



WEEK 7 - 9

11th February to 3rd March

IGA's Summer of Cricket Promotion

IGA's Summer of Cricket promotion will coincide with the 2015 ICC Cricket World Cup, one of the world's largest international sporting events. This promotion will run off the back of this exciting event, attempting to drive incremental transactions and basket size through giving customers who are cricket fans and lovers of holidays, an incentive to shop frequently at IGA during the three weeks, for their chance to win.

How the locals like it™



Holiday Prizes to London!

Knowing that holidays are attractive prize incentives from our previous summer promotions, this time we are giving away 3 holidays to London, the home of cricket! Each week 1 winner will be drawn for 1 London Holiday Package for 2 adults including:

- Return economy airfares for 2 from the winner's nearest capital city
- 7 nights' accommodation in a Queen Room, Twin Share at Royal Garden Hotel, London and daily breakfast valued up to \$3,141.00
- \$1,000.00 spending money
- 2 x General admission tickets to Lord's: The Home of Cricket valued at \$33.00 each



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

Get your store ready!

We have prepared high impact posters for you to make sure customers know that they can win a fantastic holiday to London just through shopping at their local IGA.

Window Posters

Display poster outside the entrance of the store or at the front of store.



Media Support

The IGA Summer of Cricket promotion will be featured across multi-communication channels including TV, catalogue and digital. We will be driving the attractive holiday prizes and great specials we have available.



Key Dates

	Week 6 w/c 4th Feb	Week 7 w/c 11th Feb	Week 8 w/c 18th Feb	Week 9 w/c 25th Feb
POS	To arrive in-store	Display in-store	Display in-store	Display in-store
Catalogue		X	X	X
TV		X	X	X
Digital		X	X	X

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

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