



BIG DEAL

SALE

Weeks 6-9
6th February – 5th March 2019

This February we are bringing back the Big Deal Sale.

The 4 week promotional period is aimed at getting customers excited by Big Deals on great product and price.

The **Big Deal Sale** will be supported with themed posters, through digital, social media, television and newspaper. And, it will be promoted prominently across our catalogues to further drive our message.

Key Dates:	Week 5	LAUNCH Week 6	Week 7	Week 8	Week 9
POS Arrives	✓				
Catalogue		✓	✓	✓	✓
Social Media		✓	✓	✓	✓
TV		✓	✓	✓	✓
Newspaper		✓	✓	✓	✓

FOR MORE INFORMATION CONTACT:

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