



# EMPLOYERS<sup>®</sup>

## AMT COFFEE BUNNY HUNT FAQ

### Q: What is this event?

**A:** The EMPLOYERS<sup>®</sup> Coffee Bunny has broken loose throughout the Agent Marketing Toolbox (AMT)! We need your help tracking him down. To do so, explore different assets in the AMT, and if you locate the Coffee Bunny image above, let us know where. Once you've found it, you're eligible for a Starbucks gift card reward!

### Q: How many gift cards can I win?

**A:** Each participant is eligible for up to five gift card redemptions, while supplies last.

### Q: How long does the event last?

**A:** Three weeks starting Tuesday, October 13th, or while gift card supplies last.

### Q: Where is the bunny hidden?

**A:** The bunny image above has been sighted on 5 asset thumbnails across the AMT. Sometimes it will be in customizable assets, sometimes not. It's up to you to find which ones it's hiding in!

### Q: I found the coffee bunny! How do I get my gift card?

**A:** Great! Make sure you **download** the asset(s) and email them to [marketing@employers.com](mailto:marketing@employers.com) with the subject "I've found the coffee bunny!" An EMPLOYERS representative will make sure you found the correct asset(s) and send you your gift card code accordingly (while supplies last).

### Q: If I don't find the bunny 5 times on my first try, can I try again later?

**A:** Yes, feel free to go back into the AMT look for the coffee bunny with fresh eyes at a later time.

### Q: How will my gift card be sent to me?

**A:** If you've downloaded and emailed us the correct asset, an EMPLOYERS representative will email you your Starbucks gift card. Instructions on how to redeem your gift card will be included in that email.

## **FAQ** *(Continued)*

**Q: Can I win a gift card if I download and send any asset from the AMT?**

**A:** Sadly, no. While we appreciate your involvement and enthusiasm, you have to send us an asset that has a coffee bunny image in the thumbnail to redeem your gift card.

**Q: I sent the correct asset but didn't receive my gift card. Why is that?**

**A:** A number of things could have happened. It's possible you sent an incorrect asset, you've already received five gift cards, or all of our gift cards have already been redeemed. Check your email for more specifics. If you have any questions about this, please email us as [marketing@employers.com](mailto:marketing@employers.com).