



tasmanian
independent
retailers



Promotion Submissions – w/c 4th January 2017 until w/e 4th July 2017

Dear Supplier

We invite you to submit your promotional program for the 26 week period w/c 4th January 2017 until w/e 4th July 2017 (week 1 to week 26). Your submission must be **returned no later than Friday 14th October 2016.**

The FY16 sales period for TIR and IGA stores again provided solid sales growth (Total TIR Sales up 5.8%). We attribute this to be largely driven by the strong promotional programs we have received and the equally strong marketing TIR puts in place to support both our stores and suppliers. We encourage you to continue to submit aggressive programs to maintain excellent growth for both of us.

(If you wish to understand how you can grow your volumes if you didn't meet our recent growth rate then please contact Ron Barker or Gary Sutherland to discuss promotional strategies).

We also ask you to read our documentation thoroughly to understand the promotion submission requirements for this new half (as there may be changes) prior to submitting your promotional program. Please remember that our weekly promotions start on Wednesday and run up to the following Tuesday.

Please download the new submission forms for the first half of 2017 (you can find links for these on the original email communication). These forms will differ from what you have on file and you must replace any older versions with this new version. Also included with the submission forms is a list of promotion commencement dates for Weekly and Locked Down Low Prices (LDLP) periods.

Upon receipt of your submission, we will quickly review to find any inconsistencies and if any are found we will contact you to resolve. Once we are happy with the initial submission content, we will do a further review and schedule into the weekly planning. We may move your suggested date to avoid a clash and/or add or change a submission if required. However, we will always send you back a confirmed submission report in our format for you to review and if required discuss any changes prior to the promotional period commencing.

Marketing

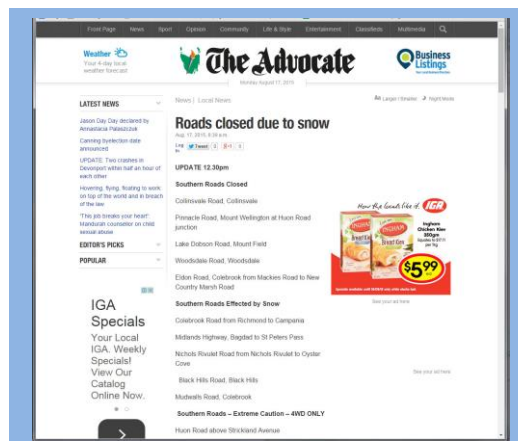
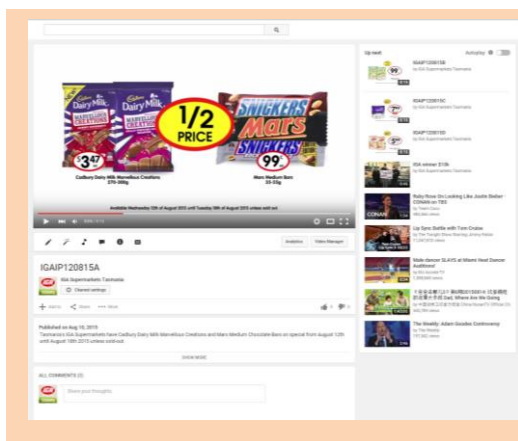
Recently we had a major review of our ongoing marketing options and some of our regular solutions have changed. Our marketing solutions now include the following:

- TV Promotions – Each week 8 lines are featured, linked into prime time advertising slots.
- Single banner IGA press advertising – All bannered IGA stores have approximately 30 or more press advertised lines each week. We advertise on 3 separate days through the week.
- All IGAs have access to a digital version of the catalogue, we run a single banner catalogue for all our IGA banner groups. Our online catalogue solution is linked to a fast growing customer base via a weekly subscription service.
- Most of our stores also receive a hard copy colour printed catalogue for use in-store or locally letterbox distributed of either an extended 8 page catalogue or a 4 page key promotions catalogue.
- Over and above Digital and/or catalogue advertising for Supplier new line launches and seasonal theme promotions.
- Local store marketing for new store openings, combat activity, special anniversary or local community events.
- Local Sports Awards – Press adverts with product/price are linked to sponsor local children's sport stories in our key newspapers. *Apply now to become involved.*
- We regularly run themed marketing events as highlighted on the promotional dates schedule on the submission template. We also participate in key National IGA (Metcash promotions – Gigantic Sale, Christmas, national consumer competitions, etc.)

New Digital Opportunities

New online marketing options are now available to our suppliers. These affordable options are well suited to new line launches and consumer promotions. Please discuss with Ron Barker or Gary Sutherland if you want to be involved.

- **Digital Advertising** - IGA Tasmania advertises weekly on The Examiner, Advocate websites and The Mercury Mobile Site. These sites allow IGA Tasmania to reach local customers. With various size options available, the advertising department take content into account when booking this space. Options explored so far include weekly news spots on high readership days and full page buyouts to promote large competitions.
- **Facebook** - Facebook delivers tailored methods in reaching IGA customers. Feel good stories create exceptional feedback, which IGA Tasmania strives to deliver with a local feel, community engagement and new and healthy lines. With accurate data available Facebook is proving to be an effective advertising medium with some posts exceeding a reach of 50,000
- **Digital Display and Remarketing** - In partnership with Fairfax Marketing Services (FMS) IGA Tasmania is advertising to customers that search for grocery related topics on Google and by tracking customers that have visited the IGA Tasmania (www.igatas.com.au) website we are remarketing to them as they visit websites that Google have partnerships with. This allows us the ability to again display our specials and promotions.
- **YouTube** - YouTube advertising allows IGA Tasmania to reach a wide tailored audience. The use of both visual effects and sounds is an effective way of communicating our brand message. For July 2015 our videos had more than 67,000 impressions and over 10,000 views (average video length is 15sec).



Submissions Forms

Note – there are two separate tabs, each requiring a different program. We ask all suppliers to submit a program for both of the IGA and LDLP promotions.

1. **IGA** - your normal submission for all IGA bannered stores weekly program. These promotions run in all three IGA banners in the same week.
2. **LDLP** - Locked Down Low Prices submissions, 13 Week promotion for all IGA banners. Two periods are available for this submission. Please ensure you do not clash any weekly promotions as they must run in separate periods.

Note: Submission Preparation Requirements

1. It is vitally important that all suppliers when submitting programs must submit;
 - Your SIW Supplier Number(s)
 - Your SIW Group Numbers (for product groups) or
 - Your SIW Product Numbers (for single standalone SKU's, these must not be Woolworths CASS/SAP numbers or Metcash IGA numbers.)
 - Your TIR direct supplier number, file group or product numbers.
 - Please load your submissions as date first then product and deal. This will put your promotions in date sequence view on your submission. (This has changed since from our previous preference)

This does save both parties much time when preparing and keying in promotional programs if these are correctly filled out. If you need your current list of supplier numbers, product numbers or group numbers please email amber.thornton@igatas.com.au or troy.price@igatas.com.au and request a copy.

Any queries about promotions, please feel free to contact Gary Sutherland (gary.sutherland@igatas.com.au), Promotions Manager for Tasmanian Independent Retailers.

On behalf of the team at TIR, we thank you for your prior support of IGA retailers. I am confident that working together we can continue to grow your sales in the independent sector and achieve a profitable return for both parties.

We look forward to receiving your promotional program by **no later than Friday 14th October 2016** although earlier would be appreciated. Please email your submission forms to marketing@igatas.com.au

Yours faithfully,

Ron Barker
General Manager Merchandise and Marketing