

# Toops'



# birthday celebrations

A sales promotion opportunity from 20 August through to 2 September

Your business opportunity to increase sales and meet your targets!!

The Toops' birthday sales promotion will run from the 20<sup>th</sup> August through to the 2<sup>nd</sup> of September 2011.

**Toops will be giving away one HUGE BIRTHDAY PRIZE in each store for our birthday celebration!**

Toops will have reserved three **Amazing Birthday Super Deals** pages in the Toops' Trader magazine, issue **20 August**. This is an excellent **value for money** opportunity for you to join us and promote product(s) or product groups during Toops' birthday celebrations.

*How will we promote the birthday super deals?*

**Toops Trader**

- On the 6 August Trader issue we will have a front page banner advertising the upcoming Toops Amazing Birthday Super Deals including prize details.
- On the front cover of the 20 August issue we will promote and direct our customers to the **Amazing Birthday Super Deals** pages.
- On the first page of the **Birthday** section we will explain how to enter the competition and promote the prize competition.
- A full page spread in the 20 August Trader issue promoting the **Amazing Birthday Super Deals** and showing the logo of every participating company.
- In the 17 September Toops Trader we will promote the winners and participating companies.

**POS**

- Toops will display AO posters promoting the **Amazing Birthday Super Deals** throughout our self service stores.
- Every product in the **Birthday** promotions will have a wobblers by their product highlighting your offer(s) as an **Amazing Birthday Super Deal**.
- Toops will promote all birthday deals using our in-house radio station.
- Toops will have cakes available at each of our stores during trading hours one day during the birthday celebrations.
- Stores will be themed appropriately to compliment the birthday celebrations.
- You will have the opportunity to provide in-store sampling in each store.

**Amazing Birthday**

<b>SAVE UP TO 7.00</b> The Grate Kiwi Cheese Company Bakery Blend Grated Cheese 5kg 39.99 (RRP 47.00)	<b>SAVE UP TO 9.00</b> Country Goodness Sour Cream 4kg 17.99 (RRP 26.99)	<b>SAVE UP TO 8.98</b> Country Goodness Cream Cheese 2kg 17.99 (RRP 26.97)	<b>SAVE UP TO 5.11</b> Ingham Spicy Nibbles 1kg 8.99 (RRP 14.10)
<b>SAVE UP TO 1.48</b> Edgell Supa Crunch, Spicy Battered Wedges 2kg 5.49 (RRP 6.97)	<b>SAVE UP TO 2.48</b> Irvines Savoury Party Pack 50c 22.99 (RRP 25.47)	<b>SAVE UP TO 2.50</b> Shore Mariner 25/30 White Prawn Cautlets 1kg 15.99 (RRP 18.49)	<b>SAVE UP TO 1.16 per box</b> Shore Mariner Unwrapped Crabsticks 1kg Buy 1, Pay 4.99 Buy 5, Pay 4.49
<b>Buy 1 and get 1 free</b> See store for details 1000 Bonus Points Leader Lasagne Topper 24x150g 12.99 (RRP 18.99)	<b>SAVE UP TO 2.46</b> Southern Ocean Cold Smoked Pieces 500g 24.99 (RRP 27.45)	<b>SAVE UP TO 5.20</b> Hellers Precooked 8" Sausages 5kg 24.99 (RRP 30.19)	<b>SAVE UP TO 5.95</b> Prep Kitchen Hollandaise Sauce 1kg 10.99 (RRP 16.94)

Discounted to store price applies to Cash in Carry purchases only.

**Toops**

**Cadbury Blocks 100-110g**

**ONLY \$1.69**  
Save up to 28%  
RRP 2 for \$5.00



See pages 2 to 5 for our **Amazing Birthday Super Deals**

## *What else will we be doing?*

### **Toops will be giving away one HUGE BIRTHDAY PRIZE in each store for our birthday celebration!**

#### **Toops website**

- The **Amazing Birthday Super Deals** will be promoted on the Toops website.

#### **Toops Call Centre**

- Our Telesales staff will call attention to Toops' **Amazing Birthday Super Deals** during their calls.

#### **Our Territory managers and Sales Specialists**

- Our sales team will promote the **Amazing Birthday Super Deals** when visiting our customers.

## *How the competition works*

It's quite simple:

- Each purchase of \$50 or more of any product participating in the Toops' **Amazing Birthday Super Deals** during the promotional period will receive one entry in the competition. The more they buy these products the more entries they get.
- Each Toops regional winner will receive the to be confirmed prize.
- Other terms and conditions of the competition will be available on Toops website and in-store, and are the usual T&C.

## *How can your organisation be a part of it?*

- Toops will have **limited** spaces available to key suppliers for super deals in the Trader magazine birthday issue (20 August)
- Each space is 45mm x 60mm and there is no limit to the amount of spaces you can book. Full space pricing details are available on page 3 of this document. Due to the limit of available spaces we will be using a first in, first served basis
- Your product's super deals need to be better than the best offer on that product or product group on the previous two months
- Deals can be of any type, including:
  - \$\$\$ discounts (scan only)
  - Fly Buys points
  - Bonus deals. Buy X and get X free. Only applicable with items in the same promotional group.
- To provide in-store sampling please let us know when you are planning to do it so we can organise with our stock controller in each store
- To participate please make sure you **confirm your bookings by the dates given** in the bookings deadline information on page three.

# Distribution profile

## Sector distribution

Toops Trader

In-store direct to customer advertising

## Bookings deadline

Space bookings: 9 July 2012

## Material deadline

**Photography:** New products that require photos to be sent to Toops should be done by **23 July 2012**

## Prices

**This publication is full colour only – No black and white option available**

**Space (45mmx60mm)** \$1,000 per space per issue

**One full column** \$2,500 (no more than 4 spaces across)

**Two full columns** \$4,500 (no more than 8 spaces in total)

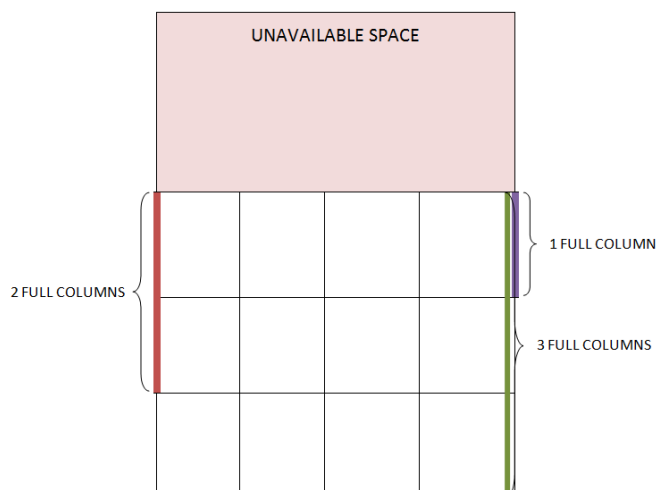
**Three full columns** \$6,000 (no more than 12 spaces in total)

**Photography of products** \$100 per product shot

Full and half page adverts are subject to Toops approval where artwork is provided by the supplier. Advert must be on birthday promotional product/s only.

Deadlines and number of pages are subject to change.

All prices exclude GST and are \$NZD. Refer to terms and conditions on the last page.



# To advertise contact

**Anahera Brown (Trade Marketing Co-Ordinator)**

DDI: 04 527 2596

Email: Anahera.Brown@foodstuffs-wgtn.co.nz

If you have any queries please contact your category manager.

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## Terms and conditions

- In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:
  - a. That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or which breaches the Fair Trading Act 1986; that is defamatory or indecent or which otherwise offends against generally accepted community standards; that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights; that breaches any provision of any statute, regulation, by-law or any other rule or law, and
  - b. That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority inc. ("ASA") and with every other code or industry relating to advertising in New Zealand, and
  - c. Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us
- The advertiser agrees to indemnify us against our losses or costs arising directly or indirectly from any breach of those warranties by the advertisers and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
- Where the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the advertiser acknowledges that we own the copyright in such work and that such work is not work for which a commissioning payment has been made or agreed.
- We may refuse to publish, or withdraw an advertisement from publication, without having to give a reason.
- We may correct or amend advertising to conform to style or for other genuine reasons as long as we do so using reasonable care.
- The advertiser must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.
- If payment for advertising is not made by the due date (which is the 20th of the month following invoice, unless we specify in writing otherwise) the advertiser will be liable at market rates and all costs of recovery, commissions and collection fees.
- Toops reserves the right to alter casual rates at any time. Forward booking contracts are given rate protection for the period covered by the bookings.
- Rates are exclusive of GST and are quoted in \$NZD.
- Guaranteed position on the inside back cover, inside front cover is subject to availability at the time of booking