



# Tasmania's BIG Giveaway!



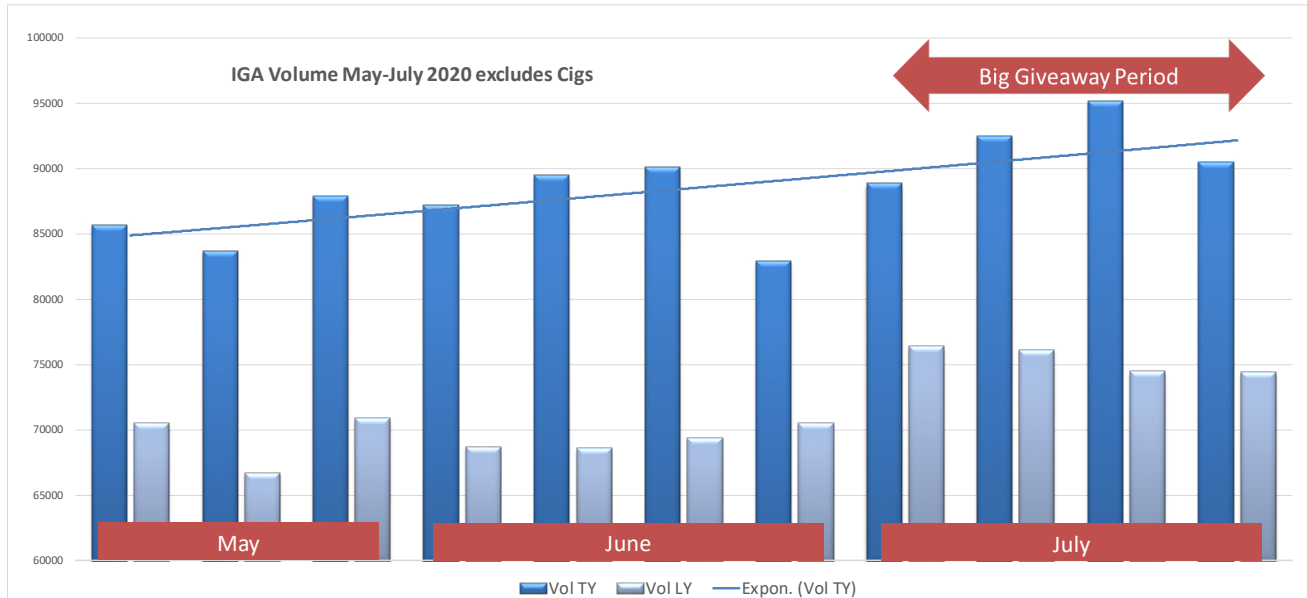
The A180 Winner was Terri F  
from Lindisfarne IGA Xpress!

**The 2020 IGA Big Giveaway was completed on the 5th of August with the winner of the Mercedes A180 and six Tasmanian holidays drawn at Buckby Motors Mercedes Launceston.**

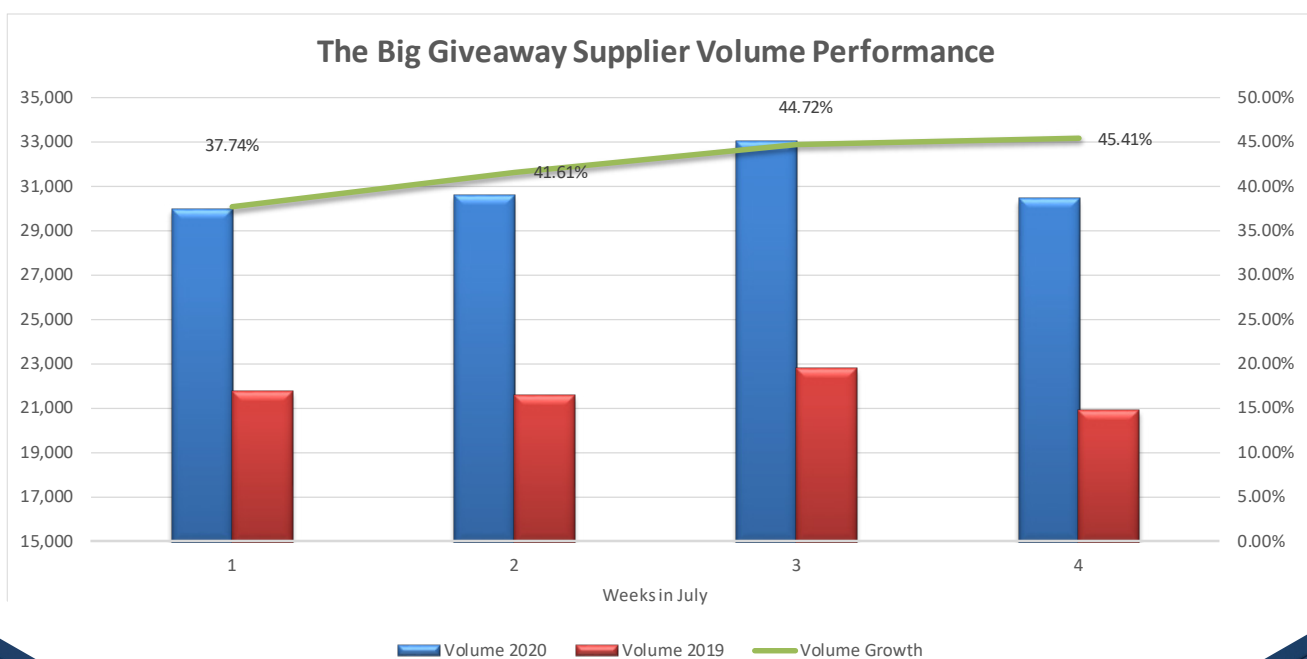
**This year's giveaway has been hugely successful with more entries than ever before and big volume increases for the brands involved!**

**As covid continues to dominate 2020, the giveaway also gave retailers an exciting and positive topic to chat to customers about!**

**IGA members were already experiencing increased volumes in May and June due to changes to shopper habits from COVID. This promotion in July boosted our growth trend even further. The Big Giveaway promotion has proven once again that it provides a great kick start to the new financial year sales goals.**



**For the vast majority of our participating suppliers, their volume and sales targets were greatly exceeded. An average+ 40% volume increase across July was a fantastic result and will provide great incentive for our suppliers to participate in any future major competition type promotions.**



## Our Top Performing Stores and Brands

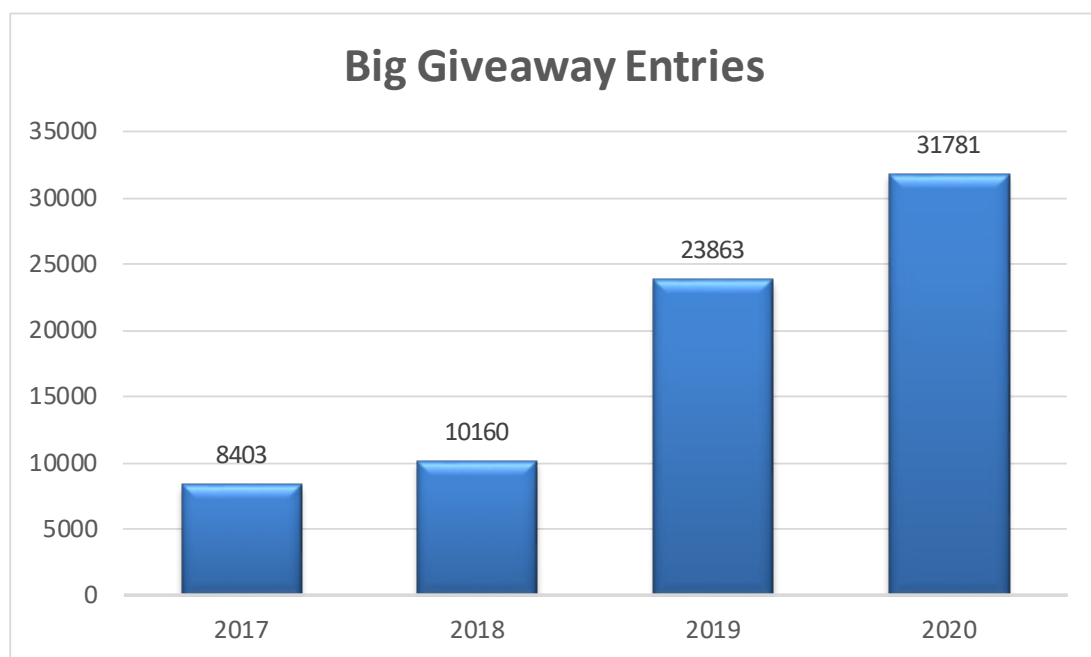
### Top Ten Stores by Entries

Store	No. of Entries
St Helens Supa IGA	2,191
Norwood IGA Everyday (Launceston)	2,096
Oatlands IGA Everyday (Roxy)	2,075
Prospect Supa IGA (Baxters)	1,787
Lindisfarne IGA X-press	1,424
Triabunna Spring Bay IGA	1,199
Longford IGA (Hill Street Grocer)	984
Spreyton IGA	980
St Helens IGA Everyday (Hilly's)	858
Westbury IGA Everyday	756

### Top Ten Brands by Entries

Brands	No. of Entries
Cadbury	4,685
Arnott's	4,216
Cripps	2,485
Nestle	1,341
Moccona	1,314
Ashgrove	1,235
Coca Cola	1,210
Allens	1,152
Sorbent	1,148
Smith's	1,027

**The number of entries is up again this year with 2020 receiving 30% growth over 2019**



**Average receipt amount was up more than 3.8%**  
**\$64.61 in 2020**  
**\$62.19 in 2019**





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Major Prize Winners  
Terri F - Lindisfarne IGA X-Press  
Mercedes Benz A180

Sherilyn V - Somerset IGA Everyday  
Freycinet Lodge Holiday

Felicity N - Norwood IGA Everyday  
Strahan Village Holiday

Cathy P - Norwood IGA Everyday  
Freycinet Lodge Holiday

Lauren P - Bay of Fires IGA (St Helens)  
Strahan Village Holiday

Audrey W - St Marys IGA X-Press  
Cradle Mountain Holiday

Kelly B - Whitemark IGA X-Press (Walker's)  
Cradle Mountain Holiday

Full list of winners is available at:  
[www.igatas.com.au/iga-tasmanias-big-giveaway-winners](http://www.igatas.com.au/iga-tasmanias-big-giveaway-winners)



The 7 major prize winners getting ready to try their luck at picking the key that opens the A180

**Absolutely stoked! Thanks so much!**  
**Dale Barnett**

**Hello IGA, just wish to say thankyou to IGA for giving me the opportunity to win the wonderful Cradle Mountain holiday.**

**Kind regards**  
**Audrey Wright**

**Thank you for the \$250 prize in your latest competition! I love shopping at our local Bridport Everyday IGA where the staff are so friendly and helpful.**

**Pat Child**

**Thank you**  
**I am really thrilled with my win**  
**Regards Lyn Nichols**



**Carol Anderson**

**Hello there, today I received an email stating I have won a prize in the Tasmania Big Giveaway Competition.**

**I am so excited to have won a prize, and look forward to hearing from you.**

**Best regards**  
**Shannon Saint**