

IGA Tasmania's **BIG Grocery Giveaway!**

Over 40 chances to

WIN A SHARE OF \$80,000 IN PRIZES
including chances to WIN Groceries for a Year!

Competition Starts July 6th 2022

Concludes August 2nd 2022

Promotional Weeks 28 - 31

PARTICIPATING BRANDS

MERCURY Sunday TASMANIAN

Sunday Herald Sun

Allen's

ARNOTT'S

ASHGROVE
TASMANIAN
FARM CHEESE

Bega

BUNDABERG
BREWED BETTER

Cadbury

Coca-Cola

Cold
power

CONNOISSEUR
GOURMET ICE CREAM

CRIPPS
TASMANIAN SINCE 1871

Doritos

Drano

Dynamo
Superb Dish Wash

Fab

Fanta

Golden

Handee

island fresh

JC's

Juicy Isle
Tasmania's Own

KIRKS
SINCE 1988

LOR

Lucky
Dog

Maclean's

Maggi

mentos

MOCCONA
ANNO 1753

MONSTER
ENERGY

Mother

MOUNT
FRANKLIN

NATIONAL
Pie

Nestlé

pascall

Peters

POWERADE

PURINA

RED ROCK
DELI

Sanitarium
The Health Food Company

SENSODYNE

SMITH'S
The Original
Tasmania's Own

Somat

Sprite

SUPERCOAT

UNCLE
TOBYS

VEGEMITE

WESTERWAY FARMS
AUTHENTICALLY TASMANIAN

yoplait

Ziploc

Zoosh

ONE MAJOR PRIZE DRAW EACH WEEK :



WIN Groceries for a Year!

(\$15,000 value each, 4 prizes in total)

HOW TO

1



**SHOP AT YOUR
LOCAL IGA TASMANIA
SUPERMARKET**

2



**SPEND \$30 AND INCLUDE
PRODUCTS* FROM THE
PARTICIPATING BRANDS**

*Maximum 5 entries per receipt

STARTS JULY 6TH

**FIND MORE INFORMATION
WWW.IGATAS.COM.AU/B**

TEN CHANCES EACH WEEK TO WIN :



\$500 IGA Gift Cards
(40 prizes in total)

ENTER:



ENTER ONLINE WITH THE
OPTION OF UPLOADING
YOUR RECEIPT



RETAIN RECEIPT
FOR VALIDATION

ON OR ENTER ONLINE AT
BIG-GROCERY-GIVEAWAY

FINISHES AUGUST 2ND

GET YOUR STORE READY FOR THE BIG GROCERY GIVEAWAY AT IGA TASMANIA!

\$80,000 in Prizes for Tasmanian IGA Customers only

The Big Grocery Giveaway at IGA Tasmania is one of the most significant promotions in Tasmania for 2022, with the aim of driving traffic and increasing sales for IGA, conceived in response to the aggressiveness of competitor promotional activity.

Key Highlights:

- ★ The campaign runs for 4 weeks (28 – 31) from 6th July – 2nd August.
- ★ A comprehensive POS kit to ensure in store visiblity.
- ★ A new TV ad is being developed to promote this competition.
- ★ Bold catalogue creative for the 4 weeks including an additional 4 Pages.
- ★ Huge Prizes to drive foot traffic into store.
- ★ The sale will feature prominently across the IGA website, owned and paid digital channels and on social media.

Take advantage of the great POS kit that has been developed to help drive sales for your store.

The POS kit includes:



Window Poster: You will receive Multiple versions of window posters, including a 'Coming Soon' poster, for promoting different aspects of the \$80K giveaway.

Tickets: 9Ups tickets to be used on Participating Brands lines which are part of the promotion during the 4 weeks.



A5 Flyer: These flyers explain the consumer promotion in more detail so please make sure these are hung throughout your store.

They are great as bag stuffers or use cable ties to hang on shelves, fridges or gondola ends.

SCHEDULE OF ACTIVITY

	Week 27	Week 28	Week 29	Week 30	Week 31
POS Arrives	✓	–	–	–	–
Catalogue	–	✓	✓	✓	✓
TV & Newspaper	–	✓	✓	✓	✓
Digital & Social Media	–	✓	✓	✓	✓
Weekly P&P POS	–	✓	✓	✓	✓
Consumer Promotion	–	✓	✓	✓	✓

FOR MORE INFORMATION CONTACT:

The Advertising department at advertising@igatas.com.au or call the office on 6391 0200