



IGA Tasmania are giving away 12 Family Holidays to the sunny Gold Coast in Queensland. Entry is open to Tasmanian residents who purchase product/s from the brands indicated from a Tasmanian IGA Store during the promotional period.

Customers can then enter their details and receipt information online at www.igatas.com.au/goldcoastcomp

28 JANUARY TO 10 MARCH



Giving your customers the chance to win a family trip to the Gold Coast

Tasmanians deserve a bit of sun, surf and relaxation. By purchasing specially marked brands, shoppers can win 1 of 12 family holidays (2 winners drawn weekly) to the Gold Coast. Customers will be able to enter multiple times from the one receipt, promoting larger baskets. The more eligible items the more times they can enter! *One entry per item.

Key Dates

In store week	From the 16 January	Week 5 w/c 28 Jan	10 March
POS arrives in store	✓		
Install all Gold Coast Holiday POS		✓	
Remove all Gold Coast Holiday POS			✓

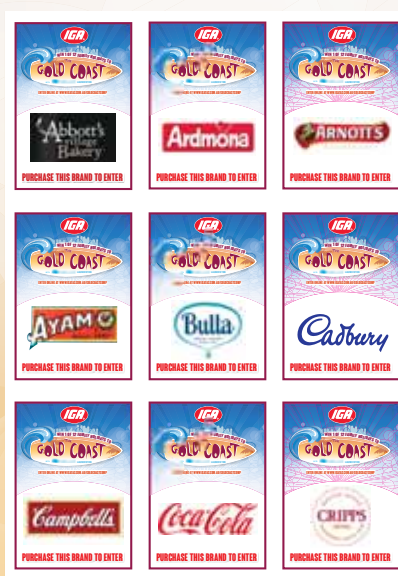
Getting your store ready for the Promotion

We've prepared a high impact POS kit for you!



A4 Poster for eligible Brands

You will receive these as part of your Weekly POS



Generic 9UPS to highlight eligible Brands



A4 & A3 Info Shelf Posters

You will receive these as part of your competition pack.

A strong media campaign has been planned for the Gold Coast Holiday Competition

Week	Week 05 w/c 28 Jan	Week 06 w/c 04 Feb	Week 07 w/c 11 Feb	Week 08 w/c 18 Feb	Week 09 w/c 25 Feb	Week 10 w/c 04 Mar
TV - Product & Price	✓	✓	✓	✓	✓	
Digital	✓	✓	✓	✓	✓	✓
POS	✓	✓	✓	✓	✓	✓
Catalogue	✓	✓	✓	✓	✓	✓



Digital Advertising



Newspaper ads



Catalogue front page

+ Television, Facebook & Youtube



**CUSTOMERS NEED THEIR RECEIPTS
TO ENTER THE COMPETITION
AND TO BE ELIGIBLE TO WIN
PRIZES. PLEASE REMEMBER TO
ASK & PROVIDE YOUR CUSTOMERS
WITH A RECEIPT TO AVOID
DISAPPOINTMENT.**



**THIS COMPETITION IS
EXCLUSIVE TO TASMANIAN
IGA CUSTOMERS**



**ELIGIBLE
BRANDS
INCLUDE**



**For more information,
contact your local
support team or visit
www.igatas.com.au**

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