



Summer of FUN

WIN A HOLIDAY TO HAWAII
12 TO BE WON

Weeks 1-3

31st December 2014 to 20th January 2015

IGA's Summer of Fun Promotion

Our recent Bring on Summer Promotion in October '14 was the most successful promotion we have run to date resulting in a significant increase in entries and strong and positive customer engagement. We proved that prizes offering Cars, Holidays and/or Cash are incredibly appealing for shoppers.

Building on the success of this, our new Summer of Fun Promotion is giving consumers the chance to WIN one of 12 holidays to Hawaii! Giving away such a great holiday prize at this time of year will resonate particularly well with customers who will not be wanting their current Christmas holidays to end and the chance to potentially win a holiday to take in 2015 will be very appealing.

Shoppers can choose their Hawaiian Holiday Package!

We've catered for families and couples with a choice of Hawaiian Holidays to be won. Prizes are both valued at \$8,477 (excl GST) each and our 12 winners can choose from either:

- For 2 adults – Return economy flights to Honolulu with 7 nights accommodation at 5 Star Halekulani Hotel, including breakfast and \$500 spending money.
- Or:
- For 2 adults and 2 children under 12 – Return economy flights to Honolulu with 7 nights accommodation at Pacific Beach Hotel, including breakfast.

Consumers need to spend \$20 or more in one transaction and then enter at igatas.com.au/summer for their chance to WIN!

Make sure you have your store ready for the Summer Shopper

Shoppers want quick and easy solutions, without compromising on quality, to help them cater for summer social occasions. At this time of year, they will also experiment more with new products and brands.

To win with shoppers for these summer social occasions...

- Encourage stocking up on key lines via bundles deals – for example in soft drinks
- Have a dedicated area for these occasions throughout the season, right up to Australia Day.
- Trial quality new products.
- Range key items together for cross-merchandising.
- Make it easy for shoppers to pop in and out of your store to get what they need – with clear signage, well-stocked shelves, and uncluttered aisles.
- Showcase more quality premium branded products.
- Make sure your fresh display is fully stocked and looking beautiful.

Get your store ready for the Summer of Fun Promotion!

Please ensure the Summer of Fun point of sale is fully installed by 31st December!



Window Posters

Display posters prominently at the entrance and around your store. This is your opportunity to encourage customers to lift their spend above \$20. Make sure customers are prompted to get a receipt so they can enter the competition.

Any store wanting additional A4 or A3 Posters please contact advertising@igatas.com.au



Press and Catalogue

To launch the campaign and excite customers about the opportunity to win a holiday to Hawaii, the Examiner, Advocate and Mercury will each carry a full page ad on the 31st December. This will be backed-up by reminder icons in all catalogues.



TV, Digital and Facebook

Item & Price TV commercials will carry Summer of Fun theming, YouTube will be used to promote the competition video and Facebook will get the conversation started on social media!





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Key Dates

	Week 51 w/c 17th Dec	Week 1 w/c 31st Dec	Week 2 w/c 7th Jan	Week 3 w/c 14th Jan
POS	To arrive in-store	Display in-store	Display in-store	Display in-store
TV		X	X	X
Digital		X	X	X
Catalogue		On-line Only	X	X
Press		X	X	X

Shelftalkers (9up's)

Please continue to use the standard Red IGA Specials 9up's through the Summer of Fun promotion. Themed shelftalkers will not be supplied as part of this promotion.

For more information, contact our local support team:

Marketing Ron Barker: 0438 445 754
Promotions Gary Sutherland: 03 6391 0241
Advertising Travis Allen: 03 6391 0250
Retail Operations Craig Smith: 0438 432 086
Retail Consultant Michael Betts: 0437 099 334
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