



ELECTRIC HOME DESIGN

Digital Promo Launch Kit

Life Is On

Schneider
Electric

We are excited to share 'Set up for life'

A campaign designed to ignite Kiwi homeowners' knowledge, love and desire for "Electric Home Design".

Launching in April 2022, PDL's new consumer campaign will reveal life improvements (big and small) that a home built with "Electric Design" can provide.

And as homeowners' lives evolve, we will inspire them with a vision of their future home – **Set up for life.**

We wanted to share this with you early so that you and your business could prepare as you are an integral part of this journey for the customer.

Phase one of this digital kit contains the first wave of assets that are ready, so you can choose how to maximise the use of these for your business.

Phase two of the digital kit will be coming in a few weeks and will contain additional assets including the launch videos.



Digital Promo Kit Contents

- 1 Electric Home Design Consumer Images
- 2 Electric Home Design Product Images
- 3 Social Media Posts
- 5 Featured Blogs & Case Studies
- 6 Digital Ads ***NEW***
- 7 Homeowner Support Materials & Tools
- 6 Follow Us

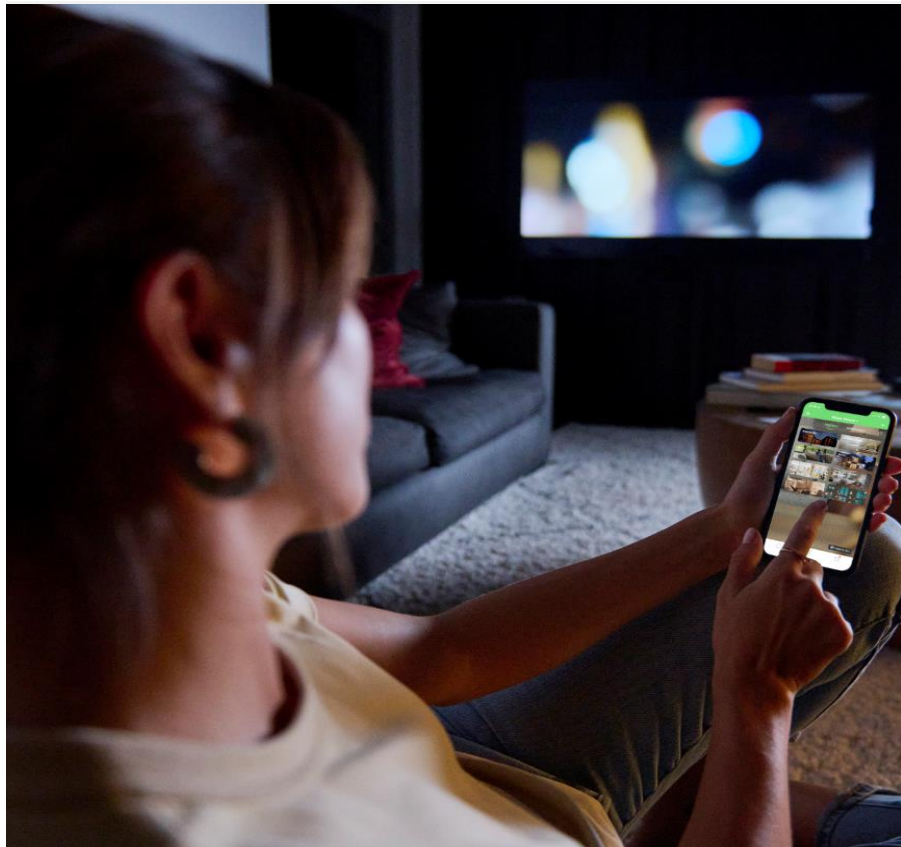


Consumer Images

IN THE BOX LINK PROVIDED ACCOMPANYING THIS PRESENTATION YOU WILL FIND IMAGES FOR THE BELOW.

[LINK HERE](#)

Images are for digital use for 12 months only.

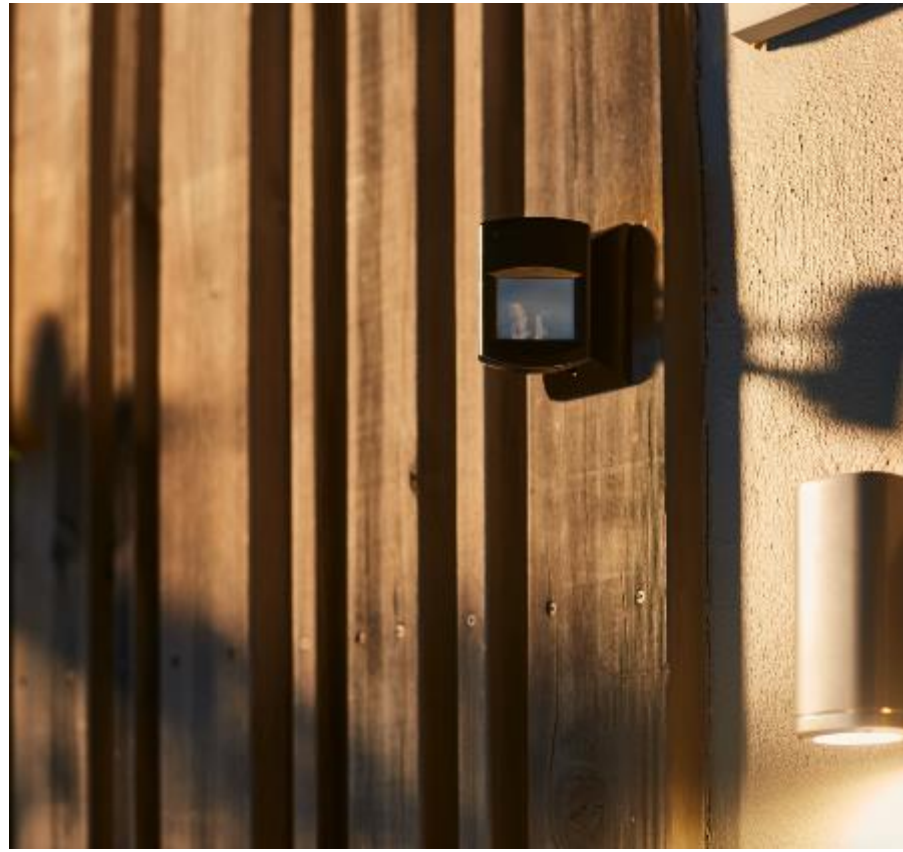


Product Images

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[LINK HERE](#)

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Social Media

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Post #1

INTRODUCING ELECTRIC HOME DESIGN

Life happens. It's unexpected and constantly changing. Tonight's homework discussion hub might be the morning breakfast hustle location.

Create a new world of possibilities for your home design, powered by electric. It's a concept we call: PDL Electric Home Design.

Discover how you can unlock the possibilities today
visit: www.pdl.co.nz/home-renovation

@pdl1937
#ElectricHomeDesign
#PDL
#Renovation
#Building
#Inspiration

Social Media



Post #2

POWER BROKERS

Kids, got to love them. They would play all day on their games if you let them. Sometimes you have to make the call to get them outside to enjoy the fresh air.

A PDL smart power point can help make that easy, by putting the power in your hands – literally. Fun fact: you can even set the TV or gaming console on a timer too. #LifeHacks #ParentingHacks

Discover more possibilities for your home here: <https://www.pdl.co.nz/home-renovation>

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Post #3

DESIGN DEVOTEE-ERS | DINING

Home design inspiration. It comes in many forms and from many different places - magazines, TV shows, our friend's houses. Yet often we miss a key piece of the puzzle, an important ingredient to the perfect combination of style and functionality that can make your home truly align to your vision of what home could be. Keen to unlock your home's potential and be better set up for what life brings?

Discover Electric Home Design by PDL here: www.pdl.co.nz/home-renovation

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#PDL
#style
#design
#inspiration
#interiordesign

Social Media



Post #4

FOR THE BUSY BEE-ERS | KITCHEN

The glorious hustle and bustle of family life. Those gorgeous unexpected moments, which you wish you could cement in your memory forever.

Just as our family and life grows and changes, so do our needs and vision for our home. When planned correctly your home can work seamlessly to make living easier. This is Electric Home Design by PDL.

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#PDL
#Renovation
#Building
#Inspiration
#family
#life
#design

Social Media



Post #5

FOR THE SOAKERS | BATHROOM

Your bathroom, your haven. Where every design detail has been perfectly selected to bring together a calm and harmonious space where you can truly relax and unwind. From elegant taps that complement beautifully with your rounded edge metallic textured switch, to the dimmable downlights which create the perfect ambiance.

Discover the possibilities for your home with Electric Home Design by PDL here: <https://www.pdl.co.nz/home-renovation>

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#style
#design
#inspiration
#interiordesign

Social Media



Post #6

FOR THAT BEAUTIFUL MESS | FAMILY

It is the calm at the end of another busy day. Their favourite toys are scattered all over the floor, a tower they spent hours building precariously balancing is being saved for the next day.

After reading their favourite story three times, you gently kiss them goodnight, and carefully navigate your way through the beautiful mess of toys, with the help of the "magic" night light that "keeps" the dragons away.

And as you walk through the door, you reflect on how perfect these moments are. It's these moments you just won't forget.

Keen to find out how a PDL can help guide the way to more exciting possibilities for your home? <https://www.pdl.co.nz/products/kids-bedroom>

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#ElectricHomeDesign
#family
#inspiration
#design
#PDL

Featured Blogs & Case Studies

ACCESS TO MORE CONTENT IS AVAILABLE
ON THE PDL WEBSITE
[HERE](#)



A Beachlands build with Iconic Essence

[VIEW THE FULL CASE STUDY HERE](#)



Ben & Quinn's renovation upgrade

[VIEW THE FULL CASE STUDY HERE](#)



How to design the perfect home office

[VIEW THE FULL BLOG POST HERE](#)

NEW

Featured Case Studies

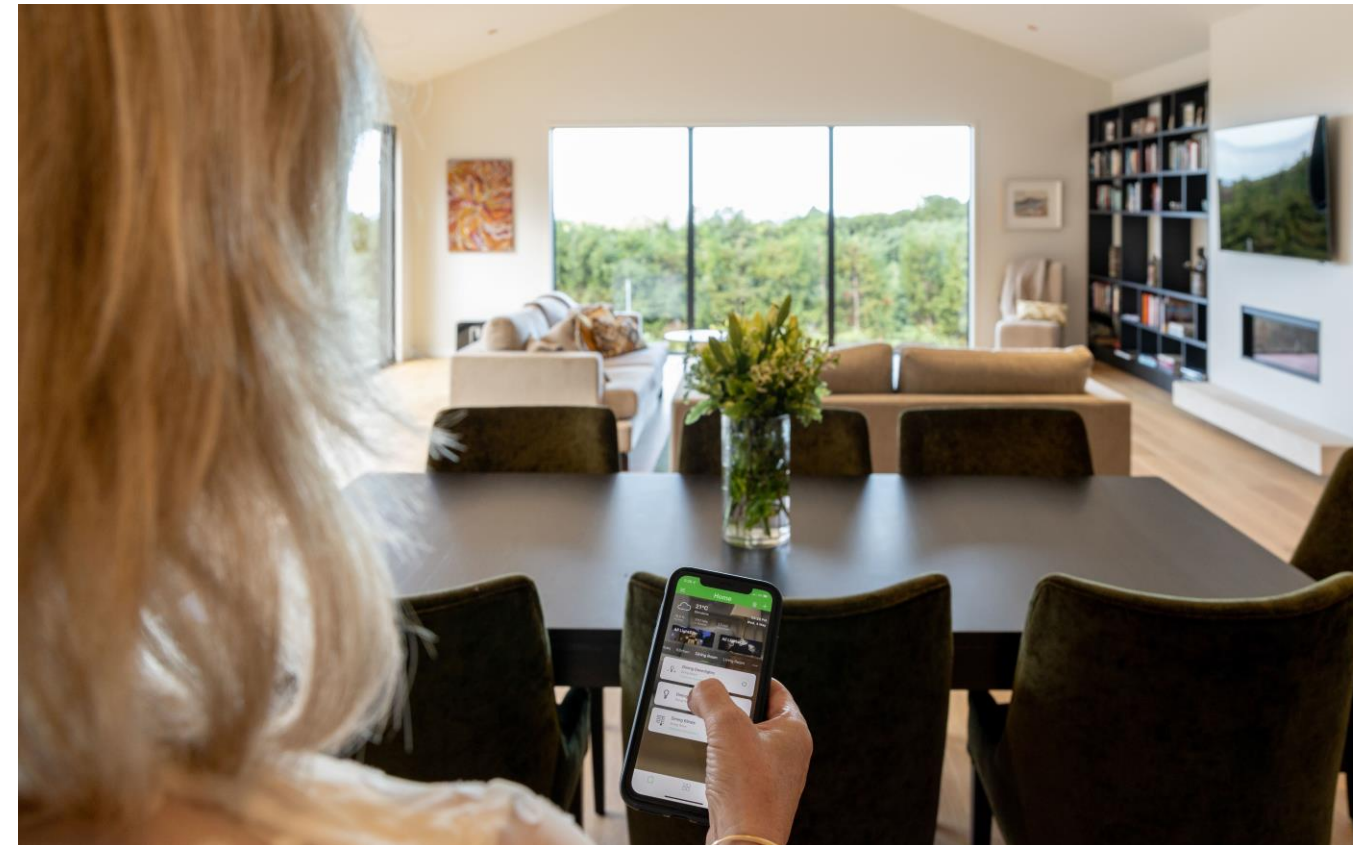
ACCESS TO MORE CONTENT IS AVAILABLE
ON THE PDL WEBSITE

[HERE](#)



Energy efficiency and smart living in the Bay of Plenty

[VIEW THE FULL CASE STUDY HERE](#)



[VIEW THE VIDEO HERE](#)



PDL Video Links



ELECTRIC HOME DESIGN VIDEO

Long Video Link

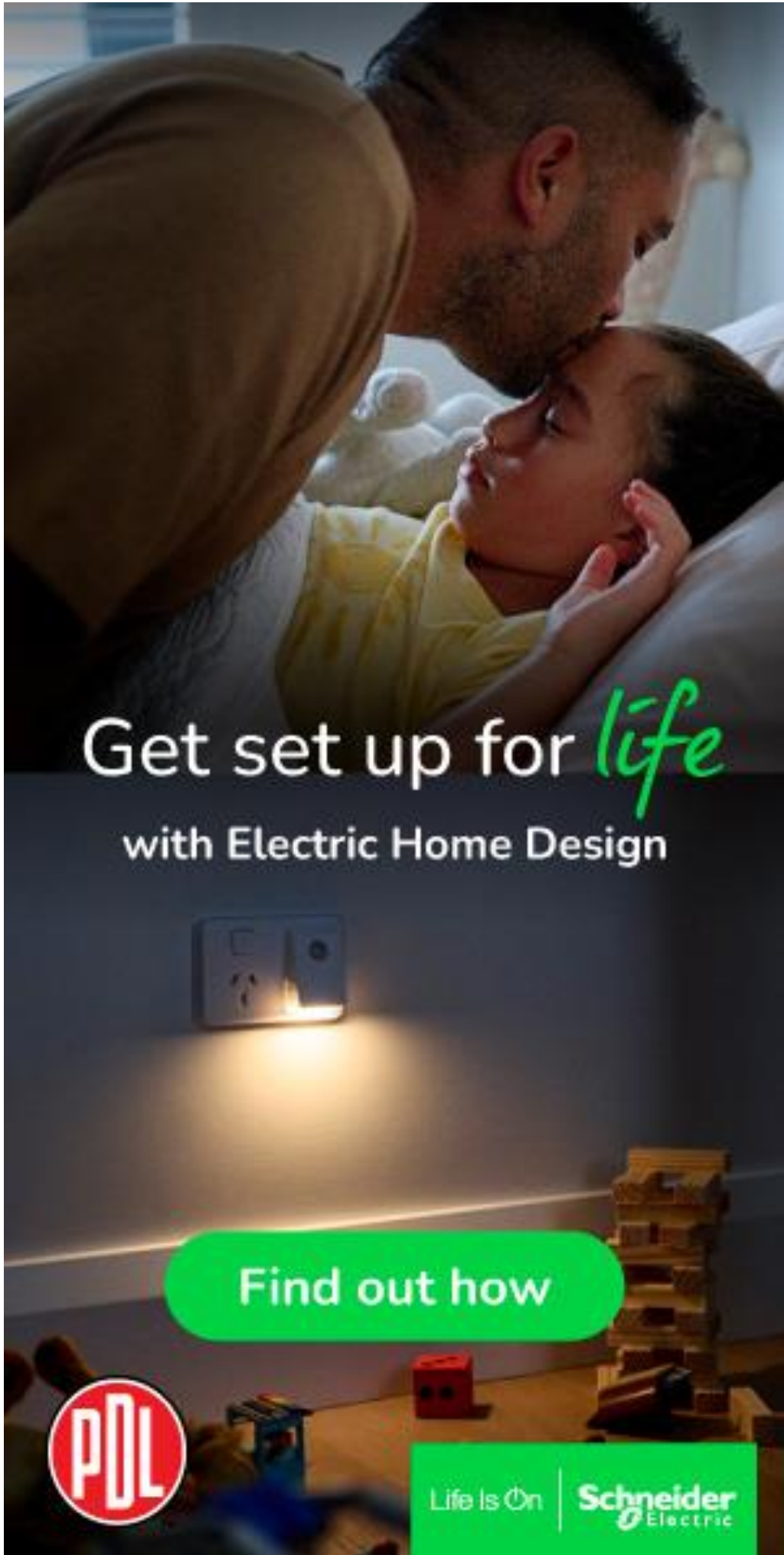
<https://schneider-electric.box.com/s/llevvnj046cleuba50f1bpe8awlqego7>

Short Video Link

<https://schneider-electric.box.com/s/uic5hgp5jrt26g43alpcem9uo600cpos>

PDL Digital Ads

IN THE BOX LINK PROVIDED ACCOMPANYING THIS DOCUMENT YOU WILL FIND IMAGES FOR THE BELOW.
[LINK HERE](#)
Images are for digital use for 6 months only.



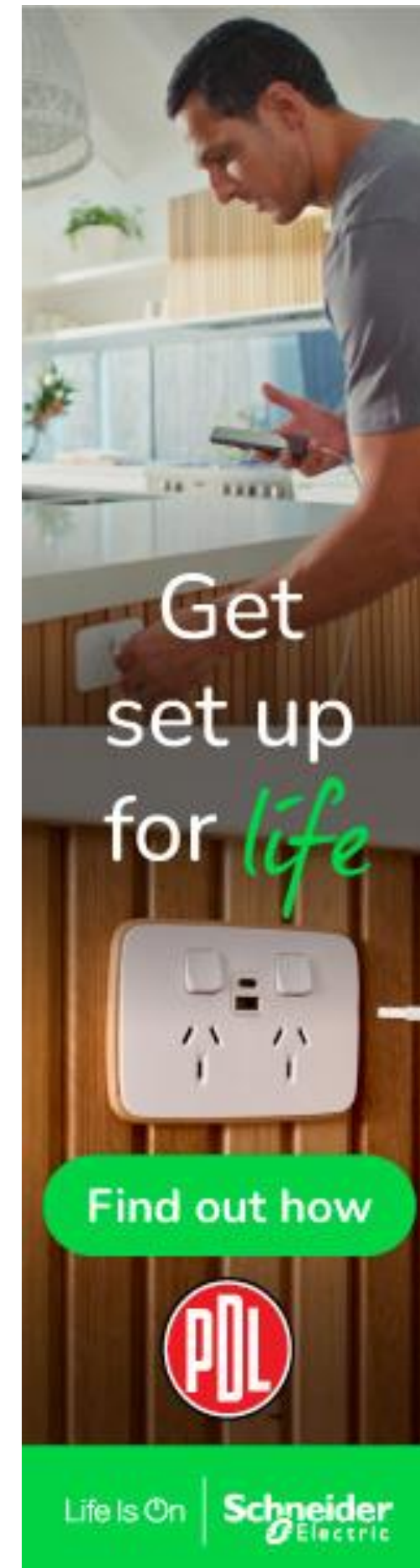
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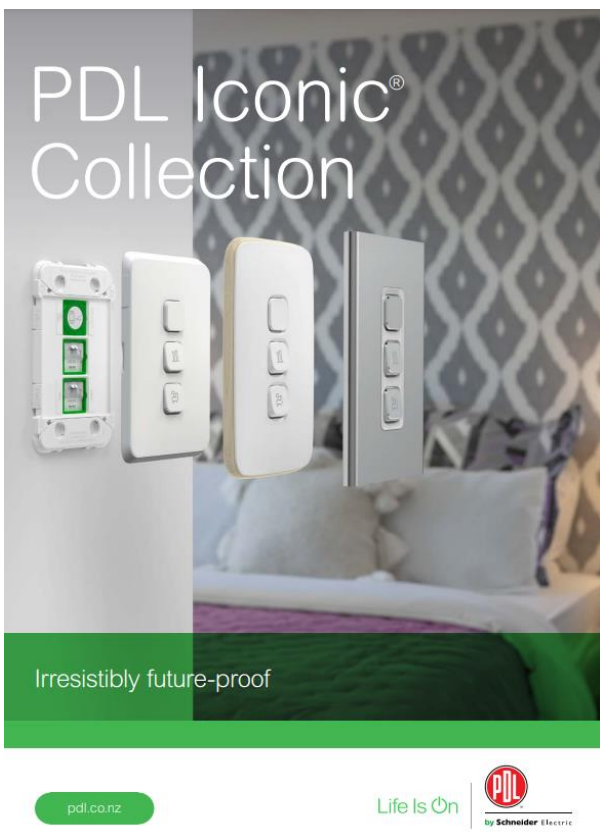


Homeowner Support Materials

INSPIRATION MAGAZINE & BROCHURES



PDL Solutions Magazine [LINK](#)



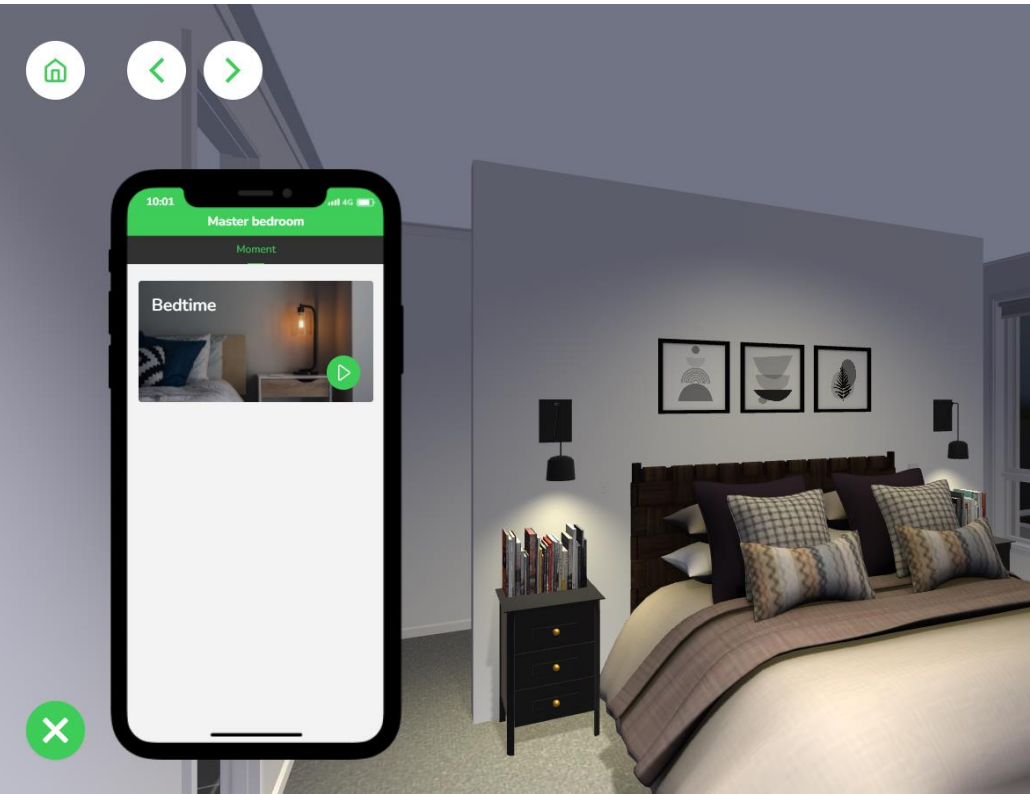
Iconic Range Brochure [LINK](#)



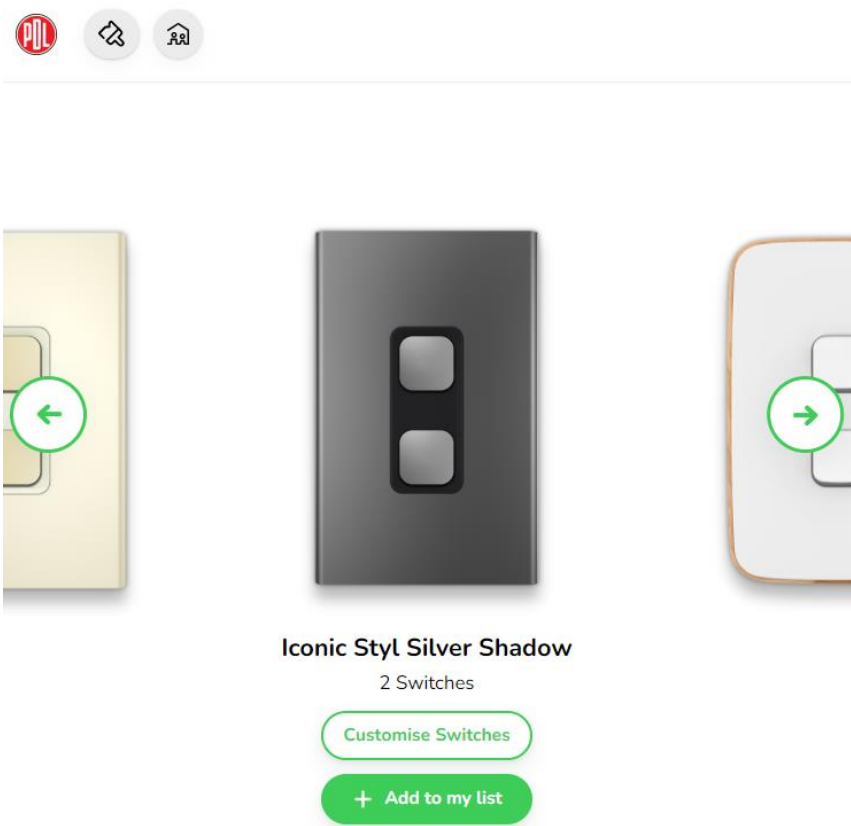
Wiser Smart Home Brochure [LINK](#)

Find links below to resources to support conversations with homeowners.

HOMEOWNER DIGITAL TOOLS



Wiser Smart Home Virtual Tour [LINK](#)



PDL Iconic Builder Tool [LINK](#)

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 Photo/video  Check in  Tag friends

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 **Clipsal Home**  7h · 

We want to let you know that we have issued a voluntary recall on our Clipsal Caloundra Ceiling Sweep Fans manufactured and supplied between 1 November 2019 and 1 May 2021.

Clipsal will meet all reasonable costs involved in removing and replacing these products. Anyone who has purchased these fans should contact our Customer Care on 13 73 28 or via customercare.au@schneider-electric.com.

More info can be found here: <https://www.clipsal.com/clipsal-caloundra-fans-product...>



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517 posts 3,597 followers 692 following

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New Zealand leader in electrical design | Schneider Electric | PDL | Clipsal 🇳🇿. We love to see your projects 🏠! Tag us to share 🌟
linktr.ee/pdlbyschneider
Followed by stacyheyman, stselectrical, cityelectrix +80 more

 Guy's Home

 SmartHome

 Styl

 Essence

 Iconic

 VisionStudio

 Metal Plate

WHAT TYPE OF OUTDOOR MOMENT WOULD YOU SET UP FIRST?



WELCOME HOME

OUTDOOR DINING

DAYLIGHT SAVING REMINDER







ARE YOU PLANNING A RENOVATION IN 2022?



DEFINITELY

NOT THIS YEAR



WHAT UPGRADE WOULD YOU LOVE TO ADD TO YOUR BEDROOM?



ADD MORE CHARGING OPTIONS TO THE BEDSIDE

MOTION SENSOR NIGHT LIGHT FOR KIDS ROOMS





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Electric Home Design

pdl.co.nz/homebodies

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