



# **KNOCKOUT** **BOXING DAY** **CAMPAIGNS**

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 **MARKETING**  
**catalyst™**



# 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  
**\$4598**

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
	Total	\$8976

<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
	2500 SMS messages to previous customers	\$450
	<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>	\$6020
	GST	\$602
	<b>Total</b>	\$6622

<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



	<b>CAMPAIGN ASSETS</b>	
	Strategy Development	\$300
	Creative Concept Development - Mock-up	\$450
	<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	\$790
	EDM to "Unopened List"	\$295
	SMS writing, linking to landing page, compliance	\$295
	2500 SMS messages to previous customers	\$450
	<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>\$4180</b>
	GST	\$418
	Total	\$4598

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



	<b>CAMPAIGN ASSETS</b>	
✍️	Strategy Development	\$200
	Creative Concept Development - Mock-up	\$300
	<b>FACEBOOK &amp; INSTAGRAM PAID ADS</b>	
f @	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 5,000 customers	\$590
	<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	\$80
	<b>REPORTING</b>	
📊	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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