



**IGA**  
MEDIA  
CENTRE

# MEDIA KIT GROCERY

Commercial in Confidence

# THE IGA DIFFERENCE



IGA Media Centre (IMC) gives you direct access to IGA shoppers through a wide range of owned media assets.

## SPECIALISED NETWORK KNOWLEDGE

Our marketing packages boost awareness of your brand or major initiative, built with specialised knowledge of the IGA network.

## REACH & ENGAGE IGA SHOPPERS

Through one dedicated point of contact.

## BESPOKE CAMPAIGNS

We can tailor a campaign to achieve your objectives with media solutions including:

- IGA digital channels
- In-store radio
- Data driven shopper offers
- Retailer communications

## DETAILED REPORTING

All bookings include a detailed PIR (performance in review) report.



IGA has the largest network of supermarkets across Australia.

## WE ARE LOCAL

We operate independent, family-owned businesses located throughout Australian neighbourhoods.

## OUR PASSION

Every retailer in our network is passionate about bringing the best products and brands to their stores, tailored to suit local shoppers.

## OUR PEOPLE

Our staff are highly trained, incredibly personable, and always ready to help.

## COMMUNITY FIRST

We care about the communities we live in, which is why we partner with local businesses, environmental initiatives and charities, making IGA stores truly the heart of their communities.

# CONNECTING TO SHOPPERS

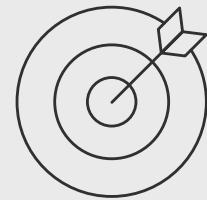
IGA has the largest supermarket footprint in Australia, with 1,340 stores.



**1,340**  
IGA STORES NATIONALLY



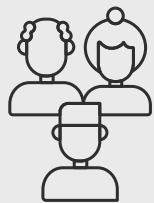
**STORES BY STATE:**  
**NSW 336, QLD 242,**  
**VIC 348, SA 178,**  
**WA 236**



**330K+**  
MEMBERS ACROSS 2  
TARGETED PROGRAMS



**4M**  
TRANSACTIONS  
PER WEEK



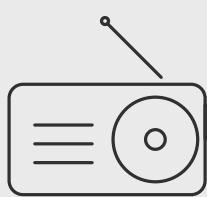
**SHOPPER  
SEGMENTS**  
STRENGTH IN COUPLES  
& SINGLE HOUSEHOLDS



**354K+**  
IGA EDM  
SUBSCRIBERS



**305K+**  
IGA AUSTRALIA  
FACEBOOK FOLLOWERS



**632**  
STORES WITH  
IN-STORE RADIO



**1.5M**  
UNIQUE VISITS TO  
IGA.COM.AU HOMEPAGE  
PER WEEK

# TARGETED PROGRAMS

Our growing IGA member programs offer targeted solutions to reach highly motivated audiences.



IGA Rewards gives suppliers access to engaged IGA shoppers with 2.5x higher spend than non-members.

## CONTINUALLY GROWING PROGRAM

With over 450,000 card holders and 270,000 registered members.

## MARKET LEADING SEGMENTATION

Allowing us to track and analyse shopper profiles, behaviours and patterns.

## BESPOKE CAMPAIGNS

We can design specific campaigns to achieve your objectives across GWP, sampling, member only offers and advertising placements.

## DATA AND AI MODELLING

To provide personalised recommendations to shoppers, maximising their engagement and purchase intent.

## REPORTING

We're able to provide meaningful insights back to suppliers, through our detailed PIR and shopper insights report with information on purchasing patterns and product penetration.



IGA stores pride themselves on being the heart and soul of the community. The IGA Locals Matter Community Program gives suppliers access to our community minded, health conscious and environmentally passionate IGA customers.

## OUR AIM

Through the IGA Locals Matter Community Program we aim to strengthen and support our local communities and build a healthier and happier Australia.

## AN EMERGING PROGRAM

Powered by community initiatives, with a growing member database. Our members receive exclusive content from our nutrition experts, The Biting Truth, and promotions through our community and environment-driven partners.

## THREE CORE PILLARS

Thriving Communities, Healthy Living and Environment.

## CONNECT WITH US

The Program enables you to connect your brand with our community, through sponsored articles, homepage and pillar banners, healthy living recipes, social posts and more!

A woman with curly hair, wearing a red and white striped shirt and blue jeans, is sitting on a couch. She is holding a white mug in one hand and a tablet in the other, looking at the screen with a smile. The background shows a bookshelf filled with books and some green plants.

# DIGITAL

## WHY SHOPPERS VISIT IGA.COM.AU

- Browse the IGA digital catalogue
- Locate their nearest store
- Discover news and recipes
- Keep up to date with our community and environmental initiatives

The next pages cover the available placements within [iga.com.au](http://iga.com.au) and how we can partner with you.

\*Bookings should be made with IMC and Trading Managers at least 4 weeks prior to activity, artwork required 3 weeks prior to go live date.

# Homepage Placements

- Get maximum impact for your brand, product, event or promotional message by positioning it on the IGA homepage. This includes the main carousel and homepage tile.
- Both click-through to your dedicated landing page.

## THE KEY FACTS

**1.5M**

Unique homepage visits per week

**4 WEEK**

Duration for homepage tile

**HIGH**

Visibility

**1 WEEK**

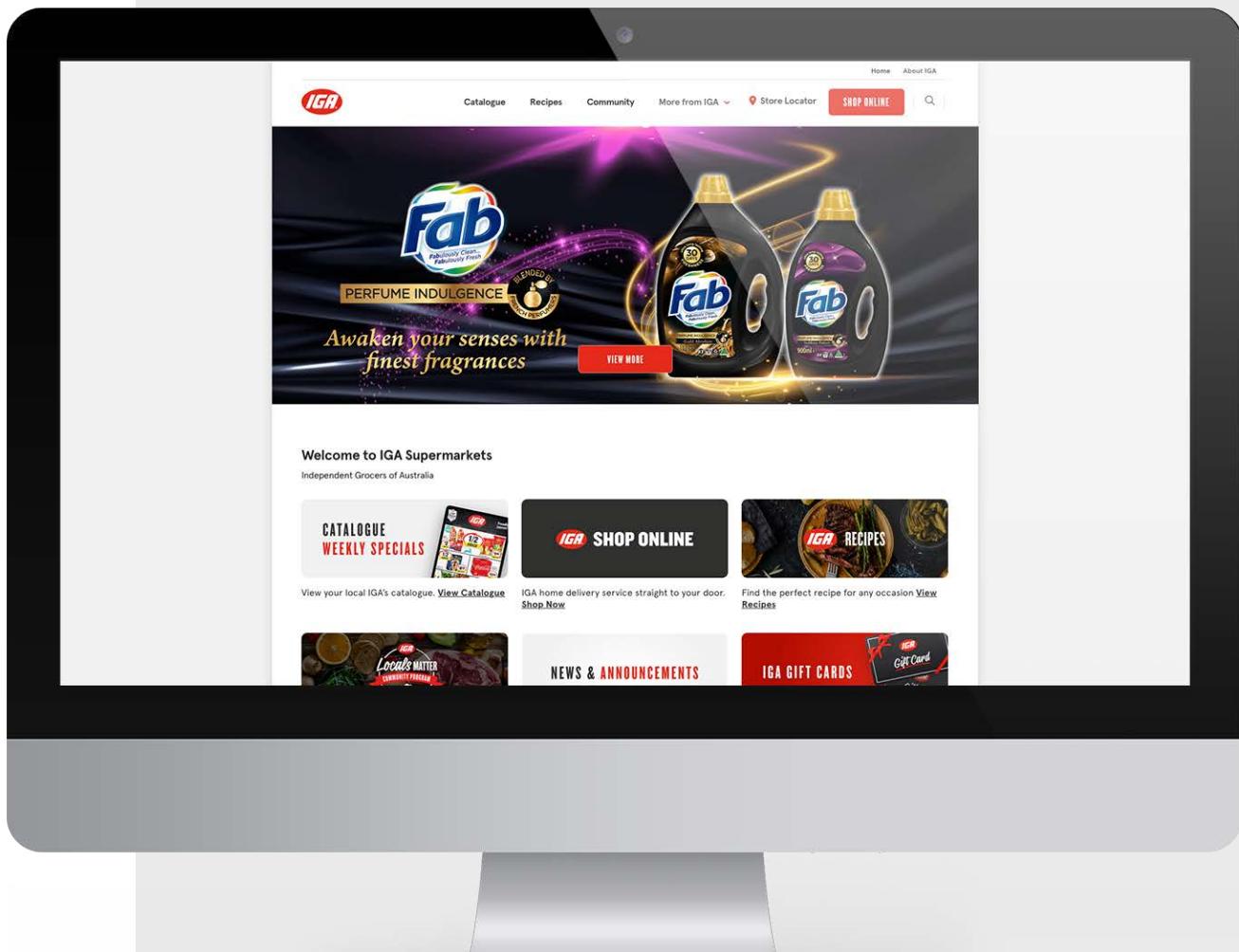
Duration for homepage carousel

**DIGITAL**

\*Source: Woolies eyes contactless shopping as COVID era changes the game, AFR 2020.

## DIGITAL DRIVES IN-STORE SALES

60-70% of digital visitors then shop in store.\*



# PROMOTIONAL TILES

- Promotional tiles are featured throughout the IGA website, giving you high-impact visibility while shoppers journey through our rich content.
- Promotional tiles click through to your dedicated landing page.

## THE KEY FACTS

HIGH

Impact

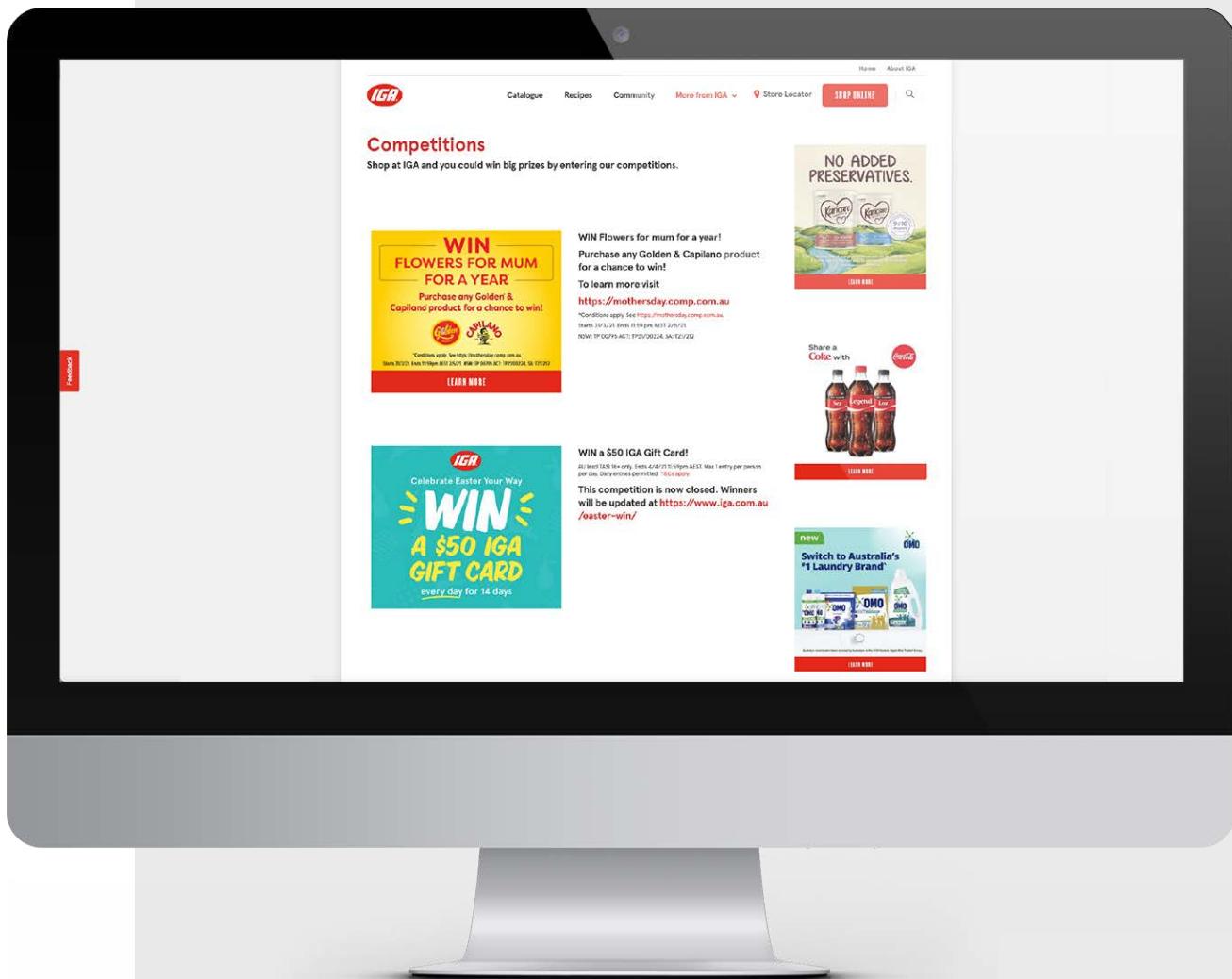
HIGH

Visibility

4 WEEK

Duration

DIGITAL



# DEDICATED LANDING PAGE

- Amplify your brand, product, event or promotional message with your own dedicated landing page within [iga.com.au](http://iga.com.au).
- A valuable resource that gives you space to provide shoppers with additional information within our environment.
- All your digital placements throughout [iga.com.au](http://iga.com.au) will click through to this dedicated brand space.
- This is a completely bespoke placement hosting copy, banners, videos, recipes and more to further engage the IGA shopper in your campaign.

## THE KEY FACTS

**BESPOKE**

Placement

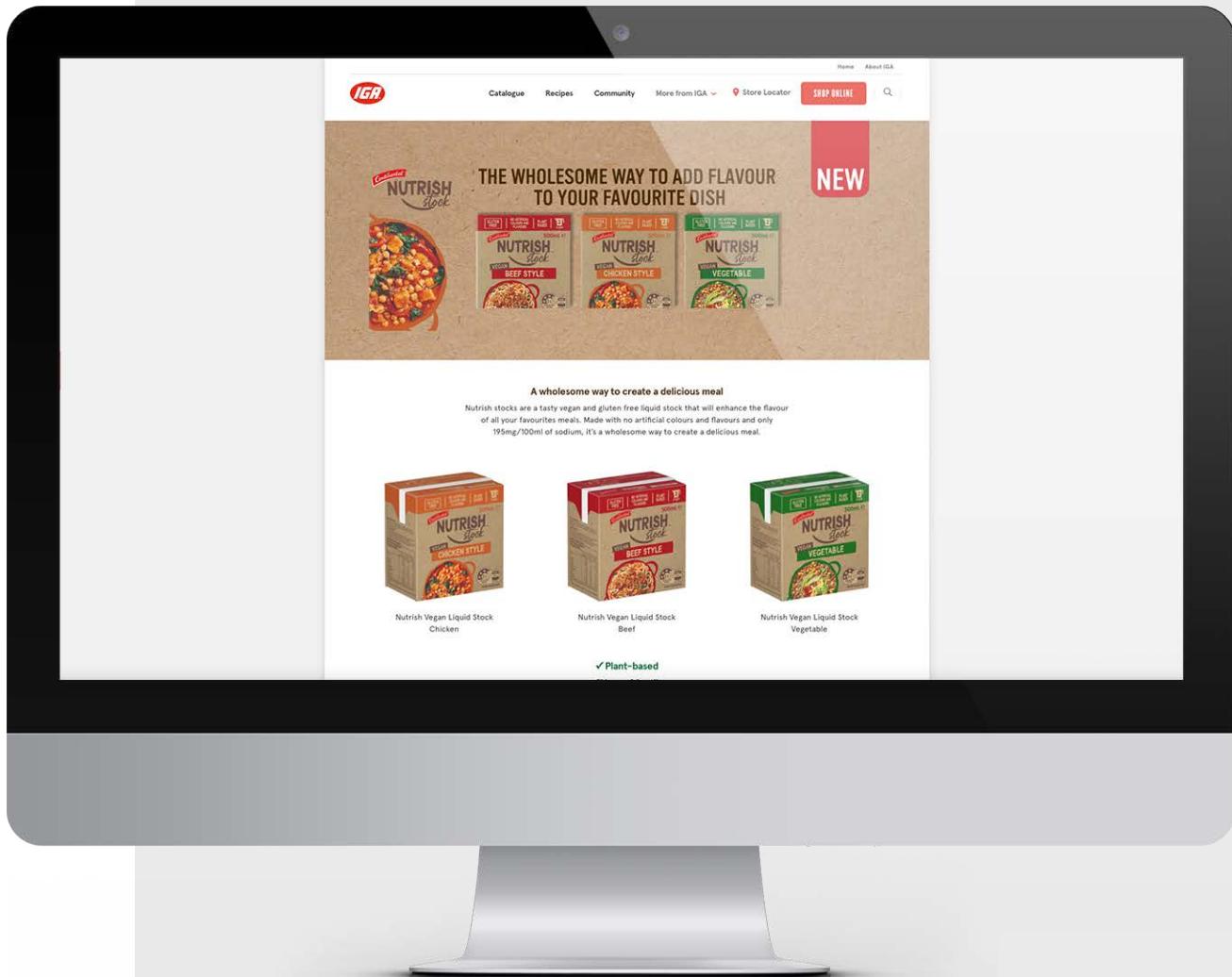
**DEDICATED SPACE**

To further engage shoppers

**4 WEEK**

Duration

**DIGITAL**



- Showcase your brand or message directly with our engaged IGA subscribers through an eDM panel in our weekly "What's New! At IGA" eDM.
- Or get noticed through a SOLUS eDM, hosting your exclusive content.
- Through our weekly State Market Day eDMs we can also target by state.

## THE KEY FACTS

**354K+**

Engaged shoppers

**25%**

Average open rate

**OPTIONS**

eDM panel or SOLUS eDM

**NATIONAL OR STATE**

Based targeting

**1 WEEK**

Duration

**DIGITAL**

**SOLUS EDM**

**EDM PANEL**



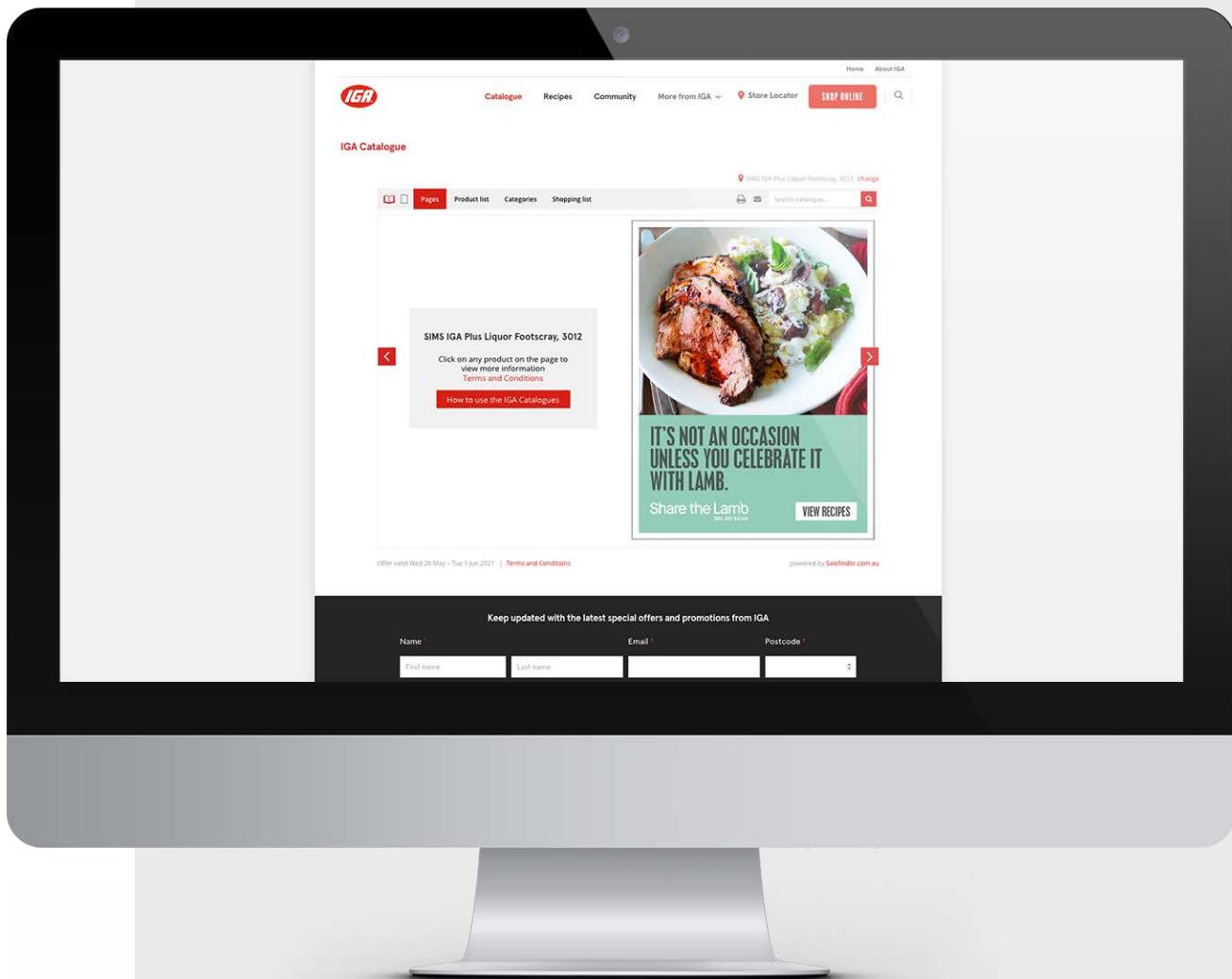
# DIGITAL CATALOGUE

- The digital catalogue is our most popular page, receiving the highest number of clicks from the **iga.com.au** homepage.
- The benefit of our digital catalogue is that your brand is seen nationally – your ad is included in all digital catalogues, regardless of selected store and catalogue type.
- Shoppers can enjoy an immersive experience as our digital catalogue can incorporate moving images and animated content.

## THE KEY FACTS

<b>1.3M</b> Unique weekly page views	<b>NATIONAL</b> Coverage
<b>HIGHEST</b> Click rate	<b>IMMERSIVE</b> Experience
<b>DYNAMIC</b> Content	<b>1 WEEK</b> Duration

**DIGITAL**



# RECIPES

- Showcase your product through featuring your recipe in the IGA Recipe homepage carousel.
- Draw attention to your recipe, featured in "This Week's Top Recipes".
- Attract new shoppers by featuring within a panel in our highly engaging recipe eDM.
- All recipes receive a dedicated landing page with a review mechanic, so shoppers can rate your recipe.

## THE KEY FACTS

76K+

Subscribers

12+ MONTHS

Recipe lifespan on site

30%

Average open rate

REVIEW

Mechanic

18.2K

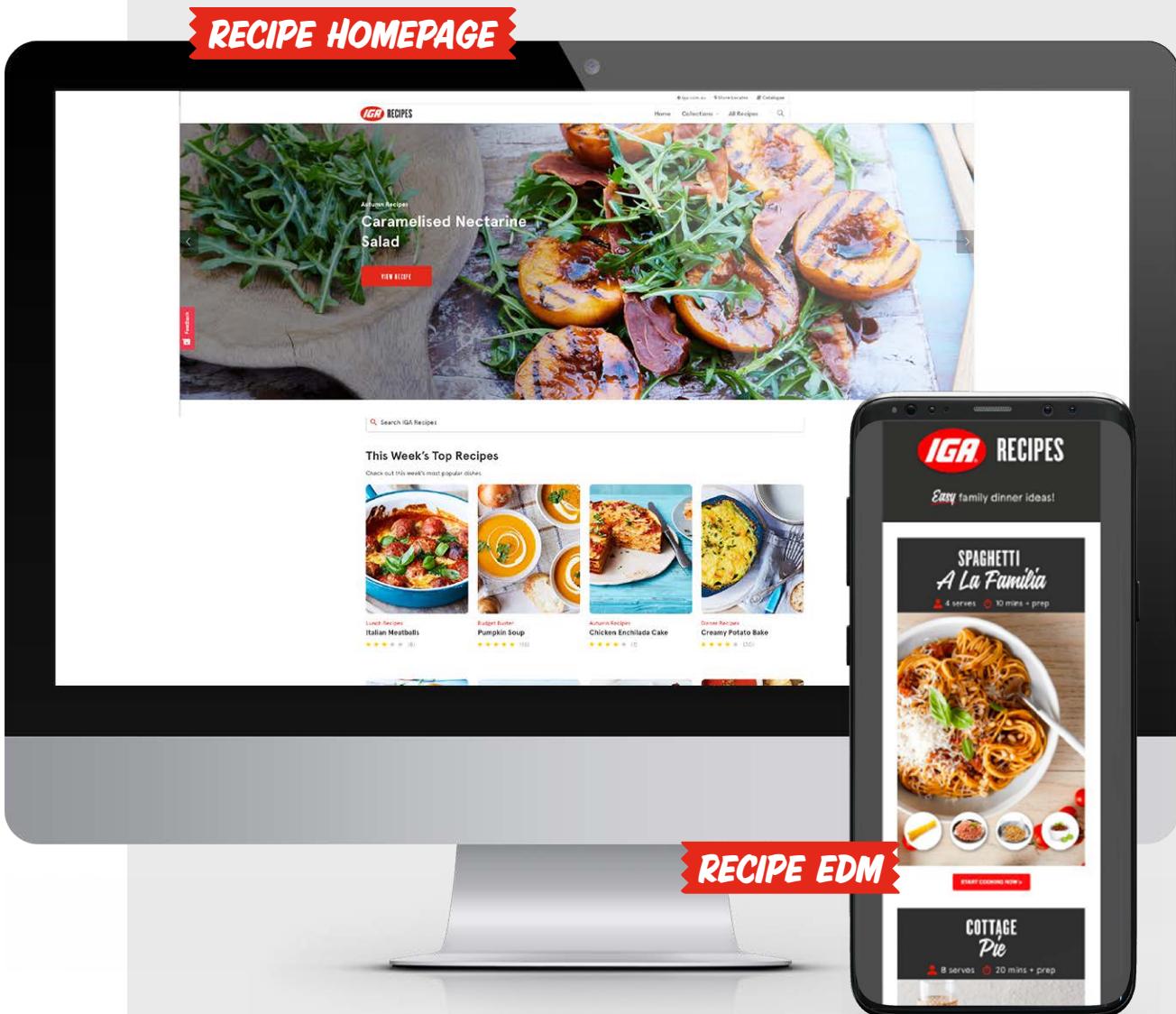
Unique weekly page views

1 WEEK

Duration

## DIGITAL

Note: Applies to relevant products for our recipe page.



# IGA FACEBOOK PAID POST

- Launch a new product, promote an offer or host an activity to show our audience why your brand should be in their basket.
- Dark post to bespoke audiences, with flexible targeting and objectives, based on your campaign needs.

## THE KEY FACTS

305K+

Loyal followers

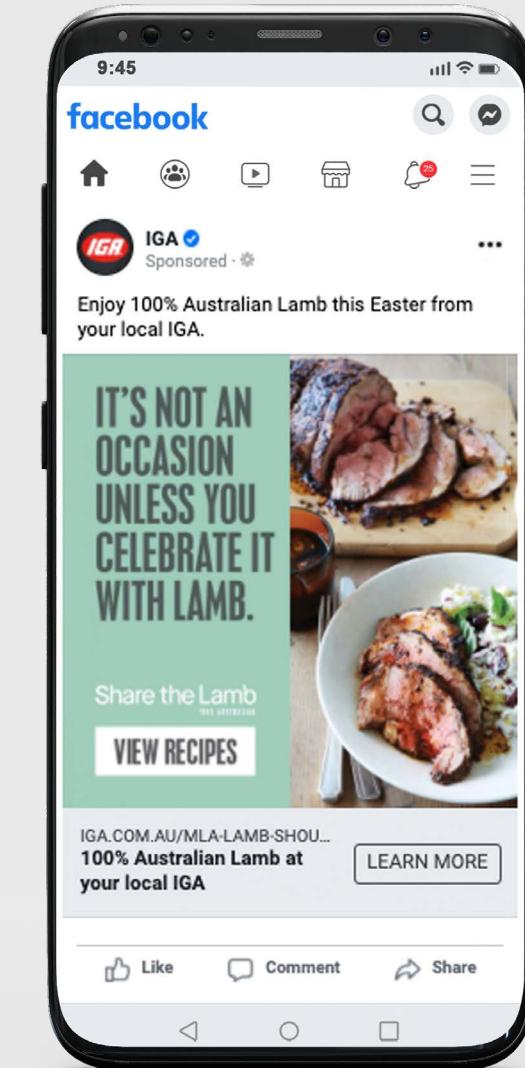
FLEXIBLE

Targeting options

1 WEEK

Duration

SOCIAL MEDIA



# IGA REWARDS



# OUR IGA REWARDS OFFER

## TARGETED OFFERS

Offers are targeted and shown to selected members based on your brand's objective, such as increasing awareness or gaining category share.

IGA Rewards is able to target on a product, commodity, or category level, as well as on in-store behaviours.

## SHOPPER HISTORY

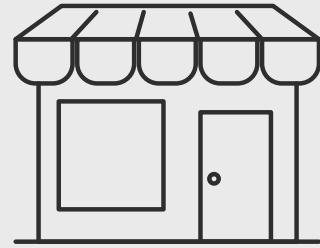
We will factor in previous purchase history, engagement with competitor products, and likelihood to respond to the offer.

## DETAILED MODELLING

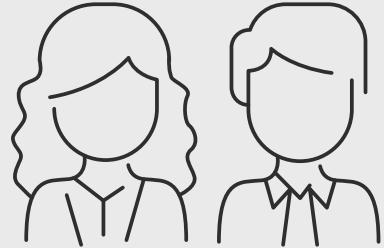
Models we use for analysis include propensity modelling, upsell, cross-sell based on baskets, and re-engagement with category.

## RANGE OF INCLUSIONS AVAILABLE

- A dedicated SOLUS eDM showcasing your brand, including promotion information, product and price, and any additional messaging.
- A banner within our IGA Rewards Weekly Specials eDM.
- A Product and Price tile within a promotional or seasonal eDM e.g. Mother's Day, Winter Warmers.
- Promotional gifts and samples.
- Facebook and Instagram posts.
- A post-promotion targeted NPS Survey.
- Shopper Insights Report with detailed information on purchasing patterns and product penetration amongst your shoppers.



**284+**  
PARTICIPATING STORES



**270,000**  
REGISTERED MEMBERS

## SALES UPLIFT

We have seen a 7% sales uplift from registered members driven by more store visits (up from 5%).

Rewards members spend 2.5x as much as non-members.

IGA Rewards members account for over 5% of sales nationally.

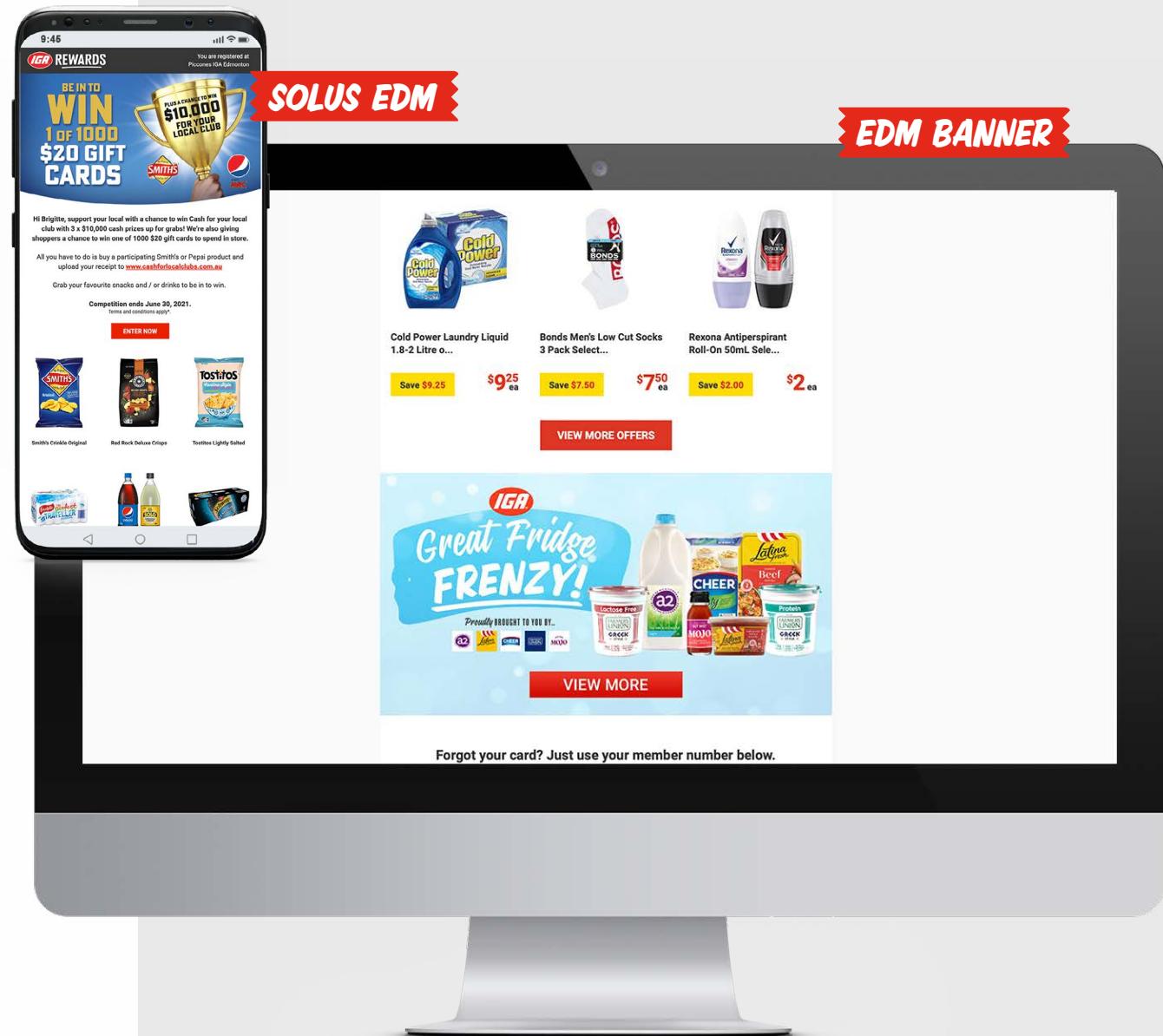
# SOLUS EDMS AND BANNER

- Reach our IGA Rewards members with a targeted SOLUS eDM which includes product and price tiles, hero banner and additional content pieces such as recipes or tips and tricks. This option is included in the Free Product/GWP option.
- Gain exposure with an eDM banner in the Weekly Specials eDM, placed under the product grid.

## THE KEY FACTS

<b>270K+</b>	<b>REWARDS EDM OPEN RATE:</b>
Registered members	
<b>DETAILED REPORTING</b>	
With dedicated shopper insights	
<b>1 WEEK</b>	
Duration	AVERAGE NATIONAL OPEN RATE 28%

**IGA REWARDS**



# MEMBER PRICING

Offer your product to our members at a discounted rate in one of two ways:

- Amplify the discount message through a hero feature banner in one of our Weekly Specials or Sales eDMs.
- Or promote your product through our Product & Price tiles which are included within the body of one of our targeted sales eDMs, including seasonal campaigns if relevant.

## THE KEY FACTS

**TARGETED**  
To bespoke audiences

**IN-STORE**  
Generic point of sale

**DEDICATED**  
Shopper insights report

**1 WEEK**  
Duration

## IGA REWARDS

Note: We will showcase the most relevant products to our shoppers within the Product & Price tiles.



# FREE GIFT OR SAMPLE

- A free gift with purchase mechanic simply means 'buy one, get one free', and is the perfect way to directly attract shoppers who are already engaged with your category or a similar one.
- This is a great way for potential new shoppers to see the benefits of your product without any risk or investment.
- Includes 1x targeted SOLUS eDM with retargeting through paid social, in-store POS - IGA Rewards shelf talkers (generic), and a shopper survey and additional shopper insights.

## THE KEY FACTS

DRIVE TRIAL

TARGET

Specific shoppers

IN-STORE

Point of sale

RETARGETING

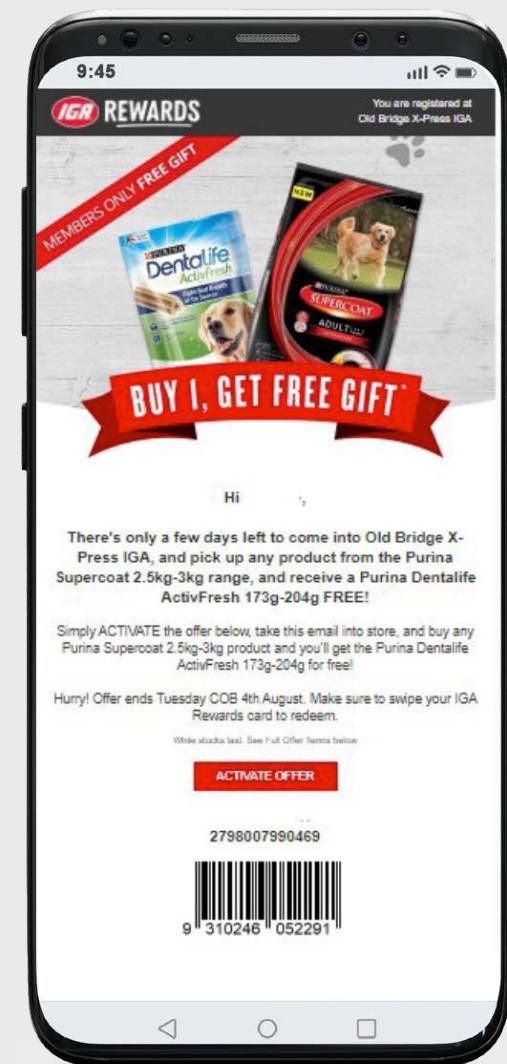
Through social

SHOPPER NPS

For your product

DETAILED REPORTING

With dedicated shopper insights



IGA REWARDS

# CONSUMER PROMOTION

- Promote your competition to our engaged members.
- Include your competition message in a Weekly Specials eDM banner and through Product & Price tiles.
- We can track all entries when members swipe their card in store.

## THE KEY FACTS

### TARGET

Specific shoppers

### TRACK

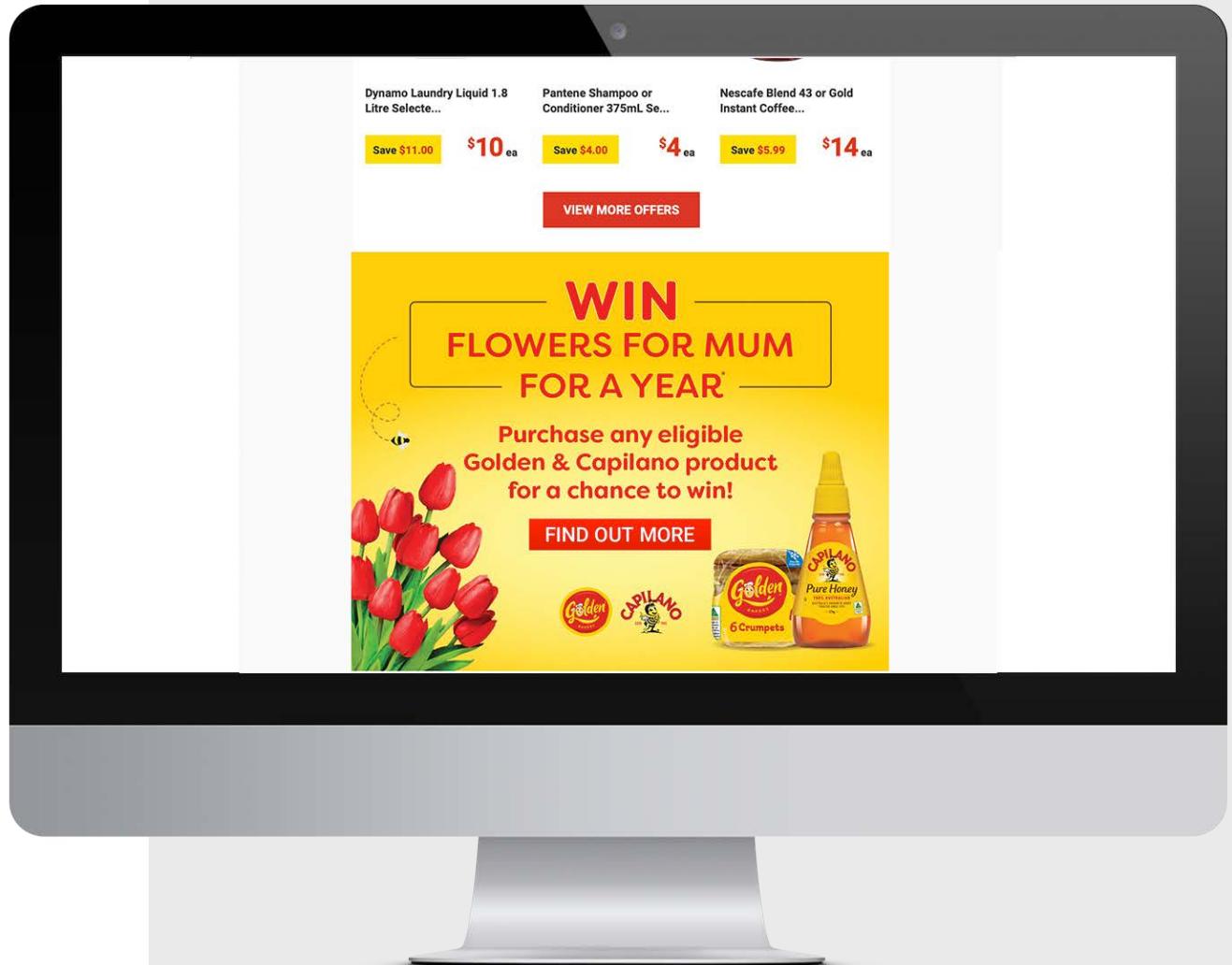
Entries in store

### DETAILED REPORTING

With dedicated shopper insights

### IGA REWARDS

Note: Your product must be within the catalogue to buy Product & Price tiles.



# SHOPPER INSIGHTS REPORT

- Discover product category cross-sell, covering what other product categories your shoppers are purchasing.
- Gain insight into how your product is currently performing with our shoppers against competitors.
- Find out what your shoppers think about your product, using both an NPS scoring and text feedback through our direct shoppers feedback.
- If you have a particular objective in mind, we can work to produce bespoke reporting specifically to your needs.

## THE KEY FACTS

**CATEGORY**  
Cross sell

**NPS**  
Scoring and verbatim

**PRODUCT**  
Penetration

**PRODUCT PURCHASING**  
Patterns



**IGA REWARDS**

Note: Only for Rewards activations as per rate card.

# COMMUNITY



# LOCALS MATTER COMMUNITY PROGRAM (LMCP)

- The LMCP reaches the community driven, health conscious and environmentally aware through social media, digital placements, articles and recipe content, with the aim of building a healthier and happier Australia.
- The LMCP has a database of 56k+, with an average eDM open rate of 21-24%.

## HOW CAN YOU BE INVOLVED?

- Drive engagement through one of our LMCP packages.
- We are looking for partners that align with our three pillars to bring content, promotions or activations to help promote the program and your brand to an engaged audience.

## THE KEY FACTS

**56K+**  
Database

**21-24%**  
Average open rate

## OUR THREE KEY PILLARS:

-  Thriving Communities
-  Healthy Living
-  Environment

## HEALTHY LIVING AUDIENCE

If you're promoting fresh produce or looking to target the health conscious through healthy recipes, talk to us today for healthy recipe opportunities.



**COMMUNITY**

# IN-STORE



IGA  
Everything you need  
FROM OUR  
*Fresh To Go Selection*  
DINNER SORTED  
GRAB A  
Hot Chicken

WE'RE OPEN

WEEKDAYS 7AM - 10PM  
SATURDAY 7AM - 10PM  
SUNDAY 8AM - 10PM

Proudly  
Independent

GET YOUR  
*Fresh Deli Cuts*  
TASTE THE GOOD LIFE

TRY OUR  
*Baked Treats*

=Smiles=  
ARE FREE HERE  
EVERYDAY!

# IN-STORE RADIO

- Be heard in IGA stores nationally over four times every hour for 1 week.
- Supply a pre-existing spot or benefit from IMC's production offering as added value, to create a spot specifically for your IGA shoppers.

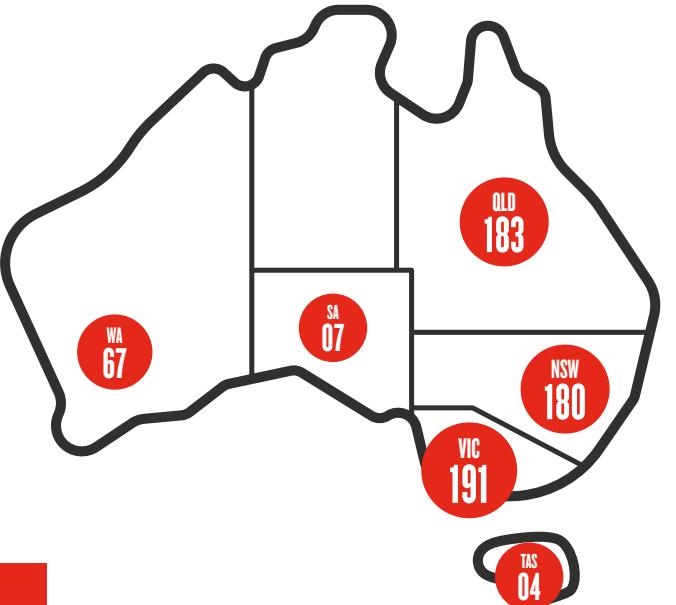
CLICK TO LISTEN



## THE KEY FACTS

<b>CONNECT</b> At point of purchase	<b>ALL SPOT LENGTHS</b> Accepted
<b>632</b> Stores	<b>STATE OR NATIONAL</b>
<b>FOUR TIMES</b> Every hour	<b>1 WEEK</b> Duration

**IN-STORE**



# KEY EVENTS



# EVENT COMMUNICATIONS

## CHAMPION YOUR BRAND

By accessing our key moments calendar and be noticed at some of the biggest and best seasonal events of the year.

## HIGH VISIBILITY

These are great opportunities to create unique, multi-partner campaigns.

## BESPOKE SEASONAL CAMPAIGNS

Our event will be the halo and your brands the centre of attention as we find fun ways to create content with you to generate interest and encourage our shoppers to purchase your products.

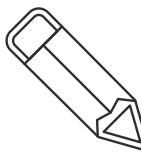
Talk to us today to discuss specific event packages.

## KEY EVENTS



CATEGORY SPECIFIC  
SALES EVENTS

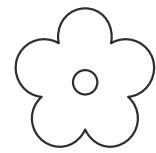
CATALOGUE DRIVEN  
THROUGHOUT  
THE YEAR



BACK TO SCHOOL  
WEEK 04



VALENTINE'S DAY  
WEEK 07



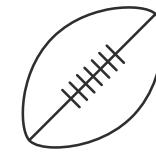
MOTHER'S DAY  
WEEK 19



WINTER WARMERS  
WEEK 29



HALLOWEEN  
WEEK 43



FOOTY FINALS  
WEEK 39



SPRING CLEANING  
WEEK 38



FATHER'S DAY  
WEEK 35

# BESPOKE

## LARGE SCALE ACTIVITIES

For large-scale activities that require a more tailored service to meet your specific needs, we can create bespoke packages.

## MULTIPLE PLATFORMS

Multiple platforms can be activated to give you a comprehensive campaign.

## UTILISE OUR EXPERTISE

To create the right package for your objectives and budget.

### TALK TO US TODAY

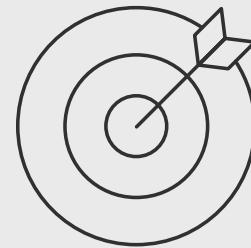
Reach out to get your bespoke package created.

Price on application and subject to availability.



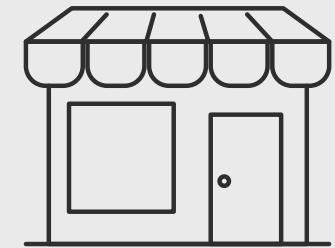
### SHOPPERS: BROAD

Create awareness and drive consideration to a wide audience through activating multiple IGA digital, social and loyalty channels.



### SHOPPERS: TARGETED

Target specific shoppers based on their interests and purchase behaviour through IGA Rewards and our Locals Matter Community Program.



### STORES/INTERNAL

Activate our internal communication channels, make stores aware of the activity and engage store owners and staff to maximise in-store support.

## TAILORED PACKAGES

# LET'S TALK!

To secure any of our packages, individual placements, or talk about bespoke packages for your brand, get in touch today:

[imc@metcash.com](mailto:imc@metcash.com)

Or, visit us at:

[igamediacentre.com.au](http://igamediacentre.com.au)

