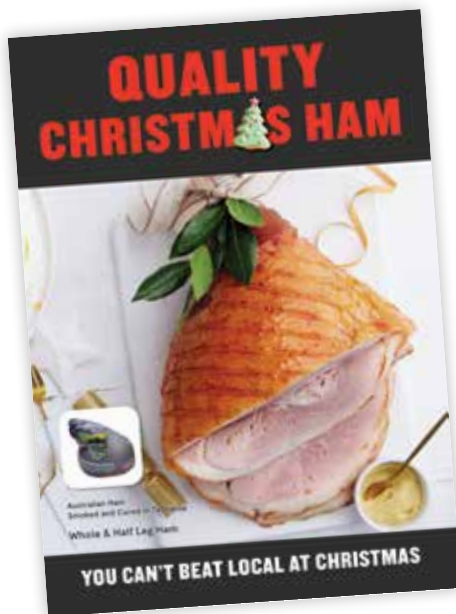


CHRISTMAS MARKETING 2024

UNTIL THE 29TH DEC

GETTING YOUR STORE READY FOR CHRISTMAS



HAM ORDERING POSTER

All stores will receive the Christmas Ham and Trading Hours Posters. Any store requiring more should contact: advertising@igatas.com.au

Please display your store's trading hours on the poster and place at front of store.

Shoppers will need to know you have a great value Christmas ham and this is the best way to show them you have it available in store.



CHRISTMAS TRADING HOURS

Product & Price Posters will change to the Christmas theme from 27/11/2024.

Stores will receive these in their POS packs or they are available to download online at: myigatas.com.au





CHRISTMAS PRODUCT AND PRICE POSTERS



ADVOCATE CHRISTMAS A

Prom 48 - 27/11/2024	WEDNESDAY 27/11/2024	THURSDAY 28/11/2024	FRIDAY 29/11/2024	SATURDAY 30/11/2024
	Standard (4P) as Normal and Extended			
		MEDIUM STRIP 	2X MEDIUM STRIP 	FULL PAGE QUALITY CHRISTMAS HAM 
Prom 49 - 04/12/2024	WEDNESDAY 04/12/2024	THURSDAY 05/12/2024	FRIDAY 06/12/2024	SATURDAY 07/12/2024
	Standard (8P) and Extended (I2P) Catalogues to			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 50 - 11/12/2024	WEDNESDAY 11/12/2024	THURSDAY 12/12/2024	FRIDAY 13/12/2024	SATURDAY 14/12/2024
	Standard (8P) and Extended (I2P) Catalogues to carry Extra 4			
		2X MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
12 Day Promotion 51 - 18/12/2024 & 29/12/2024	WEDNESDAY 18/12/2024	THURSDAY 19/12/2024	FRIDAY 20/12/2024	SATURDAY 21/12/2024
	Standard (8P) and Extended (I2P) Catalogues - Catalogue			
		2X MEDIUM STRIP 	2X MEDIUM STRIP 	HALF PAGE CHRISTMAS 
12 Day Promotion 51 - 18/12/2024 & 29/12/2024	WEDNESDAY 25/12/2024	THURSDAY 26/12/2024	FRIDAY 27/12/2024	SATURDAY 28/12/2024
	Standard (8P) and Extended (I2P) Catalogues - Catalogues run for 2 weeks - 18/12/2024 u			
	CHRISTMAS DAY! 	MEDIUM STRIP  Boxing Day!	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 01 - 30/12/2024	WEDNESDAY 01/01/2025	THURSDAY 02/01/2025	FRIDAY 03/01/2025	SATURDAY 04/01/2025
	4 Page Catalogues as Normal - 3			
	NEW YEARS DAY! 	MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 

ADVERTISING SCHEDULE

30/11/2024	SUNDAY 01/12/2024	MONDAY 02/12/2024	TUESDAY 03/12/2024
(8P) Catalogues - 29/11 until 05/12/2023			
MEDIUM STRIP 			
07/12/2024	SUNDAY 08/12/2024	MONDAY 09/12/2024	TUESDAY 10/12/2024
to carry Extra 4 Pages each - 06/12 until 12/12/2023			
M STRIP 			
14/12/2024	SUNDAY 15/12/2024	MONDAY 16/12/2024	TUESDAY 17/12/2024
Pages - Catalogues run for 2 weeks - 13/12/2023 until 19/12/2023			
M STRIP 			
Christmas 16 page catalogue inserted in all newspapers. Specials available until 31st of December 2024.			
21/12/2024	SUNDAY 22/12/2024	MONDAY 23/12/2024	TUESDAY 24/12/2024
Pages run for 2 weeks - 18/12/2024 until 29/12/2024 (12 Days)			
F PAGE 			MEDIUM STRIP  CHRISTMAS EVE!
28/12/2024	SUNDAY 29/12/2024	MONDAY 30/12/2024	TUESDAY 31/12/2024
until 29/12/2024 (12 Days)		4 Page Catalogues - 30/12/2024 until 07/01/2025 9 Days	
M STRIP 			MEDIUM STRIP  NEW YEARS EVE!
04/01/2025	SUNDAY 05/01/2025	MONDAY 06/01/2025	TUESDAY 07/01/2025
0/12/2024 until 07/01/2025 9 Days			
M STRIP 			

Pictured press page are suggestive only. Products, number of products and style may change.

Christmas Promotion

Item & Price Point of Sale

- A4 and A3 Posters

Christmas themed Traditional Media

- Press Pages
- Catalogues

Christmas TV Item & Price Commercials

- 2x Grocery 30sec 4 products
- 1x Fresh 30sec 4 products
- 1x Southern Heritage Half Leg Ham 15sec
 - Wednesday to Monday weekly
- 30sec Christmas message
 - Through out December

Radio

- Hit100.9 in Hobart, HOFM Hobart
- Chilli FM Launceston and North East, 7XS, SeaFM Devonport and Burnie.
- 2x Commercials with 4 Products each week

Digital

- Email marketing to IGA subscribers
- Social media through Facebook, YouTube, Google and Instagram
- Streaming video on Catch-up TV & Live

Catalogue

Newspaper Inserted Catalogue

Starting 11/12/2024 – Finishing 29/12/2024

Additional in-store catalogue are available for order

12 Day Catalogue

Starting 18/12/2024 – Finishing 29/12/2024

No Catalogue printed or delivered in the second week

First Catalogue Prom 1 (New Years Catalogue)

Starting 30/12/2024 – Finishing 07/01/2025 (9 Days)

(4 pages for all Stores)



**Christmas
POS In-store**
to go up from
27/11/2024
taken down
29/12/2024

FOR MORE INFORMATION OR ADDITIONAL POINT OF SALE CONTACT:

The Advertising department at advertising@igatas.com.au

or call the office on 6391 0200