



tasmanian  
independent  
retailers



## PROMOTION SUBMISSION REQUEST FOR WEEKS 1-26 (H1 2022)

We invite you to submit your promotional program for the first half of the calendar year 2022, from the week commencing 29<sup>th</sup> December 2021 up until the week ending 28<sup>th</sup> June 2022.

**Your submissions are due back to TIR no later than Friday 24<sup>th</sup> September**, although earlier is appreciated.

### IMPORTANT THINGS TO REMEMBER ABOUT YOUR SUBMISSIONS

- Ensure you are carefully filling out the promotion submission form with correct product numbers, accurate descriptions and case deals
- Your weekly promotion frequency submissions should be consistent with or greater than the last half
- If you are adjusting your promotional strategy, contact Amber Milbourne to discuss
- We request all suppliers submit a C-Store promotional program
- Due Friday 24th September

Our IGA network enjoyed a very successful 12 months during FY21, with sales growth over +12%. Our market share within our state has been maintained after the growth we obtained in the COVID period 2020. The promotional strategy from the last twelve months has worked exceptionally well, and we are seeking to grow this further with your promotional programs for the first half of 2022.

We will be continuing to seek additional aggressive deals to combat the increasing amount of “1/2 Price” promotions offered in the marketplace and working diligently with all suppliers to increase case volumes to ensure your investment with TIR/IGA is very productive.

We have also seen great results from our focus on digital advertising both online in our social media streams, and with digital IGA catalogues we are sending to our subscribers. Those suppliers working with us to provide over and above funding to source panel and full-page digital advertising in our catalogues are seeing fantastic returns. More details on these options are within this advice.

In December 2020, TIR commissioned a customer survey from a researcher from the University of Tasmania to ask IGA Tasmania shoppers about their shopping habits and perceptions of IGA. We found some great insights from nearly 2000 shoppers surveyed that will help us shape our IGA offer in the future. The following sample of survey results shows that our promotion programs need to be in sync to ensure our offer meets customer expectations.

1. 44% shop between 2-4 times per week.
2. 46% spend between \$100 and \$200 per week.
3. 76% agree that low prices attract them (50% strongly agree).
4. 56% prefer to buy when on sale.
5. 65% buy from their closest store, and 52% shop quickly.
6. 73% think of IGA as Supermarkets and not convenience type stores.
7. 53% said IGA is their first choice when shopping for groceries.
8. 65% source their IGA catalogues via digital means.
9. 76% actively look for IGA advertising about specials.
10. 92% will continue to shop at IGA, and 78% will recommend IGA to others.

Clearly, COVID has changed many customers habits to shop locally and with Independent Supermarkets. We also see significant growth in our C-Store Banner retailers as their customers also seek to shop more locally. The C-Store group is a ‘feeder’ banner as some stores can upgrade into IGA stores once they meet IGA criteria.

Our promotional program for these smaller retailers is to expand as their customers seek better value due to their increased consumer demand. If you have not submitted a program before for this banner group, we encourage you to provide a program this year. More details can be found elsewhere in this advice.

The IGA promotional programs currently consist of weekly promotions and the ongoing LPE program

### WEEKLY PROMOTIONS



Our promotional strategy will ramp up our ½-price market pricing for essential drawcard specials and provide competitive offers for the remainder of our advertised and in-store offers. As our volumes have improved recently, we request that your weekly promotion frequency submissions are consistent with or greater than the last half.

TIR supports the promotional program by delivering quality marketing in our digital, multimedia and catalogue advertising. IGA weekly advertising currently consists of the following media channels. However, this is continually evolving to best suit the advertising to our customers.

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### TELEVISION

We advertise product and price every week on television. Television spots are reserved for aggressively priced and wanted specials. Placement occurs in prime-time advertising slots across the three networks - Channels 7, 9 & 10. Additionally, these adverts are also available on YouTube and catch-up television across the 7, 9 & 10 networks and SBS and Foxtel.

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### PRESS

A selection of ambient and perishable lines are advertised across multiple days in the three regional newspapers. On occasions, supplier-provided advertising opportunities exist for additional press spots we receive as part of our contractual arrangements.

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### DIGITAL



We have recently ramped up our digital advertising each week. We are featuring Google ads and using Fairfax marketing options. Additionally, social media advertising has been increased for weekly product and price along with themed or supplier provided advertising engaged for special promotions, new line launches and seasonal products.

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### CATALOGUES

We publish digital catalogues to our fast-growing customer base via a weekly subscription service, available at <https://www.igatas.com.au/catalogues/>. We encourage all suppliers also to sign up to receive our catalogue weekly.

Most stores also receive a colour printed hard copy catalogue for use in-store or distributed locally via letterbox. We run “Extended” catalogues (e.g., additional pages) for one week of every month. Additional ‘extended’ versions run in the lead up to special events such as

Footy Finals and Christmas. The “extended” catalogue dates are listed in the ‘Start Dates’ tab of the MS Excel submission form. The extra pages are available for suppliers over and above for promotional panel advertising using your current marketing artwork to promote your brand or advertise new lines or promote special customer offers.



The expansion of our digital advertising extends also to the catalogue emailed to customers each week on Wednesday and a fresh produce update on Friday. Our email subscriber base is now larger than the number of catalogues printed each week.

Digital-only catalogue full pages are available every week for additional supplier marketing. This is a cost-effective solution that delivers results for your promotion.


Contact [amber.milbourne@igatas.com.au](mailto:amber.milbourne@igatas.com.au) for details on how you can obtain this advertising space.







We also run recipes as a full page each week in the digital catalogue. The recipes are also cross marketed in an email each Friday to catalogue subscribers, uploaded to the IGA Tasmania website and often featured on social media.

### LITTLE LEMON CHEESECAKES



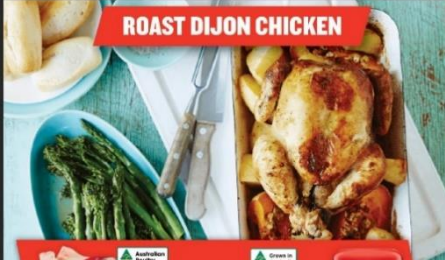
**Ingredients**




- 250g Philadelphia Cream Cheese softened
- 250g lemon butter
- 250g Arnott's Buttermilk Snaps
- 250g fresh strawberries, halved

**What to do**

- Line 18 holes of a muffin tray with paper shells. Place an Arnott's Buttermilk Snap, flat side up, into each.
- In a large bowl, using an electric beater, beat Philadelphia Cream Cheese and lemon butter until smooth and fluffy. Spoon the mixture evenly across the 18 biscuits.
- Freeze for at least 3 to 4 hours. To serve, remove the paper shell and garnish each with strawberries.

### ROAST DIJON CHICKEN



**Ingredients**

- Hugobon's Roasted Whole Chicken
- 2 lemons, juiced
- 2 tbsp Masterfoods Dijon Mustard
- 4 potatoes
- 1 pumpkin
- 1 tbsp olive oil

**What to do**

- Preheat oven to 200°C. Season the cavity with sea salt and cracked pepper.
- Peel and quarter 4 washed potatoes and 4 large pieces of pumpkin. Place both into the roasting pan.
- Prepare the dijon mixture by rubbing together lemon juice, Masterfoods Dijon Mustard, and 1 tbsp of olive oil. Season with salt and pepper. Stuff the prepared lemons into the cavity and tie the legs together with kitchen string.
- Place the chicken on top of the vegetables and coat with the dijon mixture. Add 1/2 cup of water for chicken stock to the bottom of the pan.
- Bake for 1 hour and baste the chicken and vegetables with pan juices. Bake for a further 15 to 20 minutes or until the juices run clear when the chicken thigh is pierced with skewer.

IGA WHERE THE *locals* MATTER Visit [IGATAS.COM.AU](http://IGATAS.COM.AU) for more info

### EASY CONDENSED MILK ICE CREAM



**IGA Tasmania**  
4 March

This recipe for Condensed Milk Ice Cream is so easy to make and is sure to satisfy even the sweetest tooth! Nestle Condensed Milk is on special at IGA Stores until the 9th of March, while stocks last.

**IGA Tasmania**  
Supermarket

[Learn More](#)

### COTTAGE PIE



**IGA Tasmania**  
6 August at 16:00

A family favourite that warms the heart and home, and very easy to make! View the recipe on our website. Specials available at IGA and ends 10th August.

[IGATAS.COM.AU](http://IGATAS.COM.AU)

**Cottage Pie**

A family favourite that warms the heart and home!

[Learn More](#)

## LPE



Low Price Every Day (LPE) continues to grow strongly, covering a range of low price promotional strategies for our Tasmanian IGA retailers. Our retailers maintain high standards of compliance, and supplier submissions to this program are steadily growing. We encourage all suppliers to provide an LPE program. If you are already submitting more than one promotion each month, then these should be considered for LPE.

Typically, Low Price Every Day promotions run in-store for three-month periods (13 weeks), i.e. *July - September* and *October - December*. However, we see many submissions run for both periods (26 weeks).

All promotions submitted for LPE are semi-permanent or permanent price drops. In many cases, suppliers have provided these same promotions in previous submissions, so it becomes the 'normal retail price'. These ongoing LPE promotions still attract LPE shelf-

talkers but do not have an end date on the shelf talker. We also change the yellow shelf ticket price to reflect this ongoing sell price. Retail pricing for these promotions is used to maintain competitive prices with our competitors.

Claims for these promotions are made at the end of each month. The monthly claim process also allows the flexibility to increase prices should a price rise occur within the promotional selling period, either from a supplier cost increase or if a competitor moves their pricing, and we follow. If required, price changes can occur upon the next monthly period start date.

## C-STORE PROGRAMS



The C-Store program is now becoming very important for supporting our convenience-sized retailers that provide a supermarket offer to their local community (outside of our IGA group). We see significant growth in our C-Store Banner retailers as their customers also seek to shop more locally. The C-Store group is a 'feeder' banner as some stores can upgrade into IGA stores once they meet IGA criteria.

Our promotional program for these smaller retailers is to expand as their customers seek better value due to their increased consumer demand.

The best program to submit for this group is those lines that are high selling grocery products that these stores are likely to stock. However, this does not mean you can hold off on submitting other lines or even new lines as these stores are trying to ensure they have the product range their customers want.

This program provides an excellent opportunity for suppliers to submit promotions to these retailers to increase sales further. The C-Store program runs on a fortnightly cycle and designed to avoid clashes with any IGA promotions that may also run within the same selling period. We request all suppliers to provide several submissions throughout the half.

## THE SUBMISSION FORM (MS EXCEL FORMAT)

Separate tabs/sheets in the file are provided for IGA, C-Store and LPE promotions. Please ensure that the correct tab is used for each type of promotion. Correctly filling in this form will significantly improve processing time.

From: 01-Jan-20 To: 24-Jun-20				 <b>Weekly Promotions</b>	
Supplier Name: _____					
Supplier Number: _____					
Representative: _____					
Contact Number: _____ Mobile: _____					
E-Mail: _____					
Suggested Prom Date W/C	SIW Product or Group No.	Promotion Case Deal	Product Description	Suggested Retail	Comments

1. You must complete: Supplier Name, SIW Supplier Number, Representative Name, Contact Number and E-Mail address fields at the top of each submission form.
2. **Suggested Prom Date W/C** – This is the date that you are proposing for the promotion. However, TIR may schedule a different date to avoid some clashing within categories. A TIR confirmation report will be sent at the end of our scheduling process to advise you of any changes.
3. **SIW Product or Group Number** - Please ensure that the numbers used are SIW group and product numbers. Metcash or Woolworth's product numbers will not be accepted. If you require a SIW "Masterfile" of your product range, please request one by emailing [marketing@igatas.com.au](mailto:marketing@igatas.com.au)
4. **Promotion Case Deal** – The promotion deal submitted should be for the SIW warehouse issued "quantity of items" of stock to the retailer, i.e. if the product is supplied as inners of 6, then the deal should be provided for one inner; if the product supplied in cartons of 24, this then the deal value is for a carton of 24.
5. **Product Description** – Please provide an accurate product description and size.
6. **Suggested Retail** – TIR will review and consider the retail suggested by the supplier.
7. **Comments** – We have provided a column for sundry comments; however, please note this will only be viewed in the initial process, including SIW product number and group checking.

## THE SCHEDULING PROCESS

**Submissions are due back no later than Friday 24<sup>th</sup> September.** Suppliers must be considerate of this due date, as the scheduling process is extensive, and the accuracy and balancing of the programs are better without unnecessary time constraints.

Upon receipt of your submission, we will undergo an initial checking process, which includes checking the validity of product and group numbers and any inconsistencies with the frequency of your promotions. If there are any issues, we will contact you to resolve them as soon as possible.

All of the programs will then be further reviewed and scheduled with other programs to balance the promotions. This process may mean that your requested promotional dates may be moved to avoid category clashes on similar dates. A TIR generated promotion confirmation report will be sent as soon as the entire scheduling process has been completed. It is vital to review this report as quickly as possible to reflect any date or submission changes in your records. Please discuss any issues you have with the confirmation reports with Amber Milbourne [amber.milbourne@igatas.com.au](mailto:amber.milbourne@igatas.com.au).