

FOLLOW THE CLUES
FIND THE
Golden **BAG**
WIN
\$10,000
10 TO BE WON*
+ DAILY INSTANT PRIZES



Multipacks, Smith's Poppables, 80gr and 80gr are excluded.

*Conditions apply. See smiths.com.au/goldenbag. All in: 18+. Dates: 1/4/22 Ends at 11:59pm AEST 31/12/22. See terms for list of specially marked products. Multipacks & 300g party bags are excluded. Retailer exception. Max 5 entries per person per day. Daily Prize: 1/18 prizes to be won instantly: \$100 to \$10 in total. Winners published on smiths.com.au/goldenbag on 11/4/22, 21/4/22, 11/5/22 & 31/5/22. Major Prize: 1/184. Winner must enter goldenbag containing unique code. Major prizes must be claimed by 11:59pm AEST 31/8/22. Major prize winners published on smiths.com.au/goldenbag on 11/8/22. Promoter: The Smith's Snackfood Company Pty Ltd (ABN 11 007 999 949), 799 Pacific Hwy, Chateau Road NSW 2067. Permit number(s): NSW: 19/06623, ACT Permit No. 1021/00753, SA Permit No. 12/11886.

Smith's – Golden Bag

INTRODUCING – FIND THE SMITH'S GOLDEN BAG TO WIN!

After Smith's 90th Birthday celebration in 2021, we are bringing to life the biggest Smith's consumer promotion ever.

Smith's 'Gold Bag' On Pack promo, tested well with Shoppers, and we are looking to amplify this and turn it into the biggest activation of Smith's in 2022.

We will invite our consumers to be part of the hunt of the year, following the clues they will try to find the Smith's golden bags and get the chance to win \$10,000!

Major Prizes

10 x Smith's Gold Bags = \$10,000 each

Find Gold & WIN \$10,000

Secondary/Instant Win Prizes

If you don't find a gold pack, don't worry! You could win up to 10 x \$100 instantly

Products included: Smith's Crinkle, Thinly Cut, Baked in sharing and Smith's Crinkle in 45gr.

Activation time: from 01/04/22 to 31/05/22



How the hunt will come to life?

Campaign Kick Off

1

We will leverage Smith's channels to announce consumer that we lost 10 golden bags to drive excitement



Campaign

2

We will reach our Consumers by state giving Clues about where the bags are. They might include: State, Retailer or Location



In Store Support

Disruptive POS to drive conversion in store



Adjuncts



Poster Wraps

Poster



Poster for Weekender



Poster for UPU

Code	POS description	NSW	VIC	WA	total
5600450	Smith's golden bag CP Large Header card x 5	200	200	100	500
5600451	Smith's golden bag CP Small Header card x 5	280	280	140	700
5600452	Smith's golden bag CP Weekender Poster x25	400	400	200	1000
5600453	Smith's golden bag CP UPU Poster x 25	240	240	120	600
5600454	Smith's golden bag CP Adjunct x10	120	120	60	300
5600455	Smith's golden bag CP Adjunct 2 x 10	120	120	60	300
5600456	Smith's golden bag CP Pallet Poster x 25	280	280	140	700

Find the Golden bag and WIN!

List of stores to be shared in April

Summary



We want to recognize our shoppers by giving the chance to win instant prizes in their local store. The game will be for 4 hours, and we will give more than 50 Prizes away during that period.

(counting 2 more for setting up and cleaning)

Mechanics

- 1- Shopper buy any Smith's Product to get the chance to play the game
- 2- Pull out the Smith's golden pack from the Machine to Win Instant Gift cards.

Didn't find a golden bag? Don't worry everyone win something.
They will have 24 seconds to grab a pack.

Prizes

We will be giving away 50 prizes per event. That means more than 1 prize each 5 minutes

Prizes Including per day:

1x \$100 Visa gift cards

2x\$50 Visa gift cards

4x\$25 Visa gift cards

+ Smith's products and Merchandising

How will we drive shoppers into Store?

Smith's Facebook post by geo targeting will be posted 2 days before the event to invite shoppers to get the chance to WIN!