

A photograph of two young women with long hair, smiling and looking towards the right. The woman on the left is wearing a brown textured jacket and a grey scarf. The woman on the right is wearing a green top and has her hand on the first woman's shoulder. A red shopping bag is visible in the bottom right corner. The background is blurred, showing what appears to be a retail environment.

# We deliver customers

## THIS BOXING DAY

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# Winning packages.

## HAVE YOU GOT STOCK TO MOVE?

If you are a retailer or a franchisee with stock to move, you're in the right place. Our expertise is in crafting retail advertising campaigns that get the attention of customers and bring them into your business, ready to buy your stock.

Simply start by choosing the advertising package that best suits your budget and your business, and then we will get to work doing what we do best.

**GOLD**  
FROM  
**\$8976**

Get 9 x customer  
contact points.  
Great for EOFY.

**SILVER**  
FROM  
**\$4603<sup>.50</sup>**

Get 7 x customer  
contact points.  
Great for market  
share growth.

**BRONZE**  
FROM  
**\$2596**

Get 4 x customer  
contact points.  
Great for consistent  
market presence.

**Terms & Conditions:** Contact us for a formal quote and for full terms and conditions.



# GOLD Sale Campaign Package



	<b>CAMPAIGN ASSETS</b>	
	Strategy Development	\$400
	Creative Concept Development - Mock-up	\$450
	<b>MASS MEDIA</b>	
	TVC production including script, voice over and CAD approval	\$1800
	<b>YOUTUBE</b>	
	Use the TVC as the video asset to get more value for you	\$0
	YouTube advertising campaign set up and targeting	\$250
 	<b>FACEBOOK &amp; INSTAGRAM PAID ADS</b>	
	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
	Facebook & Instagram Retargeting Ad (Reminder)	\$250
	Facebook & Instagram Retargeting Ad (Reminder)	\$250
 	<b>DATABASE MARKETING TO PREVIOUS CUSTOMERS</b>	
	eDirectMail (EDM) to up to 10,000 customers	\$995
	EDM to "Unopened List"	\$295
	SMS writing, linking to landing page, compliance	\$295
	5000 SMS messages to previous customers	\$900
	<b>GOOGLE ADS</b>	
	Google Display Banners x 2 designs	\$495
	Google Display campaign set up and targeting	\$350
	<b>WEBSITE BANNER ARTWORK</b>	
	Campaign consistent creative for Home Page & Specials Page	\$495
	<b>PROJECT MANAGEMENT</b>	
	Manage all of the moving parts, suppliers and deadlines for you	\$240
	<b>REPORTING</b>	
	Monthly Digital Reporting	\$50
	<b>Cost</b>	<b>\$8160</b>
	GST	\$816
	<b>Total</b>	<b>\$8976</b>

<b>DIGITAL MARKETING PLATFORM BUDGETS</b>	<b>We suggest the following budgets:</b>
Facebook/Instagram Carousel ad	\$20 per day/\$600 per month
Facebook/Instagram Remarketing ad	\$10 per day/\$300 per month
YouTube Ad	\$15 per day/\$450 per month
Google Banners	\$15 per day/\$450 per month

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For television, we will make the TVC and send it to the station, but the cost does not include the TV airtime.

For YouTube advertising, you will need to supply us with a video if not TVC, or we can quote you on creating a video.

# SILVER Sale Campaign Package 1



	<b>CAMPAIGN ASSETS</b>	
	Strategy Development	\$300
	Creative Concept Development - Mock-up	\$450
	<b>MASS MEDIA</b>	
	TVC production including script, voice over and CAD approval	\$1800
	<b>YOUTUBE</b>	
	Use the TVC as the video asset to get more value for you	\$0
	YouTube advertising campaign set up and targeting	\$250
 	<b>FACEBOOK &amp; INSTAGRAM PAID ADS</b>	
	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
 	<b>DATABASE MARKETING TO PREVIOUS CUSTOMERS</b>	
	eDirectMail (EDM) to up to 7,500 customers	\$795
	EDM to "Unopened List"	\$295
	SMS writing, linking to landing page, compliance	\$295
	5000 SMS messages to previous customers	\$900
	<b>WEBSITE BANNER ARTWORK</b>	
	Campaign consistent creative for Home Page & Specials Page	\$495
	<b>PROJECT MANAGEMENT</b>	
	Manage all of the moving parts, suppliers and deadlines for you	\$160
	<b>REPORTING</b>	
	Monthly Digital Reporting	\$50
	<b>Cost</b>	<b>\$6470</b>
	GST	\$647
	Total	\$7117

<b>DIGITAL MARKETING PLATFORM BUDGETS</b>	<b>We suggest the following budgets:</b>
Facebook/Instagram Carousel ad	\$20 per day/\$600 per month
YouTube Ad	\$15 per day/\$450 per month

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For television, we will make the TVC and send it to the station, but the cost does not include the TV airtime.

For YouTube advertising, you will need to supply us with a video if not TVC, or we can quote you on creating a video.

# SILVER Sale Campaign Package 2



	CAMPAIGN ASSETS	
	Strategy Development	\$300
	Creative Concept Development - Mock-up	\$450
	YOUTUBE	
	Use the TVC as the video asset to get more value for you	\$0
	YouTube advertising campaign set up and targeting	\$250
 	FACEBOOK & INSTAGRAM PAID ADS	
	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
 	DATABASE MARKETING TO PREVIOUS CUSTOMERS	
	eDirectMail (EDM) to up to 7,500 customers	\$795
	EDM to "Unopened List"	\$295
	SMS writing, linking to landing page, compliance	\$295
	2500 SMS messages to previous customers	\$450
	WEBSITE BANNER ARTWORK	
	Campaign consistent creative for Home Page & Specials Page	\$495
	PROJECT MANAGEMENT	
	Manage all of the moving parts, suppliers and deadlines for you	\$160
	REPORTING	
	Monthly Digital Reporting	\$50
	Cost	\$4185
	GST	\$418.50
	Total	\$4603.50

DIGITAL MARKETING PLATFORM BUDGETS	We suggest the following budgets:
Facebook/Instagram Carousel ad	\$20 per day/\$600 per month
YouTube Ad	\$15 per day/\$450 per month

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For YouTube advertising, you will need to supply us with a video if not TVC, or we can quote you on creating a video.

# BRONZE Sale Campaign Package



	CAMPAIGN ASSETS	
	Strategy Development	\$200
	Creative Concept Development - Mock-up	\$300
 	FACEBOOK & INSTAGRAM PAID ADS	
	Facebook & Instagram Carousel Ad design (Awareness)	\$425
	Facebook & Instagram Carousel Ad set up	\$220
	DATABASE MARKETING TO PREVIOUS CUSTOMERS	
	eDirectMail (EDM) to up to 5,000 customers	\$590
	WEBSITE BANNER ARTWORK	
	Campaign consistent creative for Home Page & Specials Page	\$495
	PROJECT MANAGEMENT	
	Manage all of the moving parts, suppliers and deadlines for you	\$80
	REPORTING	
	Monthly Digital Reporting	\$50
	Cost	\$2360
	GST	\$236
	Total	\$2596

DIGITAL MARKETING PLATFORM BUDGETS	We suggest the following budgets:
Facebook/Instagram Carousel ad	\$20 per day/\$600 per month

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