

WIN
Coca-Cola
RETRO FRIDGE

Valued at
\$500

Buy any
Eligible Coca-Cola
Product* to go into
the draw

Includes
Coca-Cola Varieties
2Ltr • 1.25L • 24 x 375mL pks
30 x 375mL pks • 8 x 200mL pks

*VARIETIES INCLUDE

See in-store for full terms and conditions.

COCA-COLA & IGA TASMANIA

RETRO COOLER

PROMOTION

SEPTEMBER 2020

CCA
COCA-COLA AMATIL



COCA-COLA RETRO COOLER WIN IN STORE PROMO



EXCLUSIVE TO TASMANIAN IGA STORES DURING SEPTEMBER

CCA has partnered up with IGA TAS and will be running an exclusive IGA promotion across all IGA bannered stores within Tasmania.

Every IGA store within Tasmania will receive a limited edition Coca-Cola Retro Fridge (valued at \$500) to be used for a consumer win in store promotion during September.

CCA will provide the retro cooler, marketing material, entry boxes, entry pads and a strong promotional programme to assist in driving revenue for our retailers.

The mechanics are simple:

- Buy any eligible Coca-Cola product from September 2nd 2020 until September 30th 2020 and go into the draw to win a Coca-Cola Retro Cooler.
- The eligible products are: 2.0Ltr, 1.25Ltr, 30 Packs, 24 Packs & 8x200 Coca-Cola products, including Coca-Cola No Sugar, Diet Coke, Diet Coke Caffeine Free, Vanilla Coke and Vanilla Coke No Sugar.
- Each winner is to be drawn on the 1st of October and contacted via phone by the store within 14 days.

Please discuss with CCA representative display builds, suggested order quantities, eligible products and book in a time in with them to bring the display to life with a strong focus on exciting and engaging your customers with this ultra cool limited edition Coca-Cola fridge!



COCA-COLA RETRO COOLER WIN IN STORE PROMO



STRONG PROMOTIONAL PROGRAMME PLANNED FOR SEPTEMBER TO DRIVE ENGAGEMENT



Promotional pricing on TCCC 2Ltr, TCCC 30 Packs and TCCC 8x200ml can be accessed from the 27th of August which will give stores the ability to build displays prior to the promotion start date of the 2nd of September and be ready to go for when the promotion kicks off!

Week Commencing	2/09/2020	9/09/2020	16/09/2020	23/09/2020
CCA Week #	36	37	38	39
TCCC PET				
TCCC 2L COLAS	2 for \$5	2 for \$5		
Invoice Price	\$ 17.66	\$ 17.66		
TCCC 1.25L COLAS			2 for \$4	2 for \$4
Invoice Price			\$ 20.84	\$ 20.84
TCCC CAN				
TCCC 30 x 375	\$ 19.99	\$ 19.99		
Invoice Price	\$ 17.63	\$ 17.63		
TCCC 24 x 375 COLAS			\$ 15.99	\$ 15.99
Invoice Price			\$ 14.10	\$ 14.10
TCCC 8 x 200	\$ 5.99	\$ 5.99	\$ 5.99	\$ 5.99
Invoice Price	\$ 14.71	\$ 14.71	\$ 14.71	\$ 14.71

COCA-COLA RETRO COOLER WIN IN STORE PROMO



SUPPORT MATERIALS

To help drive consumer engagement further CCA will also be supporting the IGA catalogue with a full page retro fridge advertisement during September. (The full page advert will be shared with you via your CCA representative in the coming weeks)

Marketing Materials to Support Promotion

A3 & A4 Posters



2m Tall Standees



Shelf Wobblers



Entry Boxes



Counter Cards

Front Gondola End Header Cards



COCA-COLA RETRO COOLER WIN IN STORE PROMO



INCORPORATING THE FRIDGE INTO THE DISPLAY IS VITAL TO DRIVE SALES



Suggested Display Order for the 4 Week Promotional Period.

Everyday Bannered Stores

- Coca-Cola 2Ltr Varieties – 28 Cases
- Coca-Cola 30 Pack Varieties – 28 Cases
- Coca-Cola 1.25Ltr Varieties – 24 Cases
- Coca-Cola 24 Pack Varieties – 28 Cases
- Coca-Cola 8x200ml Varieties – 12 Cases

X-Press Bannered Stores

- Coca-Cola 2Ltr Varieties – 14 Cases
- Coca-Cola 30 Pack Varieties – 18 Cases
- Coca-Cola 1.25Ltr Varieties – 12 Cases
- Coca-Cola 24 Pack Varieties – 18 Cases
- Coca-Cola 8x200ml Varieties – 8 Cases



COCA-COLA RETRO COOLER WIN IN STORE PROMO



THANK YOU FOR YOUR CONTINUED SUPPORT

Thank you for your continued support, if you have any further questions on this promotion please contact your CCA representative below.

- Casey Paige (North West Coast) – 0417 336 288
- Meghan Daniel (North) – 0408 438 505
- Alex Suitor (North) – 0439 445 790
- Mason Dawe (East Coast) – 0419 516 952
- Toby Wells (South) – 0419 518 932
- Jess Fowlds (South) – 0439 536 152



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See the details below and on the back of the box



THANK YOU