

# CHRISTMAS MARKETING 2023

UNTIL THE 25TH DEC

## GETTING YOUR STORE READY FOR CHRISTMAS

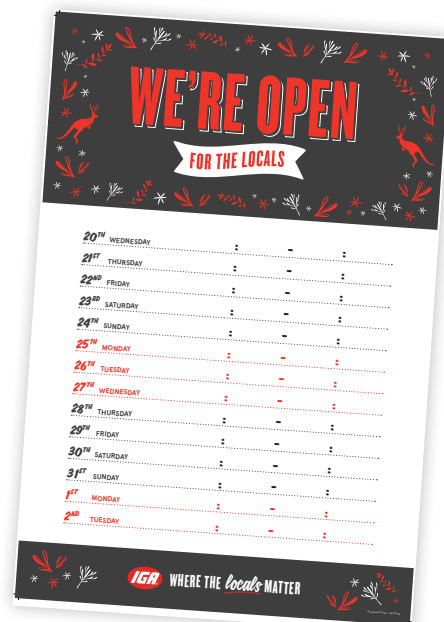


HAM ORDERING POSTER

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





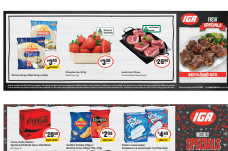


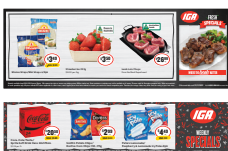











Product & Price Posters will change to the Christmas theme from 29/11/2023.

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












CHRISTMAS PRODUCT AND PRICE POSTERS



# MERCURY CHRISTMAS AD

Prom 49 - 29/11/2023	WEDNESDAY 29/11/2023	THURSDAY 30/11/2023	FRIDAY 01/12/2023	SATURDAY 02/12/2023
	Standard (4P) as Normal and Extended (12P)			
		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 09/12/2023
	Standard (8P) and Extended (12P) Catalogues to carry			
		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 16/12/2023
	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 23/12/2023
	Standard (8P) and Extended (8P) Catalogues - Catalogues r			
	MEDIUM STRIP 	2X MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
2 Week Promotion 52 - 20/12/2023 & 27/12/2023	WEDNESDAY 27/12/2023	THURSDAY 28/12/2023	FRIDAY 29/12/2023	SATURDAY 30/12/2023
	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 06/01/2024
	Standard (4P) and Extended (8P) Catalog			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 

# ADVERTISING SCHEDULE

02/12/2023	SUNDAY 03/12/2023	MONDAY 04/12/2023	TUESDAY 05/12/2023
P) Catalogues - 29/11/2023 until 05/12/2023			
M STRIP 	FULL PAGE 		
09/12/2023	SUNDAY 10/12/2023	MONDAY 11/12/2023	TUESDAY 12/12/2023
Merry Extra 4 Pages each - 06/12/2023 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 	HALF PAGE 		
23/12/2023	SUNDAY 24/12/2023	MONDAY 25/12/2023	TUESDAY 26/12/2023
Run for 2 weeks - 20/12/2023 until 02/01/2024 (1st of 2 weeks)			
M STRIP 	MEDIUM STRIP  <i>Christmas Eve!</i>	<i>Christmas Day!</i>	MEDIUM STRIP  <i>Boxing Day!</i>
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 	MEDIUM STRIP  <i>New Years Eve!</i>	<i>New Years Day!</i>	
06/01/2024	SUNDAY 07/01/2024	MONDAY 08/01/2024	TUESDAY 09/01/2024
Pages as Normal - 03/01/2024 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 Hetitage 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](mailto:advertising@igatas.com.au)

or call the office on 6391 0200