

Experience First

gpt



Shop. Scan. Win \$20K!

20 July – 16 August 2025

Retailer Toolkit

Campaign Overview

Shop. Scan. WIN \$20K is designed to drive retail sales and increase centre visitation by rewarding shoppers for their everyday purchases. With the chance to WIN \$20,000, the campaign gives shoppers a compelling reason to choose our centre for their daily shopping.

Campaign Period: 20 July – 16 August

Target Audience: Local shoppers and families.

Campaign Objective: Increase customer spend, drive footfall and encourage repeat visits throughout the campaign period.

How it Works: Shoppers who spend **\$50** or more across one or multiple stores between 20 July and 16 August can enter the draw to WIN \$20,000.

How does your store benefit?

This campaign helps drive customer spend and foot traffic to your store. It creates a natural opportunity to upsell and increase basket size.

As a participating retailer, you'll benefit from a nationally promoted campaign backed by marketing support and promotional tools designed to attract more shoppers to centre and encourage them to visit, spend and enter.

As an added incentive, the retailer with the highest number of competition entries will **WIN a \$250 Centre Gift Card**. Be sure to brief your team to promote the competition and remind eligible customers to enter at checkout.



How does it work?

1. The customer shops at your store and spends a minimum of \$50.



2. The customer scans the QR Code on our POS signage or visits the centre website.

3. The customer enters their details and uploads an image of their receipt into the competition portal.

Make sure you print or send a digital receipt to the customer so they can enter .



4. Once customers complete this process, they automatically go into the draw to win \$20,000.
Every \$50 spend is an entry and customers can enter multiple times throughout the competition period.

What are we doing to promote the campaign?

Shop. Scan. WIN \$20K will be supported at both a national and local level to maximize consumer awareness.

The promotional strategy includes:

- A paid media schedule throughout the campaign on META (Instagram & Facebook).
- An organic social strategy aimed at driving engagement and reach.
- 4 week in centre digital and printed advertising campaign.
- Email marketing campaign.
- Targeted SMS Campaign.



What do you need to do?

Help make the campaign a success by following these simple steps:

- Display the supplied A5 flyers and strut card in a prominent position at your point of sale.
- Promote the competition at checkout to encourage customer participation.
- Brief your team on how the competition works so they can confidently answer customer questions.
- Provide customers with a receipt (printed or digital) and remind customers to scan the QR code or visit the centre website to upload it.
- Encourage every eligible customer to enter – every entry counts towards your store's total.
- Extend the campaign beyond your store by promoting it on your social channels. Use the supplied social assets, re-share our centre's posts, or create your own content to help spread the word.

Retailer Incentive

The participating retailer with the highest number of competition entries will **WIN a \$250 Centre Gift Card**.

Every customer you encourage to enter increases your chance of taking home the prize.



A5 FLYER



A5 STRUT CARD

Social Media Assets

We have provided you with a social story and carousel post to assist you in promoting this campaign on your social media channels. You can download these assets here.

You can also use the below suggested copy for your social media post:

🎉 **Shopping with us could win you \$20K** 🛒

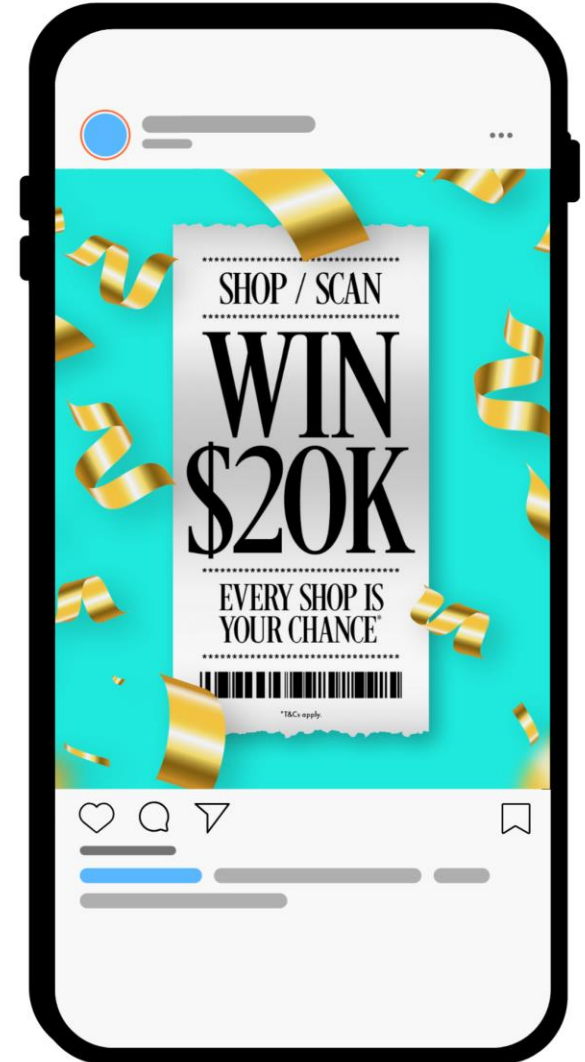
We're excited to be part of (Centre Name)'s Shop. Scan. WIN \$20K campaign.

Spend \$50 or more with us, then simply scan the QR code in centre to upload your receipt for your chance to WIN \$20,000.

We'd love to see one of our customers take home the BIG prize!

T&Cs apply.TP/02888. Competition ends 16 August 2026.

#Win20K #ShopScanWin



FAQs

1. Do I need to provide receipts?

Yes, for a customer to enter this competition they will need to receive a receipt showing the date of their purchase.

Please offer to provide all customers with printed or digital receipts and remind them that they are an entry requirement.

2. Is there a minimum spend that customers have to spend in my store?

Customers must spend \$50 across one or multiple stores to be eligible to enter. This is outlined in the terms and conditions on our website and on the competition entry portal.

3. How often can they enter?

Every eligible \$50 shop is an entry. Customers can enter as often as they like, the more times they enter the more chances they will get to win!

4. How will the winner be notified?

The winner of the \$20K prize, will be contacted directly via email and phone.

5. When is the \$20k prize drawn?

The major prize will be drawn at 10am AEST, Monday 17 August 2026.

6. I work at a store in centre, can I enter?

Unfortunately, terms and conditions exclude all store staff from entering the competition.

7. Where do I direct customers if they have a question about the competition?

Please direct customers to the centre website to find out more. Or alternatively, to the terms and conditions which can be found on the centre website.