# 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 3rd 2024 Concludes July 30th 2024 Promotional Weeks 27 - 30

### PARTICIPATING BRANDS























































































































# **HOW TO ENTER:**



SHOP AT YOUR LOCAL IGA TASMANIA SUPERMARKET 2 金

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

\*I entry per brand, per receipt

3\_\_\_

ENTER ONLINE WITH THE OPTION OF UPLOADING YOUR RECEIPT

4

RETAIN RECEIPT FOR VALIDATION

**STARTS JULY 3RD** 

(40 prizes in total)

**FINISHES JULY 30TH** 

FIND MORE INFORMATION OR ENTER ONLINE AT

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

## **Point of Sale options this year:**



**Hanging Poster** 



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

WIN A SHARE OF

**IN PRIZES** 



RETAIN RECEIPT FOR VALIDATION



**Aisle Blades** 



**Front Door** 



**COME INSIDE AND SEE HOW YOU CAN WIN A SHARE OF** 

IN PRIZES



**IGA** Tasmania's

**BIG Grocery Giveaway!** 

**Static Cling** 

Fridge/Freezer **Static Cling** 

**IGA** Tasmania's **BIG Grocery Giveaway!** WIN A SHARE OF \$80.000 IN PRIZES

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













WIN A SHARE OF \$80,000 IN PRIZES

# 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 2024, 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 3rd July 30th July.
- A new TV ad is being developed to promote this competition.
- Huge Prizes to drive foot traffic into
- A comprehensive POS kit to ensure in store visabliity.
- ★ 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: 12Ups tickets to be used on Particapating 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	-	$\checkmark$	$\checkmark$	$\checkmark$	✓
TV & Newspaper	-	✓	✓	✓	✓
Newspaper Liftout					
Letterbox Delivered 4pg Cat	-	-	-	$\checkmark$	-
Digital & Social Media	-	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$
Weekly P&P POS	_	$\checkmark$	$\checkmark$	$\checkmark$	✓
Consumer Promotion	_	$\checkmark$	✓	$\checkmark$	$\checkmark$

### FOR MORE INFORMATION CONTACT: