

# SWEETEN YOUR SALES WITH THIS INCREMENTAL OPPORTUNITY!

**NEW**

**LIMITED EDITION**



- RASPBERRY**
- CREAMING SODA**
- COLA**
- SOUR WATERMELON**
- SOUR GRAPE**
- SOUR LEMON**

- STRAWBERRY HOTEL**
- PINK RASPBERRY DOG**
- GREEN APPLE CAR**
- ORANGE TOP HAT**
- PINEAPPLE DUCK**

- Killer Pythons is the **#3** Allen's Medium Bag in the Convenience channel in the MAT with **+26.4%** growth
  - Killer Pythons has a marked over index to **younger shoppers** - Gen Z (152 index) and sours significantly over indexes with Gen Z (190 index)
  - Attracting consumers via association with Killer Pythons to drive trial, adding a sour twist in a uniquely Allen's way
- \*Data Source: Circana: AU Convenience Scan Data, MAT up to 31/03/2024

- Two iconic market leading brands joining forces, fun **Monopoly shapes** & proven **fruity Allen's flavours** for broad appeal
  - Brand collaboration is a proven formula of generating **4 to 5 times more trial**
  - The perfect pairing of lollies to play board games and **targeting those sharing occasions**
- \*Data Source: 2023 Convenience Shopper Report, CMA, 2023

**IMPULSE**

**ACTIVATING FROM  
MID-JULY**



# CAPITALISE ON HIGH CONSUMER AWARENESS DURING LAUNCH, SUPPORTED WITH \$600K MEDIA SPEND\*

\*As per current rate card

OUT OF HOME TO DRIVE AWARENESS

STRONG DIGITAL CAMPAIGN FOR ENGAGEMENT

INSTORE VISIBILITY IS KEY TO DRIVE TRIAL

OOH (TRANSIT)



DIGITAL OOH



SOCIAL MEDIA



Supported with:

- OOH panels & social activity to drive awareness & trial
- PR to create talkability

## INTERRUPT THE SHOPPER WITH THIS EYE CATCHING POS

SWEET & SOUR  
KILLER PYTHON  
& MONOPOLY DUK & HC  
POS CODE: 105744910

Top	Allen's® Sweet & Sour Killer Pythons
2nd	Allen's® Monopoly
3rd	Allen's® Sherbies
4th	Allen's® Snake Alive
Bottom	Allen's® Party Mix



MONOPOLY BIN CARD DS  
POS CODE: 105744918



SWEET & SOUR KILLER PYTHON® BIN CARD DS  
POS CODE: 105744917



MONOPOLY WOBBLER  
POS CODE: 105744931



SWEET AND SOUR KILLER PYTHON® WOBBLER  
POS CODE: 105744919

