



# CHANGES TO PROMOTIONAL ACTIVITY TO COMBAT INFLATION

As you would all be aware, high inflation is becoming a significant challenge for consumers and is gaining strong media coverage across the state.

As such, we will make some key changes to our promotion and marketing platforms to help better communicate our value offer to our customers and show that IGA stores not only offer excellent service and range but can also meet the needs of shoppers working to a budget.

The changes being made are as follows:

- All 8-page catalogues will move to a 12-page format to allow for increased image sizes of best promotional offers (Note: same number of promo lines per catalogue)  
**Please note that there are no changes to any current catalogue costs for this change.**
- Some additional pages are allocated to Community Co, LPED, Black & Gold and Price Match marketing and will be rotated on different weeks.
- Change the front-page design to allow flexibility to remove the Meat special panel if pricing is uncompetitive.
- Temporary case deal investment into key Black & Gold lines for the launch period.
- Extra press lift-outs to coincide with the major events selling periods (Easter, Big Grocery Giveaway, Footy Finals, & Christmas)

Below is our Activity Calendar to provide visibility on when these activities will come to market, and further detailed information about each of these initiatives is detailed further on.

These changes will be reviewed after a period and may continue or revert depending on performance and retailer feedback.

## ACTIVITY CALENDAR

Promo Number Promo Start	15 12/04/2023	16 19/04/2023	17 26/04/2023	18 3/05/2023	19 10/05/2023	20 17/05/2023	21 24/05/2023	22 31/05/2023	23 7/06/2023	24 14/06/2023	25 21/06/2023	26 28/06/2023	27 5/07/2023	28 12/07/2023	29 19/07/2023	30 26/07/2023
Promotional Programs																
Catalogues	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Press	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Digital	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Television	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Major Promotions																
Big Grocery Giveaway																
Key Sell Period Themed Liftout																
Exclusive Label Focus Periods																
BLACK & GOLD																
COMMUNITY CO																
Everyday Value Programs																
Price Match																
LPED Hero & Super Hero Advertising																
LPED																
Period 2																





## 8-PAGE CATALOGUES WILL MOVE TO 12-PAGE FORMAT

This change will impact only those that currently run the 8-page catalogue; by moving to a 12-page catalogue, the extra space will be used as follows:

- Two pages to call out a value program offer (LPED, Black & Gold, Price Match or Community Co); refer to the activity calendar to see the schedule.
- Ten pages to showcase promotional offers with larger images and more significant price callouts, the same number of lines that would previously be shown over eight pages will now appear in a 10-page format.
- There are no changes to any current catalogue costs for these additional pages.

There will be no change to the catalogue page count for stores that currently run the smaller format catalogues.

## REGULAR ROTATION OF COMMUNITY CO, LPED, BLACK & GOLD AND PRICE MATCH IN 12-PAGE CATALOGUES



To showcase our value offers, we will rotate a 2-page feature in the 12-page catalogue each week focused on one of our value programs.

A selection of our best LPED & Price Match offers has been selected to feature in this advertising as they are strong offers (compared to major chains) on key brands.



## CHANGE IN FRONT PAGE DESIGN

A key challenge in recent times has been the volatility in meat pricing. Whilst the aim will still be to show a meat special on the front page, this will occasionally be too difficult. The front-page re-design will mean that, if required, the meat slot on the front page can drop off and enable us to showcase stronger offers (1/2 price specials) in a larger format. :



FROM



TO

## CASE DEAL INVESTMENT INTO KEY VOLUME BLACK & GOLD LINES

Coinciding with our first Black & Gold feature in the 12-page catalogue, some case deals will be applied to ensure these lines are highly price competitive against the chain's value brands/private label products.

Temporary case deals will be available to all IGA stores for the promoted period. The complete list of participating products and case deal support information will be shared with stores by 24/04/2023.



# EXTRA PRESS INSERTED LIFT-OUTS TO COINCIDE WITH SEASONAL EVENTS

Off the back of the success of the press lift-out that went to market over Christmas, we have scheduled similar activities to run over three more key seasonal events. These lift-out catalogues are designed to help showcase the breadth of the IGA offers during these major selling events. The additional lift-out catalogues will be running over the following events:

- Easter
- Big Grocery Giveaway
- Footy Finals
- Christmas

## EXAMPLE: EASTER LIFTOUT 2023



## EXAMPLE: CHRISTMAS LIFTOUT 2022

