



Tasmania's BIG Giveaway!

\$75,000 in Prizes

Over 60 chances to WIN

Competition Starts July 1st

Concludes July 28th 2020

Promotional Weeks 27 - 30

PARTICIPATING BRANDS



PRINTED CATALOGUES ARE BACK!

From the 1st of July your store will revert to receiving printed catalogues as it did before Covid.
Catalogue charges will recommence as before Covid.



Catalogues will be larger for the 4 weeks of the July IGA Car Giveaway, the standard IGA Catalogue will be 8 pages and the extended Catalogue will be 12 pages. Additional pages will also be added to the online versions of the catalogue. If you want to change your printed catalogue allocation or not receive printed catalogues please notify: advertising@igatas.com.au before June 19th



Charges will also recommence for stores that receive A4 &/or A3 posters.

Note: Stores will see the July charges on their account in August.



A180 supplied by Buckby Motors
Mercedes-Benz Launceston
Valued at \$50,821.43 rrp

**WIN A SHARE OF \$75,000
IN PRIZES INCLUDING A
MERCEDES A180**

**AND 56 X \$250
IGA GIFT CARDS!**



**Plus a chance to win
One of Six Tasmanian
Holiday Packages**



**2x Strahan Village
Packages
Valued at \$1,932 ea**

**2x Freycinet
Mountain Terrace
Packages
Valued at \$1,998 ea**



**2x Cradle
Mountain Hotel
Packages
Valued at \$1,466 ea**

HOW TO ENTER

1 

**SHOP AT YOUR
LOCAL TASMANIAN
IGA SUPERMARKET**

2 

**SPEND \$25 AND INCLUDE
PRODUCTS* FROM THE
PARTICIPATING BRANDS**

*The more products the more entries (See T&C's)

3 

**ENTER ONLINE
WITH THE OPTION OF
UPLOADING YOUR RECEIPT**

4 

**RETAIN RECEIPT
FOR VALIDATION**

**ENTER ONLINE AT
WWW.IGATAS.COM.AU/THEBIGGIVEAWAY**

STARTS 1ST JULY

FINISHES 28TH JULY

GET YOUR STORE READY FOR THE BIG GIVEAWAY AT IGA TASMANIA!

\$75,000 in Prizes for Tasmanian IGA Customers only

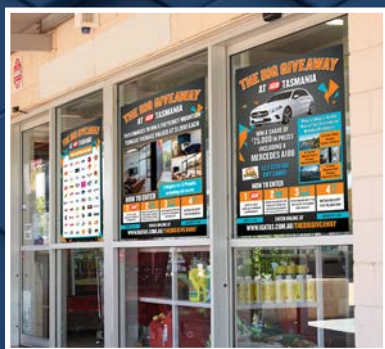
The Big Giveaway at IGA Tasmania is one of the most significant promotions in Tasmania for 2020, with the aim of driving traffic and increasing sales for IGA, conceived in response to the aggressiveness of competitor promotional activity.

Key Highlights:

- ★ The campaign runs for 4 weeks (27 – 30) from 1st July – 28th July.
- ★ A new TV ad is being developed to promote this competition.
- ★ Huge Prizes to drive foot traffic into store.
- ★ A comprehensive POS kit to ensure in store visability.
- ★ Bold catalogue creative for the 4 weeks including an additional 4 Pages.
- ★ The sale will feature prominently across the IGA website, owned and paid digital channels and on social media.

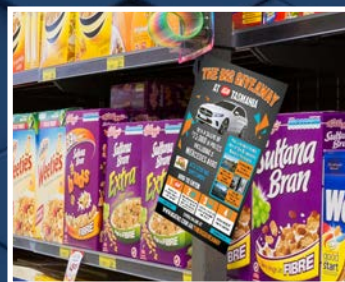
Take advantage of the great POS kit that has been developed to help drive sales for your store.

The POS kit includes:



Window Poster: You will receive Multiple versions of window posters, for promoting different aspects of the \$75K giveaway.

Tickets: 9Ups tickets to be used on Participating Brands lines which are part of the promotion during the 4 weeks.



A5 Flyer: These flyers explain the consumer promotion in more detail so please make sure these are hung throughout your store.

They are great as bag stuffers or use cable ties to hang on shelves, fridges or gondola ends.

SCHEDULE OF ACTIVITY

	Week 26 (24/6/2020)	Week 27 (1/7/2020)	Week 28 (8/7/2020)	Week 29 (15/7/2020)	Week 30 (22/7/2020)	Week 31 (29/7/2020)
POS Arrives	✓	–	–	–	–	–
Catalogue	–	✓	✓	✓	✓	–
TV & Newspaper	–	✓	✓	✓	✓	–
Digital & Social Media	–	✓	✓	✓	✓	–
Weekly P&P POS	–	✓	✓	✓	✓	–
Consumer Promotion	–	✓	✓	✓	✓	–
Remove POS from Display	–	–	–	–	–	✓

FOR MORE INFORMATION CONTACT:

The Advertising department at advertising@igatas.com.au or call the office on 6391 0200