



As a commercial printer Wollongong Printing is honoured to work with hundred's of locally-based 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 globally renowned brand 'Weber' in order to run a co-branded Father's Day BBQ Giveaway. The Giveaway ran for 16 days and was released on **Facebook, Instagram, LinkedIn, Twitter, Google** and emailed to existing Bannerworld customers via **EDM** (Electronic Direct Mail) on the **12th of August**.

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 12th of August on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 13th to the 19th of August and again on the 24th to the 26th of August, the Facebook post was **boosted** to increase audience reach. The following statistics were achieved.



This promotion resulted in **257 giveaway entries** and on the 27th of August **Alysha McDonald & Johnathon Humphrey's** won the Q2200 Gas BBQ's.