

- QR Codes placed on the floor throughout retail locations
  - **What's this? Scan for a chance to win up to \$\_\_ in Kohl's Cash this holiday season.**
  - Persona tie-in? QR codes in sections for "Host with the Most," "Keeping it Cozy," etc.?
  - Holiday tie-in? QR codes in sections for Three King's, Christmas, Hanukkah, Kwanzaa?
    - Possibly patronizing lol
  - **Presentville tie-in??**
  - **You've found a snowflake! Scan to collect up to \$\_\_ of Kohl's Cash. (separate app/Snapchat/Kohl's app?)**
- Scan QR to collect snowflake/icon
  - **Sam's concept - different "puzzle pieces" as part of a tree?**
  - **QR Codes on ornament decorations?**
  - Hovering + spinning animation
  - **You've collected your first snowflake and earned \$\_\_ of Kohl's Cash! Find up to \_\_ more hidden throughout the store.**
  - Checklist of different snowflakes/icons. **Hints w/ persona tie-ins?**
    - **Names of each individual snowflake?**
      - D&I?

\*screen for all snowflakes collected

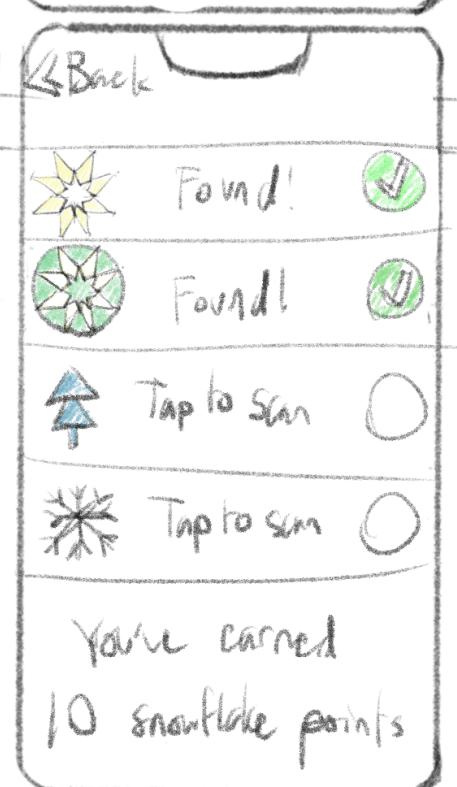
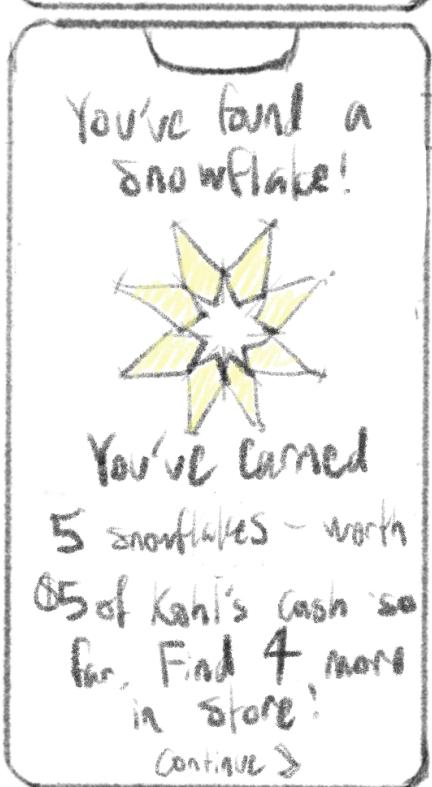
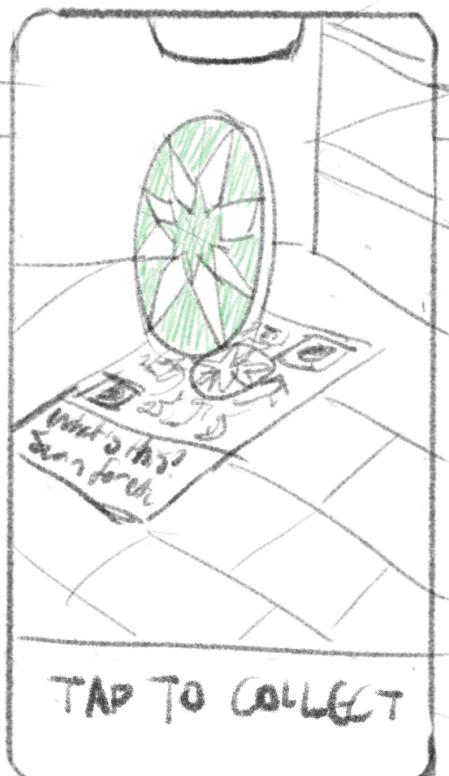
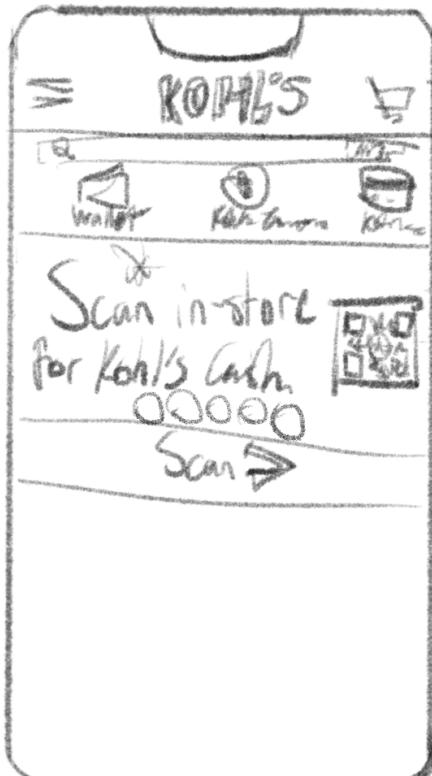
- **Congratulations! You've found all \_\_ snowflakes, redeemable for up to \$25 of Kohl's Cash.**

\*screen for kohl's cash vs. donation

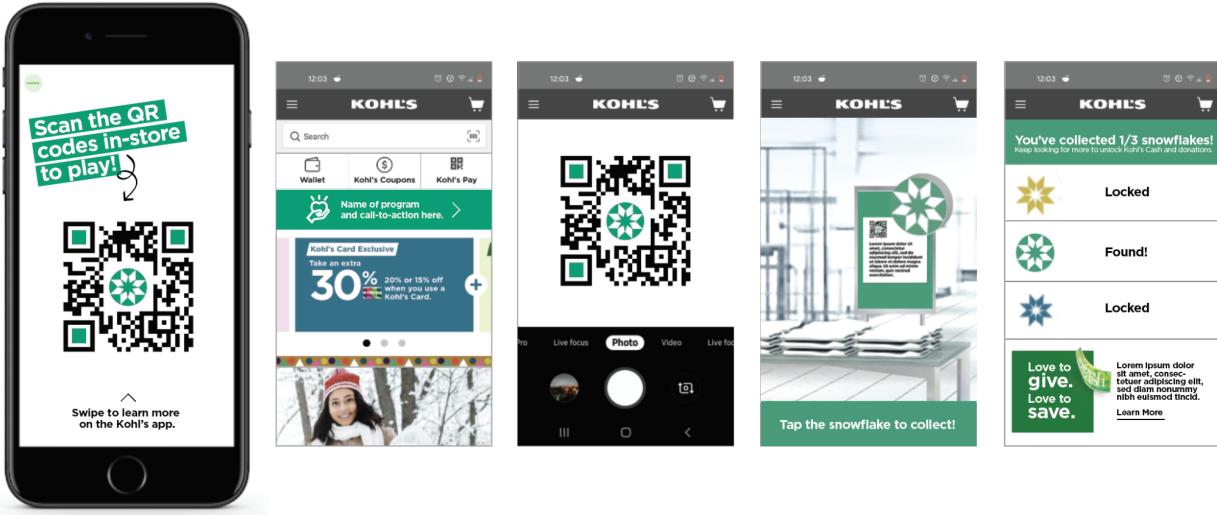
- **This holiday season, Kohl's is proud to celebrate belonging. No matter who you are, or how you holiday, Kohl's has something for everyone. That's why we're proud to be partnering with \_\_\_\_ to promote \_\_\_\_\_. We're committing \$\_\_ to \_\_\_\_ and encourage you to pay it forward - every dollar you've earned can go to gifts for yourself, for your loved ones, or for \_\_\_\_\_.**
- **OPTIONS:**
  - Customers pick from a list of charities
  - Kohl's splits to several charities/one charity
  - Customers can split some earnings for purchase vs. for charity
  - **Plinko to donate to charity and snowflakes to Kohl's Cash, or vice versa?**
  - **1 snowflake = 1 turn on plinko (w/ charity and Kohl's Cash sections)**
    - **Screen for collecting Kohl's Cash?**
  - **1 snowflake = info on one of 5 charities?**
  - **Every \$ of Kohl's cash spent is matched by Kohl's + charity donation**



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- “Snowflake points” or other generic name may make it easier to sell the idea of converting to Kohl’s Cash vs. charity donations



## PLINKO

- Paying it Forward
- Kohl's Gives Back
- Joy to the World
- Love to Give

Here at Kohl's, we know you #LovetoGive - and there's plenty of #LovetoGive this holiday season. Find and scan **5** snowflakes hidden throughout the store to earn up to \$\_\_ in Kohl's Cash for all your gift shopping needs. For every dollar you spend, Kohl's is matching that amount in donations to \_\_\_, up to \$500,000. Spread a little joy to friends, family, and the world (and your wallet, too).