

# Value Campaign

April 7<sup>th</sup>



This month we launched our value campaign on 7<sup>th</sup> April with consistent messaging of '100's of prices dropped and counting' across front of store , aisle POS , catalogue , Online and on Coles team member badges.

## What's happening ?

- **Amplified Value communication** through all our channels like In store POS , Catalogues , Coles & Co , Flybuys , Social media , TV , Press , Radio etc
- The **Big Red hand** is plastered across our stores with amplified **Value POS at the front of store and in-aisle** showcasing key hero value lines
- **Enhanced Store and team member engagement** to drive these Down Downs harder with 100's of prizes for team members on offer

The campaign was well received by stores and generated strong results with value heroes seeing sales and volume uplifts.

As part of our commitment to delivering value everyday, we will continue to execute similar value campaigns highlighting our trusted value platforms like Down Down , Big Pack - Better Value and Everyday Value.

We recognise that our Suppliers play a major role in helping us deliver this incredible value to our customers and want to thank you for your continued support.

**Please reach out to your relevant category manager to see how these value campaigns can help you drive your products harder.**

