

Duration: 4 Weeks from the 1st July 2020



Tasmania's BIG Giveaway!



Over \$75,000 in Prizes

A180 or GLA180 Mercedes, Holidays and IGA Gift Cards

Mechanism

Spend over \$25 & including a participating Brand
Enter online

Marketing

30 sec TV Commercial
Press ads
Tas Country Full Pages
IGA Catalogues Extra 4 Pages (Centre 2 pages for Competition)
Facebook
YouTube
Google Digital Display
In-Store Point of Sale

Major Prize Draw

Open to the Public, Brands and Retailers at Launceston Mercedes 6/8/2020

APPLY NOW!

Contact Ron.Barker@igatas.com.au or Amber.Milbourne@igatas.com.au
to make sure your brand is part of this fantastic promotion in 2020.