

# IGA FAMILY PROGRAM



## WHAT IS THE IGA FAMILY PROGRAM?

- Free customer engagement program - 25,000 families registered across 600 IGA stores
- Program aims to drive shoppers into IGA stores by fostering customer loyalty, reinvigorating passion for the brand and providing healthy solutions for shoppers
- Sanitarium is the new major partner

## HOW IS THE PROGRAM PROMOTED?



POS



Monthly email to 22,000 members



Website – [iga.com.au/family](http://iga.com.au/family)



Birthday gifts for members



Paid digital channels

## HOW DO BIRTHDAY PRESENTS WORK?

1. Birthday gifts are sent to stores at no cost to them (funded by Metcash and Sanitarium)
2. Customer receives a digital birthday present voucher in the month of the child's birthday
3. Customer presents voucher at their nominated store
4. Store must scan the barcode and give the customer a birthday present. Product code 897591
5. Need presents?

Email [advertising@igatas.com.au](mailto:advertising@igatas.com.au)



## WHAT DO STORES NEED TO KNOW?

- ✓ FREE for stores to join. Email [craig.smith@igatas.com.au](mailto:craig.smith@igatas.com.au) to register
- ✓ New POS was sent to participating stores in April 2019 and Birthday presents are available Now from [advertising@igatas.com.au](mailto:advertising@igatas.com.au)



- Best POS activation from each state will win a team breakfast provided by Sanitarium
- To enter, send photos to [advertising@igatas.com.au](mailto:advertising@igatas.com.au) by 30<sup>th</sup> April 2019

