

# Merry Christmas from the locals



Shopping local  
gives you more time for  
*Christmas*

## Christmas 2014

The coming Christmas Holidays are a traditional time with loved ones, family and friends indulging in fun, games and great food. To celebrate we've produced a whole campaign to promote IGA as a key retailer for household grocery shoppers for this period!

## How will we do it?

We have an extensive multi channel promotional campaign covering a six week period throughout November and December kicking off on 19th November! With focus on 'Merry Christmas from the locals', we're driving sales with great specials.



# Starting 19/11/2014



# 2014 Christmas Advertising Plan



How the locals like it. **IGA**

Prom 50 - 10/12/2014

2 Week Promotion 51/52 - 17/12/2013 & 24/12/2014

Prom 1 - 31/31/2014

Prom 2 - 07/01/2015

Wednesday 10th Dec 2014	Thursday 11th Dec 2014	Friday 12th Dec 2014	Saturday 13th Dec 2014	Sunday 14th Dec 2014	Monday 15th Dec 2014	Tuesday 16th Dec 2014
Supa IGA, IGA Everyday & X-press - Catalogues as Normal 10/12 until 16/12/2014						
No Advertising	Full Page Exam/Merc/Adv 	Full Page Exam/Adv 27x5 Merc 	Full Page Exam/Merc/Adv 7x6 Exam/Adv 	Full Page Exam/Merc/Adv 		
Wednesday 17th Dec 2014	Thursday 18th Dec 2014	Friday 19th Dec 2014	Saturday 20th Dec 2014	Sunday 21st Dec 2014	Monday 22nd Dec 2014	Tuesday 23rd Dec 2014
Supa IGA, IGA Everyday & X-press - Catalogues runs for 2 weeks 17/12 until 30/12/2014 (1st of 2weeks)						
No Advertising	Full Page Exam/Merc/Adv 	Full Page Exam/Adv/Merc 	2xFull Page Exam/Merc/Adv   7x6 Exam/Adv	Full Page Exam/Merc 	Half Page Exam/Merc/Adv 	Half Page Exam/Merc/Adv 
Wednesday 24th Dec 2014	Thursday 25th Dec 2014	Friday 26th Dec 2014	Saturday 27th Dec 2014	Sunday 28th Dec 2014	Monday 29th Dec 2014	Tuesday 30th Dec 2014
Supa IGA, IGA Everyday & X-press - Catalogues runs for 2 weeks 17/12 until 30/12/2014 (2nd of 2weeks)						
Full Page Exam/Merc/Adv 	No Advertising 	Full Pages Exam/Adv/Merc 	Full Page Exam/Merc/Adv 7x6 Exam/Adv 	Full Page Exam/Merc 		
Wednesday 31st Dec 2014	Thursday 1st Jan 2015	Friday 2nd Jan 2015	Saturday 3rd Jan 2015	Sunday 4th Jan 2015	Monday 5th Jan 2015	Tuesday 6th Jan 2015
No Catalogues 01/01 until 07/01/2014						
2x Full Pages Exam/Merc/Adv  	No Advertising 	Full Page Exam/Adv 27x5 Merc 	Full Page Exam/Merc/Adv 7x6 Exam/Adv 	Half Page Exam/Merc 		
Wednesday 7th Jan 2015	Thursday 8th Jan 2015	Friday 9th Jan 2015	Saturday 10th Jan 2015	Sunday 11th Jan 2015	Monday 12th Jan 2015	Tuesday 13th Jan 2015
Supa IGA, IGA Everyday & X-press - Catalogues as Normal 08/01 until 14/01/2014						
No Advertising	2x Full Pages Exam/Merc/Adv  	Full Page Exam/Adv 27x5 Merc 	Full Page Exam/Merc/Adv 7x6 Exam/Adv 	Half Page Exam/Merc 		

# Christmas Promotion

- Item & Price 9up's, A4 and A3 Posters
- Christmas themed Press Pages and Catalogues
- Christmas TV Item & Price Commercials (15sec 2 products per commercial) Wednesday to Monday weekly

Need some *tasty entertainers?* Visit [iga.com.au/christmas](http://iga.com.au/christmas) for our easy recipes

Week	Promo 47 W/C 19/11	Promo 48 W/C 26/11	Promo 49 W/C 3/12	Promo 50 W/C 10/12	Promo 51 & 52 W/C 17/12 & 24/12
POS In-store	✓	✓	✓	✓	✓
Press	✓	✓	✓	✓	✓
Catalogue	✓	✓	✓	✓	✓
TV	✓	✓	✓	✓	✓
Digital	✓	✓	✓	✓	✓

## Catalogue

### 2 week Catalogue

Starting 17/12/2013 Finishing 30/12/2014

No Catalogue printed or delivered in the second week

**No Catalogue** Prom 1 - 31/12/2014

First Catalogue Prom 2 - 3/1/2015

### Christmas POS In-store

to go up  
19/11/2014  
taken down  
30/12/2014

**For more information, contact any of the names below or visit [igatas.com.au/retailer-login](http://igatas.com.au/retailer-login)**

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