



As a local commercial printer Wollongong Printing is honoured to work with hundred's of businesses and frequently conducts co-branded marketing campaigns. Our team is passionate about supporting and engaging our community in a positive and inclusive manner.

Wollongong Printing was delighted to work with the wonderful team at Ezyskinz in order to run a co-branded Personalised Yoga Mat Giveaway. The Giveaway ran for 7 days and was released on **Facebook, Instagram, LinkedIn, Twitter, Google** and emailed to existing Wollongong Printing customers via **EDM** (Electronic Direct Mail) on the **30th of September**.

This report is designed to outline the performance of the promotion on the main social media platforms to provide an indication of the promotion's success in reaching the local audience/community.

Promotion Outcomes

The Promotional Post advertising the giveaway was released on the 21st of October on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 24th of October, the Facebook post was **boosted** to increase audience reach. The following statistics were achieved.



This promotion resulted in **82 giveaway entries** and on the 1st of November **KYLIE HARTLEY, CHLOE LAMB & MARA VARDANEGA** won the Yoga Mats.