



Westinghouse



FOR THE
HOME



ELECTRONICS



KITCHEN
& BATH




LIGHTING



POWER



2016



Global heritage brand with 130 years of product innovation.

Strong foundation built on **quality, value,** and **reliable** products our customers can count on.

Far reaching with programs in **commercial** and **residential** markets across 6 continents in a variety of categories including **home, home automation, lighting,** and **power.**



Westinghouse is owned & backed by the expertise & reach of media powerhouse, CBS.

CBS is committed to the **growth** and **sustainability** of the Westinghouse brand.

Fully integrated marketing outreach **across television, radio, print, digital, social, and events.**

Reach in over **40% of U.S. households in 17 of top 20 markets.**



SOCIAL MEDIA STRATEGY



Developing a **highly targeted** social media strategy and platform to effectively **reach, engage,** and **convert** our many audiences into Westinghouse brand ambassadors.





Westinghouse

+

CBS MEDIA SCOPE



Television

- Strategic media placement in targeted programming
- Deep verticals focused on health, communities, and environment
- Custom marketing solutions



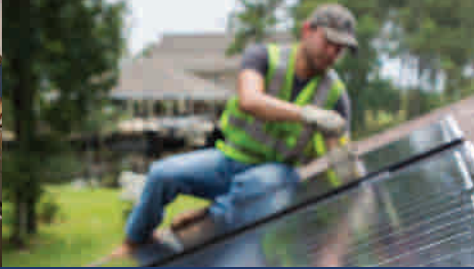
Digital

- 26 local mega sites and 80+ station sites
- Deep verticals in sports, music, health, news, weather/traffic



Radio

- 126 stations, 27 markets
- #1 stations in news, sports, talk
- Community events and festivals



Westinghouse Partners



FOR THE
HOME



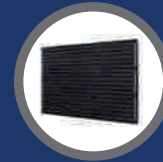
ELECTRONICS



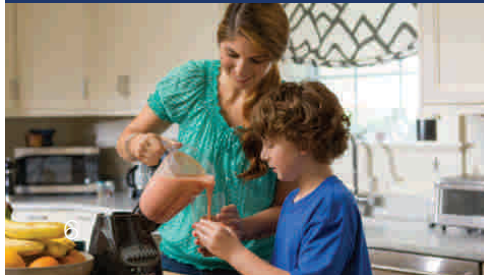
KITCHEN
& BATH



LIGHTING



POWER





FOR THE HOME



Kitchen

Toasters, microwaves, blenders, cookware, slow cookers, wine coolers



Kitchen & Bath

Kitchen Sinks, Kitchen and Lavatory Faucets, Range Hoods, Utility/Laundry Sinks, and Garbage Disposers



Laundry

Irons, steamers



HVAC

Heating, AC systems, ceiling fans, portable fans



Water

Water treatment, hot water heaters



Outdoor & Seasonal

Outdoor solar lighting, portable power generators, inverters



Security

Digital & biometric locks, video surveillance



ELECTRONICS



Entertainment

TVs, earphones, speakers, chargers, cases



Business Technology

Monitors, rapid-response interactive white boards



Accessories

Extension cords, flashlights, power strips, mounting brackets, batteries

A child in colorful swim trunks is jumping into a swimming pool at night. The child is holding a large, colorful beach ball. The pool is illuminated with blue lights, and the surrounding area is lit up by warm outdoor lighting. In the background, a house with large windows is visible, and other people are sitting on a patio.

LIGHTING



Light Bulbs

LED, CFL, HID, incandescent, halogen, fluorescent



Lighting Fixtures

Indoor, outdoor, solar



Lighting Accessories

Hardware, glass, shades, medallions, accent lighting



POWER



Generators

Power equipment, power generators, pressure washers, air compressors



Motors

Large electric motors & generators, AC variable frequency drives, solid state starters

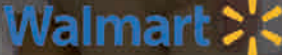


Energy

Plasma torch system to turn waste into clean energy

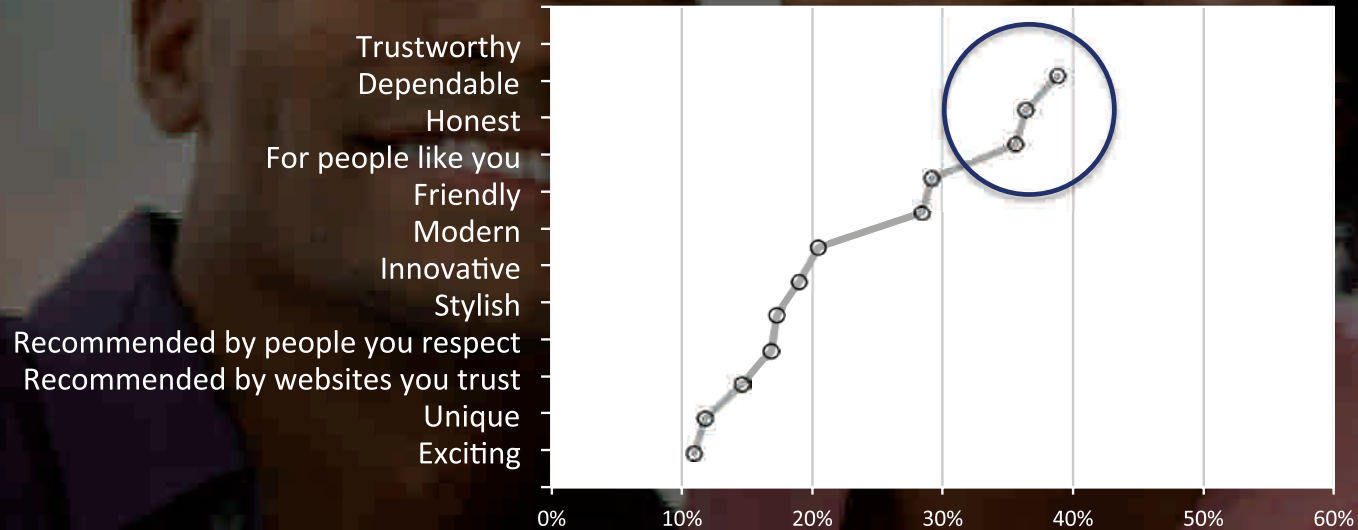


RETAIL PARTNERS



Westinghouse is Trustworthy, Dependable, Honest

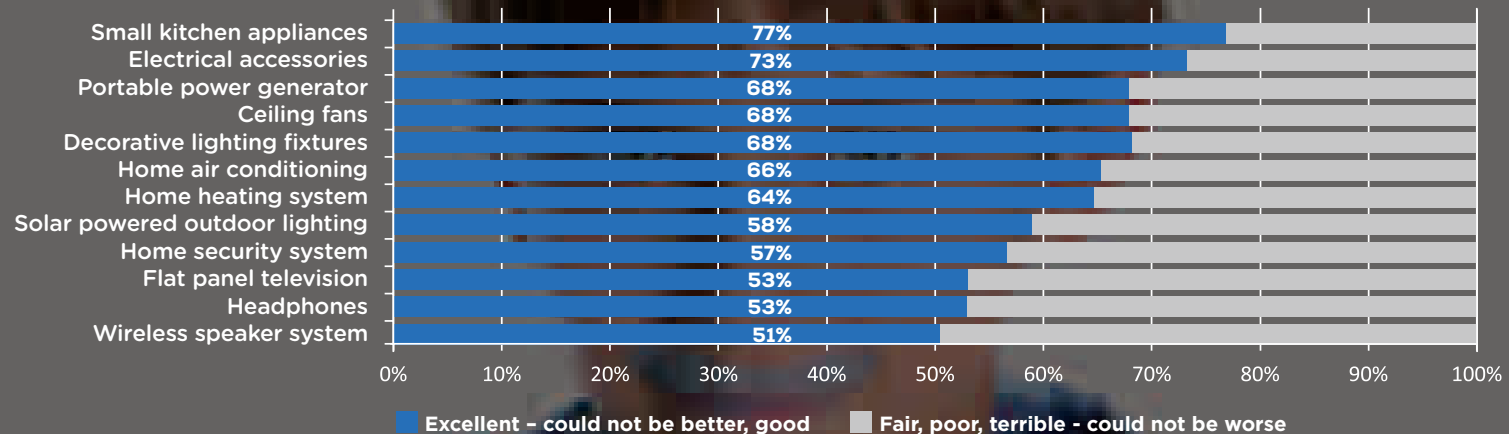
What attributes do you associate with Westinghouse?



Source: Spring 2013 Brand Strength Study

Westinghouse Means Quality in Many Categories

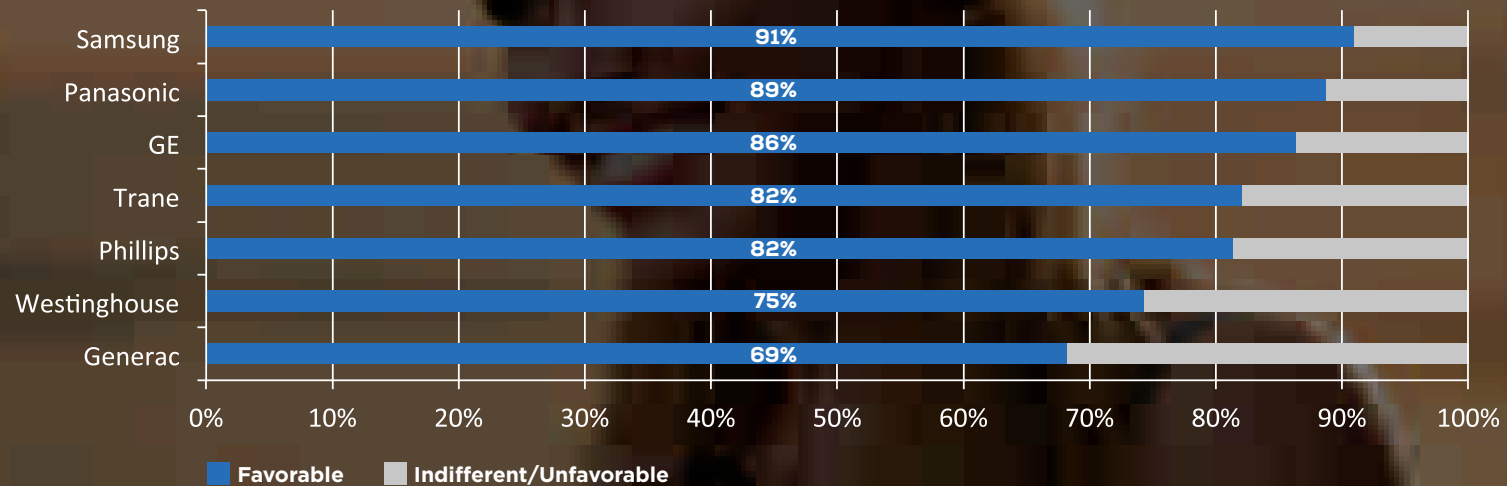
What is your perception of the quality of Westinghouse products in the following categories?



Source: Spring 2013 Brand Strength Study

Westinghouse is Competitive with Leaders

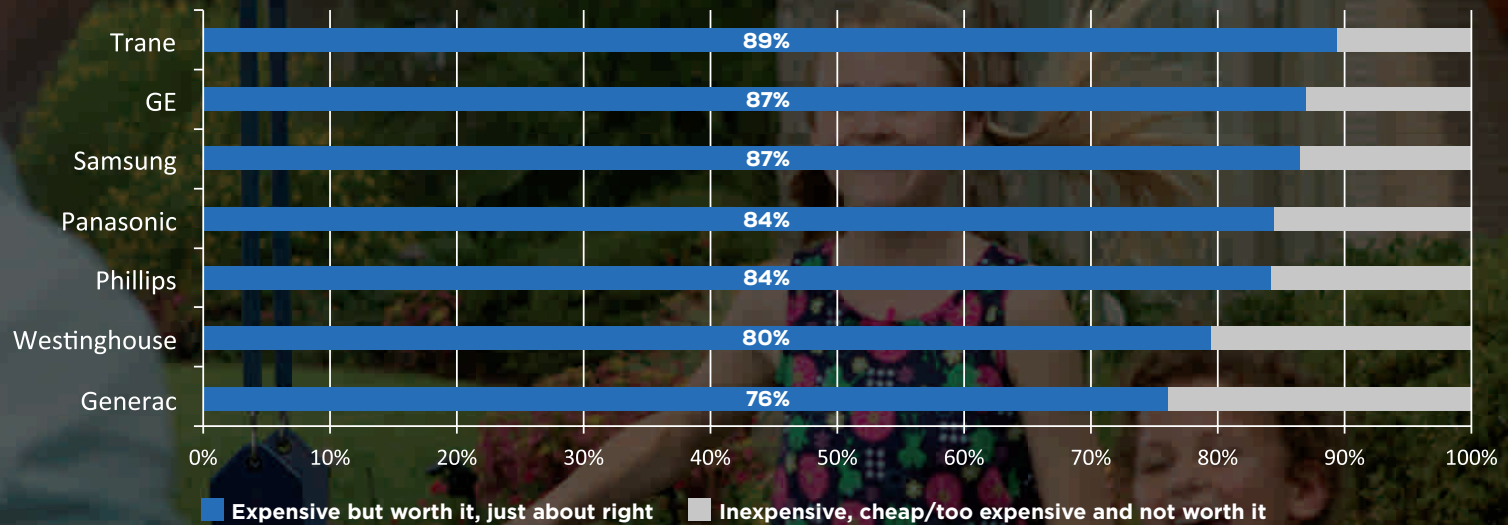
What is your overall opinion of these brands?



Source: Spring 2013 Brand Strength Study

Westinghouse Stands for Good Value

What are your perceptions of prices of products offered by each of these brands?



Source: Spring 2013 Brand Strength Study



INNOVATION YOU CAN BE SURE OF

Everything we make is an expression of our commitment to innovation. We build dependable, affordable products that help people lead richer, fuller lives—whether it’s a TV that connects them to their world or simply a porch light that welcomes them home on a cold winter’s night. Because for more than 130 years, people have counted on Westinghouse to always be there for them. You can be sure that’s where we’ll stay.



Westinghouse

INNOVATION YOU CAN BE SURE OF

THANK YOU

