

FAQ
Eccoshoeshine.com

WHICH STORE TYPES ARE COMPETING?

We currently operate with 2 channels in the competitions:

Full price and Outlets

Only exception is the ME&A region where both channels will be in one group due to the amount of stores.

WHICH DEVICE SHOULD YOU USE FOR LOG-IN?

We recommend to log-in via the ECCO device/computer in your backroom or office rather than your personal device.

WHERE DO WE GET THE DATA FROM?

Data will be provided directly from ECCOs CDP, Retail Management data set, and is updated 4 times per day.

There may be regions, where the majority of stores are not automatically transmitting data to the CDP yet, and for these, we will get data manually once a week. These data will be visible in the SRA Public Teams Channel/Store competitions – engagement initiatives.

WHAT IS THE LOG-IN PROCEDURE?

You can log-in with the Single Sign On (SSO) button if you have an ecco.com or ecco.ru e-mail account. Kindly note that the SSO functionality only works, if you have logged in to the computer with an ECCO password – using a pin, fingerprint or other sign-in options will not be compatible with the CCO process.

WHAT ARE THE INSTRUCTIONS FOR POSTS ON THE COMPETITION ‘WALL’?

Only store e-mails will be accepted as participants in the global post competitions and no personal e-mails will be accepted as winners.

If you have colleagues in the videos or photos on the competition ‘wall’, make sure to ask their permission before you upload anything.

We do not accept any posts including customers in the global competitions. These will be disregarded when the winners are selected.

WHICH REGIONS PARTICIPATE IN THE COMPETITIONS?

The regional competitions are held with the following territorial definitions:

Europe (EUR) – covering all defined European sub-regions

East (EE) – covering Russia

Americas (EAM) – covering USA and Canada

Middle East (MEA) – covering Turkey, UAE, KSA, Kuwait, Cyprus, Greece, Qatar, Bahrain

Asia Pacific (EAP) – covering all Asia markets (excluding ECG markets)

Greater China including HK, Macau and TW (EGC)

WHAT ARE THE REQUIREMENTS FOR PARTICIPATING?

The site and competitions are specifically targeted ECCO O&O stores. This means that if you represent a franchise or partner store, you will not take part in the various competitions or be able to win any prizes..

HOW DO WE PLAN TO USE POSTED MATERIALS

Posts entered into the global post competition might be used in a 'Hall of fame' at eccoshoeshine.com celebrating previous winners, for internal communication at ECCONet or as good examples for ECCO Accessories' training materials.

They will NOT be used in any external communication.