

KICK YOUR SALES INTO GEAR WITH SMITH'S SNACKFOODS



- DRIVE IMPULSE PURCHASES OF OUR 45G SELF CONSUMPTION RANGE
- CONVERT OUR TARGET SHOPPERS WITH A GROWTH DRIVING CONSUMER PROMOTION
- RELEVANT PRIZE PARTNER IN THE ICONIC®

PLEASE CONTACT YOUR SMITH'S REP ON 1300 764 847
OR EMAIL SMITHSNEWBUSINESS@PEPSICO.COM

KEY CONVENIENCE STATS



DRIVE "PICK YOUR KICKS" CAMPAIGN IN STORE TO UNLOCK SELF CON CHIP SALES



CONVENIENCE CHANNEL SHOPPERS ARE 2X MORE LIKELY TO PURCHASE CHIPS FROM DISPLAYS, THAN ANY OTHER SNACK^



*SHOPPER TRACKER 2019

^CMA CONVENIENCE SHOPPER REPORT 2020

PROMO DETAILS

DATES: STARTS 31/5/21 - ENDS 31/7/21

PRODUCTS/BRANDS:
45G TWISITIES,
DORITOS, SMITHS

MECHANIC: ENTER AT PICKYOURKICKS.COM.AU BY UPLOADING IMAGE OF 45G AND ENTERING BEST BEFORE DATE, BATCH CODE AND PERSONAL DETAILS

PRIZE PARTNER: THE ICONIC®

STEPS TO ENTER

1. BUY A 45G PACK OF TWISITIES, OR DORITOS OR SMITHS TO ENTER
2. VISIT PICKYOURKICKS.COM.AU OR SCAN THIS QR CODE WITH YOUR MOBILE PHONE CAMERA TO OPEN WEBSITE LINK
3. ENTER PERSONAL DETAILS & PARTICIPATING PRODUCT BEST BEFORE DATE AND BATCH CODE NUMBER
4. UPLOAD AN IMAGE OF PARTICIPATING PACK CLEARLY SHOWING THE BEST BEFORE DATE AND BATCH CODE
5. FIND OUT INSTANTLY IF YOU'RE A WINNER!



DISRUPTING OUR SHOPPERS AT POINT OF PURCHASE



POINT OF SALE



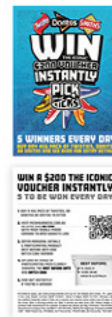
FLOOR MEDIA



A2 POSTER



HEADER CARD



ENTRY FORM



OFF-LOCATION TOWER



WOBLER



VENDING MACHINE DECAL



SHELF STRIP