

EA SS23 retail competitions – The GRUUVY SPRING CARE competition (KPI competition) and The GRUUVY MATCH competition (Styling competition) – Terms & Conditions



ECCO Accessories (EA) wishes to kick off the SS23 season in March by running two regional retail competitions for two weeks during March and April 2023 - each relating to the Commercial Calendar (Either the GRUUV shoe group or the Soft 7 shoe group for markets with reversed seasonality).

1. Participants

The competition is open for all ECCO owned and operated retail stores (full price) and they will be automatically enrolled. The only requirement is data availability. Markets will be split into the following regions:

- ECCO Europe
- ECCO Greater China/EGC (China, Hong Kong, Macau, Taiwan)
- EAP (Australia, New Zealand, Singapore, Japan, Thailand, Malaysia, Korea, Indonesia, Taiwan)
- EAM (USA, Canada)
- EMERGING MARKETS (Middle East, Turkey, India, Latin America)
- ECCO EAST (Russia)

2. Duration

The KPI competition, GRUUVY SPRING CARE starts on March 6th, 2023 and ends on March 19th, 2023. The styling competition, GRUUVY MATCH, starts on March 27th and ends on April 9th, 2023

3. Competition basis and how the winner will be selected

3.1 The GRUUVY SPRING CARE competition (KPI competition)

The GRUUVY SPRING CARE competition will be data based and the highlight shoe group-to-CCP ratio will be calculated by the end of the competition based on the data received in ECCO (Calculation will be: Total amount of GRUUV or SOFT 7 shoes sold divided total amount of shoe care sold during the competition period).

The store with the lowest ratio during the competition period will win the competition (the value 0 will be disregarded!). The store with the second lowest and thirds lowest ratio during the competition period will win second and third place respectively.

KPIs will be shared as an excel overview through the SRA Public Channel/Engagement Initiatives/SS23.

3.2. The GRUUVY MATCH competition (styling competition)

The winners of the GRUUVY MATCH competition will be shortlisted by the ECCO Accessories Commercial team and final winners will be appointed by the regional trainers based on the following criteria: 1) Use of highlight shoe groups incl. ECCO socks, 2) Creativity in styling and setting and 3) Color coordination. All photo contributions must be uploaded in a one-page pdf or ppt file to eccoshoeshine.com.

EA and regional trainers will appoint the winner(s) based on the above. EA's selection of winner(s) is final and cannot be contested or appealed.

4. Prizes

Based on the results, cf. section 3, EA will award the top 3 stores for each of the two competitions in every region with the following prizes:

#1 The first prize winning store will receive 500€ to spend on a locally defined staff event.

#2 The second prize winning store will receive 300€ to spend on a locally defined staff event.

#3 The third prize winning store will receive 200€ to spend on a locally defined staff event.

In order to make the handling of prizes as smooth as possible, the winning markets must decide on one of the two delivery methods:

- a) the winning stores must issue an invoice to ECCO Accessories, Rothusstrasse 15, 6331 Hünenberg, Switzerland (DK VAT no. 27273785) as soon as possible after the winners announcement and latest by end of April, 2023.
- b) EA sends a credit note to the winning market and the local office is responsible to pass on the prize to the winning store.

5. Results and announcement of winners

Results will be available on the designated competition website, eccoshoeshine.com and in the SRA Public Channel at ECCOs Teams channel. Access to eccoshoeshine.com is granted by signing in with the store e-mail address and using the unique code sent to the same e-mail.

A full announcement of the GRUUVY SPRING CARE winners will happen on eccoshoeshine.com and in the designated Teams channel by April 3rd, 2023 and the winners of GRUUVY MATCH winners will be announced on April 22nd, 2023.

A summary of the competition will be announced at ECCONet and in the MyECCO app.

6. Organizer

The competitions are hosted and organized by ECCO Accessories, Switzerland. In case of questions and challenges , please get in touch with your regular Sales contact Ramon Alvaro Peres (RALP@ecco.com), Marta Jagnińska (MJAG@ecco.com) or Lise Hvass (LHV@ecco.com).

7. Amendments of these Terms and Condition

These terms and conditions may be changed by EA if necessary to comply with legislation and/or in case of any events that are outside the reasonable control of EA. Hereunder, EA reserves the right to terminate, extend, delay, modify or cancel the competition. Further EA reserves the right to replace the Prize(s) if circumstances beyond EA's reasonable control makes it necessary to do so.