

Kohl's Product Champions

Factory Direct Vendor Guide Overview

Kohl's Product Champions (KPC) is a program which includes loyal Kohl's customers who write legitimate reviews on products they test. More reviews leads to more sales. There is over a 200% increase in conversion when reviews are viewed and there is over an 83% increase in conversion when Kohl's Product Champions reviews are engaged with when compared to non-KPC reviews. Additionally, there is a 148% increase in Revenue per Product View when Kohl's Product Champions reviews are viewed.

How Product Champions Will Be Used:

This program is an ideal option for:

- A.** New program & brand (re)launches
- B.** Significantly Updated Product
- C.** Large Programs

Process:

- Kohl's Production will email the vendor on samples needed and timing of shipment from the vendor to the fulfillment center, based on when reviews are desired.

Costing

- Costs of the program fees is covered by Kohl's Production.
- Costs of samples and shipping to the fulfillment center are covered by the vendor.

Vendor Requirements

- The address for the fulfillment center will be provided to the vendor by Kohl's Production team upon approval of the campaign by KPC
- The address should include the product name in the "attention" area.
- Items should be shipped to the fulfillment center in as few boxes as possible.
- Items should be individually bagged
- Items must be as if customer bought in store (i.e. packaging, quantities, etc.).
- Official hangtags are required.
- Security tags must be omitted
- Marketing materials may be included (i.e. how to wear, features, etc.).
- No coupons or promotions are permitted.
- A packing slip is required and will be provided by the Production team once KPC approves the campaign.

Timing

- Ensure that samples are shipped to the fulfillment center 8 weeks before the desired review collection date.
- In urgent cases, we can cut the process down to 6 weeks.

Example Email From Kohl's Production Team

Hello,

Our *name of program* has been approved for the Kohl's Product Champion campaign. Kohl's Product Champions is a program which includes loyal Kohl's customers who write legitimate reviews on products they test. This means that customer reviews will be available at the time of the product live date. And more reviews leads to more sales. On average, Kohl's Product Champions products have **148% higher revenue** per product view!

For this program, we will need the below:

- *List of samples needed and quantity*

Costing: Kohl's covers the cost of fulfillment and shipping to the customers. Vendors are responsible for the cost of samples and shipping to the fulfillment center.

Shipping: Please ship to the below address and let us know your timing when you can! Attached is a packing slip which should be included in the box after being filled out with all product information.]

OAI Intake Center
Attn: KOHLS/Leaddog *Product Name*
136 E. Sycamore St.
Social Circle, GA 30025
Phone: (800) 729-5694 Ext. 107

Please keep in mind the following when shipping:

- Items should be shipped to the fulfillment center in as few boxes as possible
- Items should be bagged by style
- Official [hangtags](#) are required.
- Items must be as if [customer bought in store](#).
- Security tags must be omitted.

Please let me know what questions or concerns you may have.
Thank you!