDR
HIGH DYNAMIC RANGE

Available sizes: 55", 65", 75"

AVAILABLE THROUGH:

21ST
CENTURY
DISTRIBUTING

ADI

ALARMAX
DISTRIBUTORS, INC.
www.alarmax.com

ALMO

ANIXER

E&H
PHOTO VIDEO AUDIO

DAVIS
PROFESSIONAL EQUIPMENT

DURRANCE

Gentec
INTERNATIONAL

MOUNTAIN
WEST

PIONEER
MUSIC COMPANY

professionalaudio

UI SUPPLIES

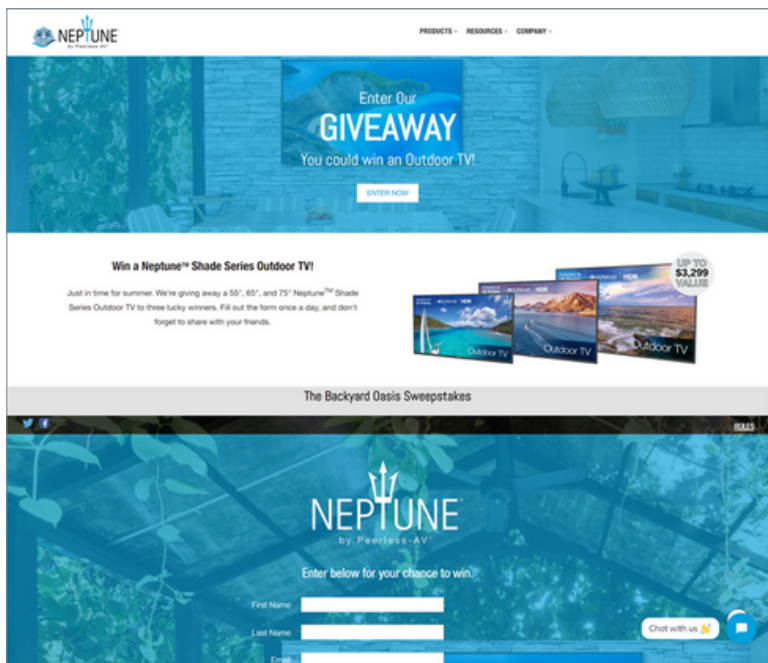
Seen in: Connected Design, Residential Systems, Residential Tech Today, CE Pro, and more.

Sweepstakes

The Backyard Oasis Sweepstakes

Details

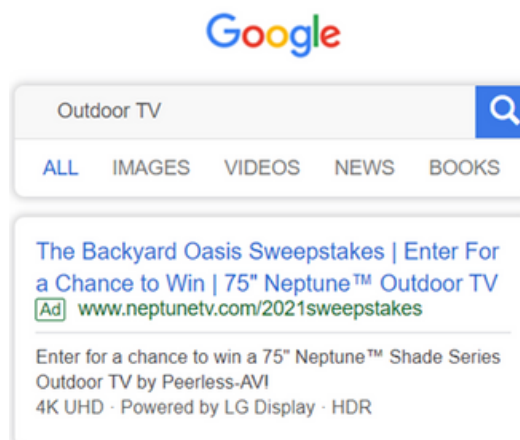
- Sweepstakes Dates: March - May 2021
- Prizes: 55", 65" & 75" Neptune Outdoor TVs
- Total Winners: Three
- Allowed Entries: One per day
- Total Entries: 240,000



Dedicated Landing Page with Contest Details, Entry Form, and Completion Page



Paid Digital Advertising - Social Media + Google



Retail Support

In-Store



Full Color Packaging with UPC Code

(directs customers to neptuneTV.com for more information)



In-Store POP Display with UPC Code

(attaches to exterior of TV; UPC Code is customized per retailer to direct customers to their website)

Marketing video was provided to retailers for in-store content.



NEPTUNE™

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by Peerless-AV®

THANK YOU!