AUSSIE WADE

January 14 - January 27 (2 week promotion)

IGA are proud to support Australian made products.

When your customers buy Australian made, they purchase products manufactured to the highest standards as well as helping supporting local jobs and the economy.

In the lead up to Australia Day on January 26th, IGA will be featuring Australian made products in our week 3 and 4 promotions.

'Aussie Made' products running in this promotion will run for a 2 week period which will go right through the Australia Day weekend. All stores will receive special POS shelf talkers (regardless if you normally print your own). These provided shelf talkers need to stay up for the 2 week period and new shelf talkers are not being issued for the second week.

A double page newspaper spread will highlight the campaign on Sunday January 18th followed by an Aeroplane Jelly/Fountain Sauce page the following Sunday January 25th. The 'Aussie Made' icon will also appear in catalogues and in POS.





