

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 2019, 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 visiblity.
- ★ 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	Week 27	Week 28	Week 29	Week 30
POS Arrives	✓	–	–	–	–
Catalogue	–	✓	✓	✓	✓
TV & Newspaper	–	✓	✓	✓	✓
Digital & Social Media	–	✓	✓	✓	✓
Weekly P&P POS	–	✓	✓	✓	✓
Consumer Promotion	–	✓	✓	✓	✓

FOR MORE INFORMATION CONTACT:

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

THE BIG GIVEAWAY

AT **IGA** TASMANIA

Over 65 chances to WIN
\$75,000 in Prizes

Competition Starts July 1st
Concludes July 28th 2020

Promotional Weeks 27 – 30

PARTICIPATING BRANDS





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

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

SIX CHANCES TO WIN A TASMANIAN HOLIDAY
PACKAGE VALUED AT OVER \$1,400 EACH



2 X Strahan Village
Packages



2 X Freycinet Mountain
Terrace Packages



2 X Cradle Mountain
Hotel Packages



60 X \$250 IGA GIFT CARDS!

FINISHES 28TH JULY