



Everything you need. **Everyday. Everyway.**

Working with you to
grow your business



Overview

Toops has a wide range of effective promotional options for you. We look forward to helping you to grow your business through promoting your product to our customers.

Please contact your Toops Category Manager if you wish to discuss a preferred supplier agreement. Preferred Suppliers pay an agreed percentage on Toops 'Sales Out', excluding Gross Profit. This is claimed quarterly.

Toops Trader Promotions

Toops' Trader is a full colour, fortnightly publication that is received by the majority of Toops customers. It carries a variety of offers across product categories.

Temporary Price Reductions

Promote products that react to price promotion with Temporary Price Reductions. Temporary Price Reductions for Dairy and Freezer product are valid for four weeks, two Trader issues, all other Temporary Price Reduction offers are valid for two weeks, one Trader issue.

Temporary Price Reduction offers are highlighted in-store with Temporary Price Reduction shelf labels. Toops supports these offers by reducing margin. Selected Temporary Price Reduction offers are supported with large, A0 format in-store point of sale material.

Fly Buys Bonus Point

Fly Buys Bonus Point offers allow you to promote your products at full margin. The only cost to you is for Fly Buys Points awarded. These offers are highlighted in-store with Fly Buys Bonus Point shelf labels. Selected Fly Buys Bonus Point offers are supported with large, A0 format in-store point of sale material.

Spotlight Page

Secure a quarter, half or full page to communicate offers or build your brand.

Prize Promotion

Prize promotions can be offered via the Trader and managed by Toops. Prize Promotions can be highlighted in-store through use of supplier provided point of sale material.

Loud N Clear

Purchase a 15 second radio ad to be played in all branches for a fortnightly period. A great way to compliment your trader promotions.

Fly Buys Info Page

The Fly Buys info page can be used to communicate a variety of offers including Fly Buys Bonus Point sweepstake promotions. The only cost to you is for Fly Buys Points awarded. Selected offers made via the Fly Buys Info page are supported with in-store point of sale material.

Telesales Two Week Focus

For a minimal charge, Telesales will run a concentrated sales pitch on your selected item or specific range to achieve a minimum 30% growth on normal sales, or we will refund your money.

Non Toops Trader Promotions

Permanent Ends

Secure permanent single pallet drops at aisle ends at all four Toops branches or a selection of our four branches, subject to available space.

Direct Mail

Communicate any supplier funded offer directly to our customers via Direct Mail campaigns. We can manage these campaigns for you.

Photography

There is a \$60 +GST charge for each product image created by Toops.

Toops Calender

Maximise your direct customer contact by securing a full months advertising space in the new Toops Calender.



Temporary Price Reduction

Temporary Price Reduction	LEADER	FEATURE
<i>Two Week Promo</i>		
All categories excluding Dairy / Freezer	\$2,000	\$1,000
<i>Four Week Promo</i>		
Dairy / Freezer only	\$2,000	\$1,000
Picture Price Point	2	1
Text Price Point	1	1

For Leader Temporary Price Reduction promotions one selected price point will be displayed in a 'leading' position.

Leader

Feature

Shelf Highlight

Additional P.O.S (large format)

Terms & Conditions

- Product(s) must react to price promotion
- Trader Advertisement
- Shelf Highlighted
- Additional large format P.O.S. for selected deals
- Margin reduction

Other Trader Promotions

Other Trader Promotions	
Prize Promo	\$2,500
Spotlight - Quarter Page	\$500
Spotlight - Half Page	\$1,750
Spotlight - Full Page	\$2,500
Telesales - 2 Week Focus	\$150.00
Loud N Clear	\$50.00
Fly Buys Bonus Point	\$0.30 per Fly Buys Point Awarded

Terms & Conditions

- Prize Promotion information, including high resolution image of prize, to be received six weeks prior to promotion start date
- Fly Buys Bonus Point funding subject to review

Prize Promo

Prize Promo

Spotlight

Barcode Bonus

Full Page
Quarter Page

Fly Buys Bonus Point

Fly Buys Bonus Point

Fly Buys

Bonus Point Deal

Shelf Highlight

Additional P.O.S (large format)

Independent Liquor

Insert

Info Page

Info Page

Promotional Options At Toops



Permanent Ends

Permanent Ends	
Monthly all four branches	\$600



Supplier responsible for erection and removal of promotional material. A permanent End constitutes a single pallet drop.

Radio Advertisements

Loud N Clear	
1 Ad per fortnight	\$50.00

Loud N Clear is a computer based media delivery system that is tailored to play music interspersed with professional recorded announcements. Loud N Clear will enhance the shopping experience, controls the Toops instore environment and delivers the most powerful tool for communicating with EVERY customer. Loud N clear will play up to 2000 songs, announcements can be played at any desired frequency- on set days of the week or even specific times of the day.

Benefits

- Repeat custom through brand reinforcement
- Staple or high-margins products (new products or services)
- Branding key instore events or promotions
- Local feel - promote local initiatives / events

So what are you waiting for join up today.

Direct Mail Campaigns

Direct Mail	
Managed Direct Mail	\$1.50 per targeted customer
Targeted Promotions	\$150 per product

We have the capability to implement and manage Direct Mail campaigns. Charges are for print production and mailing costs only. There is no charge for data or creative work. Direct mail offers can be targeted at specific customers or to a relevant customer grouping.



Direct Mail flier

Targeted Promotion →

