

HIHA-HILA 8. HATASMANA. **RETRO COOLER** PROMOTION **SEPTEMBER 2020** IFA. CCA-COLA AMATIL



EXECLUSIVE 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.

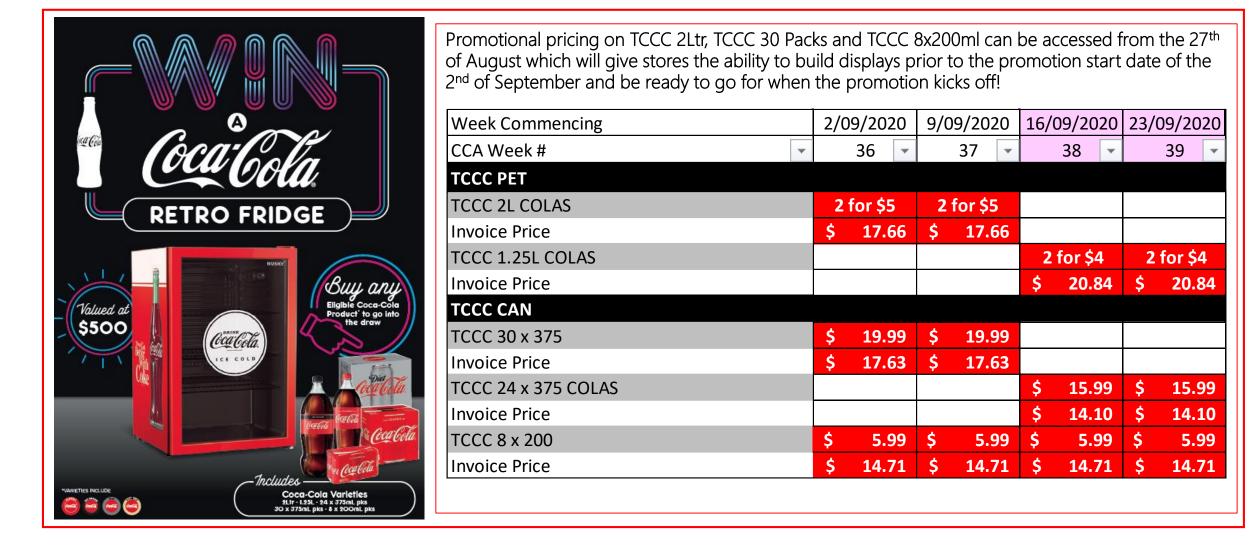
The mechanics are simple:

- 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!



STRONG PROMOTIONAL PROGRAMME PLANNED FOR SEPTEMBER TO DRIVE ENGAGEMENT





SUPPORT MATERIALS





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





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



THANK YOU