

# Christmas Advertising

UNTIL THE 25TH DEC



## GETTING YOUR STORE READY FOR CHRISTMAS



HAM ORDERING POSTER

All stores should already have received the Christmas Ham and Trading Hours Posters.

Any store requiring more should contact: [advertising@igatas.com.au](mailto: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 17/11/2021.

Stores will receive these in their POS packs or they are available to download online at: [igatas.com.au/merchandise](http://igatas.com.au/merchandise)

CHRISTMAS PRODUCT AND PRICE POSTERS



# ADVOCATE CHRISTMAS A

Prom 49 - 01/12/2021	WEDNESDAY 01/12/2021	THURSDAY 02/12/2021	FRIDAY 03/12/2021	SATURDAY 04/12/2021
	Standard (4P) as Normal and Extended			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 50 - 08/12/2021	WEDNESDAY 08/12/2021	THURSDAY 09/12/2021	FRIDAY 10/12/2021	SATURDAY 11/12/2021
	Standard (8P) and Extended (12P) Catalogues to carry			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
2 Week Promotion 51/52 - 15/12/2020 & 22/12/2021	WEDNESDAY 15/12/2021	THURSDAY 16/12/2021	FRIDAY 17/12/2021	SATURDAY 18/12/2021
	Standard (8P) and Extended (12P) Catalogues to carry Extra 4 Pages -			
		2X MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
	WEDNESDAY 22/12/2021	THURSDAY 23/12/2021	FRIDAY 24/12/2021	SATURDAY 25/12/2021
	Standard (8P) and Extended (8P) Catalogues - Catalogues n			
	MEDIUM STRIP 	2X MEDIUM STRIP 	HALF PAGE + MEDIUM STRIP  <i>Christmas Eve!</i>	<i>Christmas Eve!</i>
Prom 01 - 29/12/2021	WEDNESDAY 29/12/2021	THURSDAY 30/12/2021	FRIDAY 31/12/2021	SATURDAY 01/01/2022
	Standard and Extended will both be 4 pag			
		HALF PAGE 	HALF PAGE + MEDIUM STRIP  <i>New Years Eve!</i>	<i>New Years Eve!</i>
Prom 02 - 05/01/2022	WEDNESDAY 05/01/2022	THURSDAY 06/01/2022	FRIDAY 07/01/2022	SATURDAY 08/01/2022
	Standard (4P) and Extended (8P) Cata			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 

# ADVERTISING SCHEDULE

04/12/2021	SUNDAY 05/12/2021	MONDAY 06/12/2021	TUESDAY 07/12/2021
(12P) Catalogues - 4/12 until 10/12/2019			
M STRIP 	FULL PAGE 		
11/12/2021	SUNDAY 12/12/2021	MONDAY 13/12/2021	TUESDAY 14/12/2021
to carry Extra 4 Pages each - 08/12 until 14/12/2021			
M STRIP 			
18/12/2021	SUNDAY 19/12/2021	MONDAY 20/12/2021	TUESDAY 21/12/2021
Catalogues run for 2 weeks - 15/12/2021 until 28/12/2021 (1st of 2 weeks)			
M STRIP 	HALF PAGE 		MEDIUM STRIP 
25/12/2021	SUNDAY 26/12/2021	MONDAY 27/12/2021	TUESDAY 28/12/2021
run for 2 weeks - 22/12/2021 until 28/12/2021 (2nd of 2 weeks)			
<i>Christmas Day!</i>	MEDIUM STRIP  <i>Boxing Day!</i>		
01/01/2022	SUNDAY 02/01/2022	MONDAY 03/01/2022	TUESDAY 04/01/2022
e Catalogues - 29/12/2021 until 04/01/2022			
<i>New Year's Day!</i>			
08/01/2022	SUNDAY 09/01/2022	MONDAY 10/01/2022	TUESDAY 11/01/2022
logues as Normal - 05/01 until 11/01/2022			
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

- 1x Grocery 15sec 2 products
- 1x Grocery 30sec 5 products
- 1x Fresh 15sec 2 products
- 1x Southern Heritage Half Leg Ham 15sec
- Wednesday to Monday weekly

## Radio

- Triple M & Hit100.9 in 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

## 2 week Catalogue

Starting 15/12/2021 Finishing 28/12/2021

No Catalogue printed or delivered in the second week

First Catalogue Prom 1 - 29/12/2021

(4 pages for all Stores)



**Christmas  
POS In-store**  
to go up from  
17/11/2021  
taken down  
28/12/2021

**FOR MORE INFORMATION OR ADDITIONAL POINT OF SALE CONTACT:**

The Advertising department at [advertising@igatas.com.au](mailto:advertising@igatas.com.au)

or call the office on 6391 0200