

SOLE MATES – AW21 retail competition – Terms & Conditions

The ECCO Accessories seasonal engagement initiative for AW21 is focusing on insoles: training, selling and inspiring retail stores on how to improve the insole to shoe ratio.

1. Organizing entity

This competition is organized by ECCO Accessories and any questions or comments should be directed directly to Lise Hvass, lhv@ecco.com, Marketing & VM specialist or Ramon Alvaro Pérez, ralp@ecco.com, Global Commercial & Training Manager.

2. Participants

The competition is open for ECCO owned and operated retail stores in the following markets:

ECCO Europe

ECCO Russia

ECCO Greater China

ECCO USA

ECCO Canada

ECCO Ireland

ECCO Australia

ECCO Turkey

ECCO EAP

3. Duration

The competition starts on October 15th 2021 and ends on November 15th 2021.

4. Measure

The winner is the store with the highest insole-to-shoe ratio on sell-out (amount of insoles sold per amount of shoes sold out of store) during the competition period

5. KPIs

Insole to shoe ratio will be pulled weekly by Market Intelligence (Global Marketing) and is based on sell-out data.

6. Winners

The winning stores are the ones with the highest insole-to-shoe ratio at the competition closure on November 15th 2021. The winners will be contacted directly via the store e-mail latest by Dec 1st, and will be announced on the competition web site, (eccoshoeshine.com), as well as on ECCONet and Retail Academy.

7. Prizes

The global winning store (#1) will receive 300€ to spend on staff activities across the team.

The runner up (#2) will receive 200€ to spend on staff activities across the team.

The third place winner (#3) will receive 100€ to spend on staff activities across the team.

A 4th prize of 200€ will be awarded to the store which achieves the highest insole to shoe ratio *growth* from the week prior to competition Kick-Off compared to the competition end result.

All winning stores will receive a 'sock goddie bag' worth 50€ to distribute among store staff.

If possible, all prizes will be provided as credit notes to the local market office, and local offices are responsible to pass on the prize to the local winners. Prizes are to be awarded to stores and cannot be substituted or e.g. paid directly to employees or similar.

Participating markets are encouraged to add local prizes on top of the global ones offered by ECCO Accessories. These are handled exclusively by the local market and ECCO Accessories are not involved in these and cannot be held accountable for winners nor prizes.

8. Web site

Stores will be able to follow a leader board and get weekly updates on the competition on the dedicated web site, eccoshoeshine.com. On this web site, all participating stores can also find training takeaways, inspiration and sell-out tips as well as product details on 'what is worth to know' about insoles.

Dash board and information/inspiration will, however, only be available if stores sign up with their store email and create their own password. Signing up is NOT a condition for participation, but merely a safety measure for data access.