



Sika Promotions Playbook

Choose a mechanic. Plan the execution. Measure the result.

CLICK A SECTION TO START

Price-driven

Value-added

Engagement & trial

Price-Offs & Discounts

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Promotion brief template

Ansoff planning reference

All Sika offers and visual examples are illustrative concepts for local adaptation. This PDF is a dated offline edition. Use the online playbook for its filters and editable Word brief.

Edition: 2 October 2026



Three promotion clusters

01

Price-Driven Promotions

Give buyers a direct financial reason to purchase now.

02

Value-Added Promotions

Add product, quantity or a complete project solution.

03

Engagement & Trial Promotions

Reduce hesitation and create a useful product experience.

Make the saving clear.**Make the purchase go further.****Give buyers a reason to try.****Price-Offs & Discounts****Buy-One-Get-One-Free (BOGO)****Sampling & Free Trials****Coupons****Bonus Packs & Added Quantity****Premiums (Branded Gifts)****Rebates & Refunds****Bundled Project Kits****Contests & Sweepstakes**

Match the buyer benefit to a clear commercial objective. Tactical and strategic labels describe the playbook examples, not a fixed rule for every campaign.



Price-Offs & Discounts

Instant savings



15% off

Sikaflex®-11 FC+

Save 15% on selected cartridges during the promotion.

Illustrative offer. Adapt locally.

HOW IT WORKS

Reduce the displayed selling price for a defined period. The shopper receives the saving immediately at the shelf or checkout.

OBJECTIVE

Generate purchases quickly and make a selected offer easy to understand.

WHEN TO USE IT

A short sales activation on a clearly defined product range, with agreed retailer support and enough stock.

SIKA EXAMPLE

A retailer runs a one-week 15% discount on selected Sikaflex-11 FC+ cartridges, supported by shelf signage and its digital channels.

MAKE IT HAPPEN

- 1 Agree the eligible SKUs, promotional price and funding with the retailer.
- 2 Check shelf and backroom stock, then align the shelf ticket, display and checkout price.
- 3 Record sell-out and stock before, during and after the promotion.

WHAT TO MEASURE

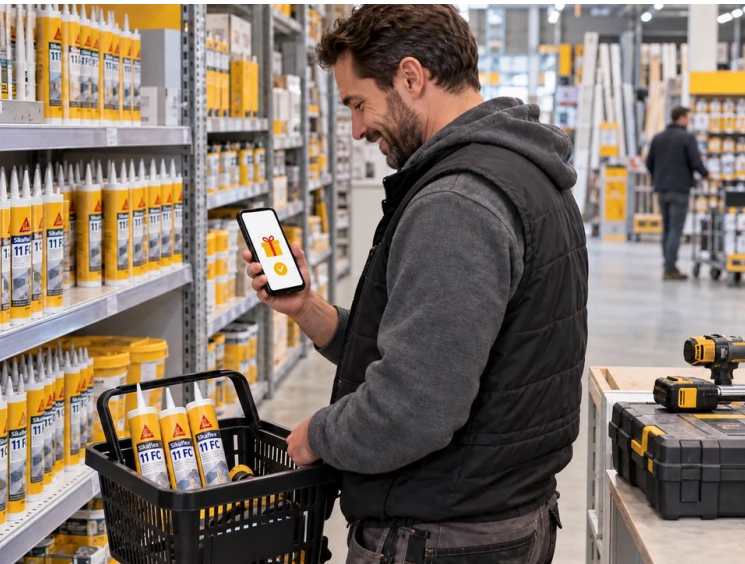
Incremental sell-out units
Contribution after funding
On-shelf availability

Keep in mind: Avoid a blanket discount across the whole range. Select a clear objective and check the margin impact before launch.

Coupons



A saving with a trigger



Save €5

Selected Sika products

Use a €5 coupon on a qualifying €30 Sika purchase.

Illustrative offer. Adapt locally.

HOW IT WORKS

Give shoppers a voucher or code that unlocks a saving when its conditions are met. Redemption happens at checkout.

OBJECTIVE

Reach a defined audience and track how many eligible buyers use the offer.

WHEN TO USE IT

A retailer can process the coupon reliably and a defined audience or follow-up purchase is the focus.

SIKA EXAMPLE

Customers receive a €5 coupon for their next qualifying Sika purchase of €30 or more, with a stated validity period and one redemption per customer.

MAKE IT HAPPEN

- 1 Define the threshold, eligible products, audience and expiry date.
- 2 Test the coupon at checkout and make the terms easy to find.
- 3 Agree how redemptions and retailer reimbursement will be reported.

WHAT TO MEASURE

- Coupon redemption rate
- Qualifying basket value
- Cost per redemption

Keep in mind: A distributed coupon is not a sale. Measure redemptions and the incremental purchases behind them.



Rebates & Refunds

Reward a verified purchase



Get €3 back

Sikaflex®-11 FC+

Buy three eligible Sikaflex-11 FC+ cartridges and claim €3 cashback.

Illustrative offer. Adapt locally.

HOW IT WORKS

Return part of the purchase value after the customer submits an eligible claim and proof of purchase.

OBJECTIVE

Encourage a qualifying purchase while keeping the displayed shelf price unchanged.

WHEN TO USE IT

A claim process, purchase verification and reliable fulfilment are available for a defined campaign.

SIKA EXAMPLE

A shopper buys three eligible Sikaflex-11 FC+ cartridges, scans the promotional code and uploads the receipt. The shopper receives €3 cashback after the claim is approved.

MAKE IT HAPPEN

- 1 Define eligible products, dates, purchase thresholds and the campaign budget.
- 2 Test receipt upload, eligibility checks, customer communication and payment.
- 3 Reconcile approved claims, payout costs and the agency invoice.

WHAT TO MEASURE

Approved claims
Cost per approved claim
Fulfilment time

Keep in mind: Budget for administration and payment costs as well as the cashback. Keep claim conditions and payout timing explicit.



Buy-One-Get-One-Free (BOGO)

More units in the basket



Buy 1. Get 1 free.

Sikaflex®-11 FC+

Buy one eligible cartridge and receive a second free.

Illustrative offer. Adapt locally.

HOW IT WORKS

Offer a second eligible unit free when the shopper buys the first. State whether the same SKU or a selected mix qualifies.

OBJECTIVE

Increase the number of units purchased in a single transaction.

WHEN TO USE IT

A suitable product has repeat use, the shopper can use the extra unit and the economics support the free product.

SIKA EXAMPLE

A retailer offers a second eligible Sikaflex-11 FC+ cartridge free with one purchased cartridge, for a limited period and while promotional stock lasts.

MAKE IT HAPPEN

- 1 Confirm which SKUs can be paired and who funds the free unit.
- 2 Reserve enough stock and test the checkout pairing.
- 3 Check whether extra units create incremental demand or bring forward later purchases.

WHAT TO MEASURE

Units per transaction

Promotional contribution

Post-promotion sell-out

Keep in mind: Two identical units for the price of one halve the effective unit price. Include that cost and possible purchase pull-forward in the evaluation.



Bonus Packs & Added Quantity

Extra product, same pack price



25% extra

Sikaflex® promotional multipack

Five qualifying cartridges for the regular price of four.

Illustrative offer. Adapt locally.

HOW IT WORKS

Offer additional product quantity at the standard pack price through an approved promotional pack or multipack.

OBJECTIVE

Increase perceived value and make the extra quantity visible at the point of purchase.

WHEN TO USE IT

An approved pack or multipack can be supplied without creating confusion about product size or eligibility.

SIKA EXAMPLE

An illustrative Sikaflex multipack contains five equal-size cartridges for the usual price of four: 25% more product at the same total pack price.

MAKE IT HAPPEN

- 1 Confirm pack feasibility, product sizes, barcode and retailer acceptance.
- 2 Make the standard quantity, extra quantity and pack price explicit.
- 3 Check availability, handling costs and the effective unit-price change.

WHAT TO MEASURE

Multipack sell-out

Units per basket

Contribution per pack

Keep in mind: Extra quantity at the same pack price lowers the effective unit price. A 25% quantity increase means a 20% lower unit price.



Bundled Project Kits

Sell a project solution



One project. One kit.

Sika sealing project kit

Selected sealant, a compatible applicator and a finishing tool.

Illustrative offer. Adapt locally.

HOW IT WORKS

Combine complementary products or accessories into a clearly defined kit with a single offer.

OBJECTIVE

Make a project purchase easier and support the sale of complementary items.

WHEN TO USE IT

The products work together for a defined application and the retailer can keep the whole kit available.

SIKA EXAMPLE

A sealing project kit brings together selected Sikaflex cartridges, a compatible sealant gun and a finishing tool, with one clear kit price.

MAKE IT HAPPEN

- 1 Define the application and have the kit contents checked for suitability.
- 2 Agree the kit price, contents and funding with the retailer.
- 3 Display the solution together and train staff to explain the application.

WHAT TO MEASURE

- Kit sell-out
- Complementary product attachment
- Basket value

Keep in mind: A kit must solve a real task. Confirm product suitability and make every included item visible before launch.

Sampling & Free Trials



Let the product prove its value



Try it at the counter

Sika cleaning wipes

A guided demonstration with an eligible trial sample.

Illustrative offer. Adapt locally.

HOW IT WORKS

Give a defined audience a controlled opportunity to try the product through an appropriate sample or supervised demonstration.

OBJECTIVE

Reduce hesitation and help potential buyers experience the benefit before purchasing.

WHEN TO USE IT

Product performance can be demonstrated clearly and the sample or trial is suitable for the intended user.

SIKA EXAMPLE

A trade-counter demonstration lets customers try a Sika cleaning wipe on a suitable task and receive a small trial sample with product guidance.

MAKE IT HAPPEN

- 1 Define the audience, demo task and approved sample format.
- 2 Train the demonstrator and follow the product use and safety instructions.
- 3 Record trials and follow up with a clear route to purchase.

WHAT TO MEASURE

- Qualified trials
- Trial-to-purchase conversion
- Cost per trial

Keep in mind: Keep trials relevant and controlled. Sample distribution alone does not demonstrate purchase conversion.



Premiums (Branded Gifts)

Add a useful reward



HOW IT WORKS

Offer a gift or branded item with an eligible purchase, either immediately or after a verified claim.

OBJECTIVE

Add an incentive beyond the product and strengthen the connection with the buyer.

WHEN TO USE IT

A relevant gift is valued by the audience and fulfilment can be managed reliably.

SIKA EXAMPLE

Customers purchasing €60 or more of selected Sika products receive a branded tool kit, subject to the stated offer terms and available gift stock.

A tool kit with your purchase

Selected Sika products

Receive a branded tool kit with a qualifying €60 purchase.

Illustrative offer. Adapt locally.

MAKE IT HAPPEN

- 1 Choose a useful gift and agree the threshold and eligible products.
- 2 Include sourcing, freight, storage and fulfilment in the budget.
- 3 Give staff clear eligibility rules and reconcile gifts against qualifying purchases.

WHAT TO MEASURE

Qualifying purchases

Gift fulfilment rate

Total cost per gift

Keep in mind: Choose relevance over novelty. A complicated redemption process or unavailable gift can weaken the customer experience.

Contests & Sweepstakes



Invite participation. Reward engagement.



Win a tool kit

Sika project contest

Share a completed Sika project to enter a judged contest.

Illustrative offer. Adapt locally.

HOW IT WORKS

A contest rewards an entry using stated judging criteria, such as project quality or creativity. A sweepstakes selects a winner through a random draw. Explain the entry route, eligibility, selection method and prize clearly.

OBJECTIVE

Encourage meaningful participation, strengthen product consideration and build engagement with end-users.

WHEN TO USE IT

The audience can share a relevant project or take part in a simple campaign, and the prize is useful to that audience.

SIKA EXAMPLE

Customers upload a photo of a completed project using selected Sika products and describe the application. A panel selects a winner using published criteria; the prize is a professional tool kit. A sweepstakes version would use an agreed random draw instead.

MAKE IT HAPPEN

- 1 Define the audience, entry conditions, campaign dates, prize and judging or draw method.
- 2 Create the entry page and POS communication; agree how submitted photos and entry data may be used.
- 3 Review eligible entries, select the winner using the stated method and fulfil the prize.

WHAT TO MEASURE

- Eligible entries
- Participation rate
- Follow-up purchase conversion

Keep in mind: Keep the selection method clear: judging for a contest, a random draw for a sweepstakes. Participation alone does not prove incremental sales.



Sales representatives

Clear responsibilities before, during and after the promotion.

Pre-launch

Planning & preparation

☐ Define clear objectives

Agree a specific, measurable goal for the promotion.

☐ Understand your retail partner

Review targets, shelf and backroom stock, and previous promotion results.

☐ Select the right promotion type

Match the mechanism to the objective, audience and market conditions.

☐ Develop supporting materials

Prepare shelf signage, product guidance and the agreed digital assets.

Launch

Execution & engagement

☐ Train retail staff

Explain the mechanics, eligibility, customer benefit and product guidance.

☐ Monitor in-store execution

Check signage, checkout setup, on-shelf availability and customer response.

☐ Provide ongoing support

Resolve questions and share early results with the retailer.

☐ Engage with end-users

Use relevant demonstrations and conversations to explain product value.

Post-launch

Analysis & improvement

☐ Measure performance

Compare sell-out with a credible baseline; reconcile opening stock, receipts and closing stock.

☐ Gather feedback

Review the promotion with the retailer and capture customer feedback.

☐ Improve the next promotion

Use the result and execution findings to adjust the next plan.

Sales managers



Clear responsibilities before, during and after the promotion.

Plan

Strategic planning

- ☐ **Develop an annual promotional calendar**

Align promotions with seasonality, customer needs and product priorities.

- ☐ **Set promotional budgets**

Allocate funding using the full cost of the mechanic and evidence from previous activity.

- ☐ **Define success metrics**

Agree KPIs for incremental sales, contribution and customer acquisition.

Review

Performance management

- ☐ **Monitor KPIs**

Track sell-out, redemption, availability and contribution against the agreed targets.

- ☐ **Conduct regular reviews**

Hold check-ins during the promotion and review the full outcome afterwards.

- ☐ **Optimise the promotional mix**

Repeat effective mechanics and adjust weak offers or execution.

Coordinate

Team alignment

- ☐ **Align the sales team**

Communicate the objective, target audience, mechanics and responsibilities.

- ☐ **Coordinate with marketing**

Keep claims, artwork and customer messaging consistent across channels.

- ☐ **Collaborate with product and supply teams**

Confirm product suitability, stock and fulfilment readiness.



Promotion brief template

Capture the essentials here, or use the online form to download an editable Word brief.

Country

City

Contact name

Email

Phone (optional)

Promotion cluster

Promotion type

Start / end date

Activity description

Objective, target audience, retail partner, eligible products, offer and specific requirements.

Build an editable brief online



Promotions through the Ansoff lens

The growth strategy guides the promotional choice.

		PRODUCTS	
		Existing products	New products
MARKETS	Existing markets	01 Market penetration Increase frequency or basket size Discounts, BOGO, cashback, bonus packs Sika example: Buy 3 Sikaflex cartridges, get EUR 3 back	02 Product development New product for current customers Samples, demos, launch coupons Sika example: Trial offer for a new Sika cleaning wipe
	New markets	03 Market development Existing product for a new segment First-purchase coupons, samples Sika example: Sikaflex trial for a new DIY segment	04 Diversification New product for a new market Pilot trials, launch incentives Sika example: New solution for a new user segment

The same mechanic can support different strategies. WhatsApp can activate offers across all four quadrants.

Illustrative mappings. Source: H. Igor Ansoff, Strategies for Diversification (HBR, 1957).