

# IGA TASMANIA RETRO COOLER GIVEAWAY

# JANUARY 11<sup>TH</sup> 2023

[illegible]

# EXECUTION SUPPORT

## POS SUITE

A3 Poster



6 x per store

Entry Box and Pads



1 x Entry Box

2 x Entry Pads

Counter Card



10 x per store

Wobbler



2 x per store

- POS and cooler will be delivered by Island Fresh warehouse **W/C 2<sup>nd</sup> January**
- CCEP BDE to set up activity by COB **Tuesday 10<sup>th</sup> January**
- Promotion begins **Wednesday 11<sup>th</sup> January**
- Please place execution of this promotion on Workplace **#Tassie Cooler**
- Stores to ensure displays are built to support the program in a prominent location
- Each time a shopper purchases a Coca-Cola product they can enter the competition via entry pads in store (handed out at register)
- Promotion runs for six weeks and ends on Tuesday 21<sup>st</sup> February
- **Winner to be drawn in store ASAP after this date**