

IGA

Tasmania's BIG Grocery Giveaway!



Over 40 chances to
WIN A SHARE OF \$80,000
IN PRIZES INCLUDING
Groceries for a Year!

Competition Starts July 5th 2023
Concludes August 1st 2023
Promotional Weeks 27 - 30

PARTICIPATING BRANDS



WIN Groceries for a Year!

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



\$500 IGA Gift Cards

(40 prizes in total)



HOW TO ENTER:

1



SHOP AT YOUR
LOCAL IGA TASMANIA
SUPERMARKET

2 

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

*Maximum 5 entries per receipt

3



ENTER ONLINE WITH THE
OPTION OF UPLOADING
YOUR RECEIPT

4



RETAIN RECEIPT
FOR VALIDATION

STARTS JULY 5TH

FINISHES AUGUST 1ST

FIND MORE INFORMATION OR ENTER ONLINE AT

WWW.IGATAS.COM.AU/BIG-GROCERY-GIVEAWAY

NEW point of sale options this year:

IGA Tasmania's BIG Grocery Giveaway!

WIN A SHARE OF \$80,000 IN PRIZES INCLUDING WEEKLY CHANCES TO WIN \$500 IGA GIFT CARDS OR Groceries for a Year!

BUY ANY PARTICIPATING PRODUCTS FOR YOUR CHANCE TO WIN!

www.iga.com.au/big-grocery-giveaway

scan me!

Hanging Poster

IGA Tasmania's BIG Grocery Giveaway!

WIN A SHARE OF \$80,000 IN PRIZES

WIN Groceries for a Year!

(\$15,000 value each, one major prize per week, 4 prizes in total)

HOW TO ENTER:

1 SHOP AT YOUR LOCAL IGA TASMANIA SUPERMARKET	2 SPEND \$30 AND INCLUDE PRODUCTS* FROM THE PARTICIPATING BRANDS <small>*Maximum 5 entries per receipt</small>
3 ENTER ONLINE WITH THE OPTION OF UPLOADING YOUR RECEIPT	4 RETAIN RECEIPT FOR VALIDATION

www.iga.com.au/big-grocery-giveaway

scan me!

Aisle Blades

Floor Sticker

IGA Tasmania's BIG Grocery Giveaway!

WIN A SHARE OF \$80,000 IN PRIZES INCLUDING WEEKLY CHANCES TO WIN \$500 IGA GIFT CARDS OR Groceries for a Year!

Fridge/
Freezer Stickers

IGA Tasmania's BIG Grocery Giveaway! BUY THESE BRANDS & SPEND OVER \$30* FOR YOUR CHANCE TO WIN

WIN A SHARE OF \$80,000 IN PRIZES

FOURTYTWO CONNOISSEUR on the menu Pappas

IGA Tasmania's BIG Grocery Giveaway! BUY THESE BRANDS & SPEND OVER \$30* FOR YOUR CHANCE TO WIN

WIN A SHARE OF \$80,000 IN PRIZES

NATIONAL Hats ASHGROVE TASMANIAN IGA M COFFEE Juicy Isle POWERADE Yoplait Coca-Cola

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 2023, 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 (27 – 30) from 5th July – 1st August.
- ★ A new TV ad is being developed to promote this competition.
- ★ Huge Prizes to drive foot traffic into store.
- ★ A comprehensive POS kit to ensure in store visability.
- ★ Bold catalogue creative for the 4 weeks including an additional 4 Pages.
- ★ 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 26	Week 27	Week 28	Week 29	Week 30
POS Arrives	✓	-	-	-	-
Catalogue	-	✓	✓	✓	✓
TV & Newspaper	-	✓	✓	✓	✓
Newspaper Liftout	-	✓	✓	-	-
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