



Weeks 16-18  
19th April - 9th May

## DRIVE MORE MAJOR SAVERS SALES!

Our Sales have driven strong results through key advertised lines that our shoppers love.



**+222%**  
RETAIL  
SALES\*



**+182%**  
RETAIL  
TRANSACTIONS\*

Running for 3 weeks, the Major Savers Sale will feature prominently in catalogue, promoted via social media and online via IGA.com.au

PLUS, to further drive our message of Major Savers specials right across the store, in store radio activity is also included.

\*Results based on advertised lines. Source: Sales Data vs prior campaign YAGO. Weeks 16-18 (20th April-10May 2022).

# CREATE IMPACT IN STORE TO MAXIMISE MAJOR SAVERS SALES!

A great set up of Point Of Sale material is critical to the success of the Major Savers. Be sure to install POS included in this kit during the campaign period.

Key Dates	Week 15	Week 16	Week 17	Week 18
POS Arrives	✓	–	–	–
Catalogue	–	✓	✓	✓
In-Store Radio	–	✓	✓	✓
Social Media/Online	–	✓	✓	✓



**Tickets:** 9UP and 3UP tickets placed on shelves alert customers to key offers on promoted lines. Use your A4 tickets on ends or product displays. (3UP tickets— WA excluded).



**Vertical Wobblers:** These can be placed on shelves, fridge/freezer doors or on product displays. Used in conjunction with tickets, the vertical wobblers will help attract shoppers to key offers in store, drawing them down aisles and towards product displays.



**Dress your gondola ends:** Create impact on your gondola ends with signage to highlight key offers. It is recommended that at least one end is dedicated to a weekly hero product from the front cover catalogue to further drive top up purchases.



**Window Posters (sent in weekly POS kit, excludes WA):** To attract new shoppers passing by, use the high impact posters which will feature key lines each week.

For further information please contact your **State Brand Manager** or **State Operations Manager**.

## State Brand Manager

**NSW**  
Lydia Debrincat  
0427 124 657

**VIC**  
Brittany Dela Cruz  
0437 506 720

**QLD**  
Xee Vang  
0428 082 668

**SA**  
Elaine Ayers  
0409 072 572

**WA**  
Zoe Salkovski  
0458 805 471

## State Operations Manager

**Ashley Thompson**  
0438 027 809

**Murray Gneil**  
0439 278 195

**Steve Cittadella**  
0427 518 318

**Matt Boyce**  
0411 268 858

**Roger Milstein**  
0400 249 432