

CHRISTMAS MARKETING 2023

UNTIL THE 25TH DEC

GETTING YOUR STORE READY FOR CHRISTMAS

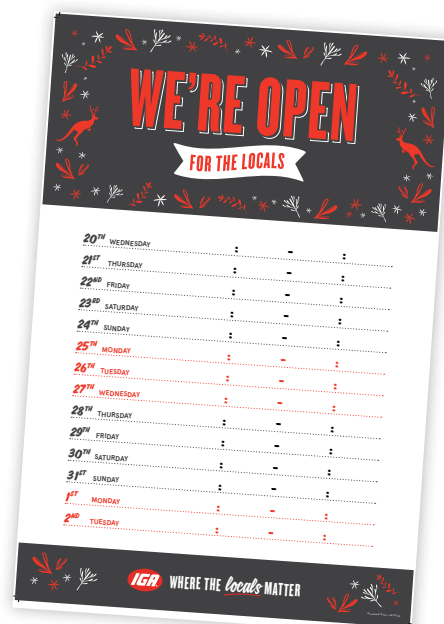


HAM ORDERING POSTER

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 29/11/2023.

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 49 - 29/11/2023	WEDNESDAY 29/11/2023	THURSDAY 30/11/2023	FRIDAY 01/12/2023	SATURDAY
			Standard (4P) as Normal and Extended	
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 50 - 06/12/2023	WEDNESDAY 06/12/2023	THURSDAY 07/12/2023	FRIDAY 08/12/2023	SATURDAY
			Standard (8P) and Extended (12P) Catalogues to	
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 51 - 13/12/2023	WEDNESDAY 13/12/2023	THURSDAY 14/12/2023	FRIDAY 15/12/2023	SATURDAY
			Standard (8P) and Extended (12P) Catalogues to carry Extra 4	
		2X MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
2 Week Promotion 52 - 20/12/2023 & 27/12/2023	WEDNESDAY 20/12/2023	THURSDAY 21/12/2023	FRIDAY 22/12/2023	SATURDAY
			Standard (8P) and Extended (12P) Catalogues - Catalogues to	
	MEDIUM STRIP 	2X MEDIUM STRIP 	2X MEDIUM STRIP 	HALF 
	WEDNESDAY 27/12/2023	THURSDAY 28/12/2023	FRIDAY 29/12/2023	SATURDAY
			Standard and Extended will both be 4 page Catalog	
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 01 - 03/01/2024	WEDNESDAY 03/01/2024	THURSDAY 04/01/2024	FRIDAY 05/01/2024	SATURDAY
			Standard (4P) and Extended (8P) Catal	
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 

ADVERTISING SCHEDULE

02/12/2023	SUNDAY 03/12/2023	MONDAY 04/12/2023	TUESDAY 05/12/2023
(12P) Catalogues - 29/11 until 05/12/2023			
M STRIP 			
09/12/2023	SUNDAY 10/12/2023	MONDAY 11/12/2023	TUESDAY 12/12/2023
to carry Extra 4 Pages each - 06/12 until 12/12/2023			
M STRIP  Christmas 24 page catalogue inserted in all newspapers. Specials available until end of January 2024.			
16/12/2023	SUNDAY 17/12/2023	MONDAY 18/12/2023	TUESDAY 19/12/2023
Pages - Catalogues run for 2 weeks - 13/12/2023 until 19/12/2023			
M STRIP 			
23/12/2023	SUNDAY 24/12/2023	MONDAY 25/12/2023	TUESDAY 26/12/2023
run for 2 weeks - 20/12/2023 until 02/01/2023 (1st of 2 weeks)			
F PAGE 	Christmas Eve!	Christmas Day!	MEDIUM STRIP  Boxing Day!
30/12/2023	SUNDAY 31/12/2023	MONDAY 01/01/2024	TUESDAY 02/01/2024
Pages - 20/12/2023 until 02/01/2024 (2nd of 2 weeks)			
M STRIP 	New Years Eve!	New Years Day!	
06/01/2024	SUNDAY 07/01/2024	MONDAY 08/01/2024	TUESDAY 09/01/2024
Catalogues as Normal - 03/01 until 09/01/2024			
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

- 3x Grocery 15sec 2 products
- 1x Fresh 15sec 2 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

4 week newspaper inserted catalogue

Starting 06/12/2023 Finishing 02/01/2024

Additional in-store catalogue are available for order

2 week Catalogue

Starting 20/12/2023 Finishing 02/01/2024

No Catalogue printed or delivered in the second week

First Catalogue Prom 1 - 03/01/2024

(4 pages for all Stores)



**Christmas
POS In-store**
to go up from
29/11/2023
taken down
02/01/2024

FOR MORE INFORMATION OR ADDITIONAL POINT OF SALE CONTACT:

The Advertising department at advertising@igatas.com.au

or call the office on 6391 0200