



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.

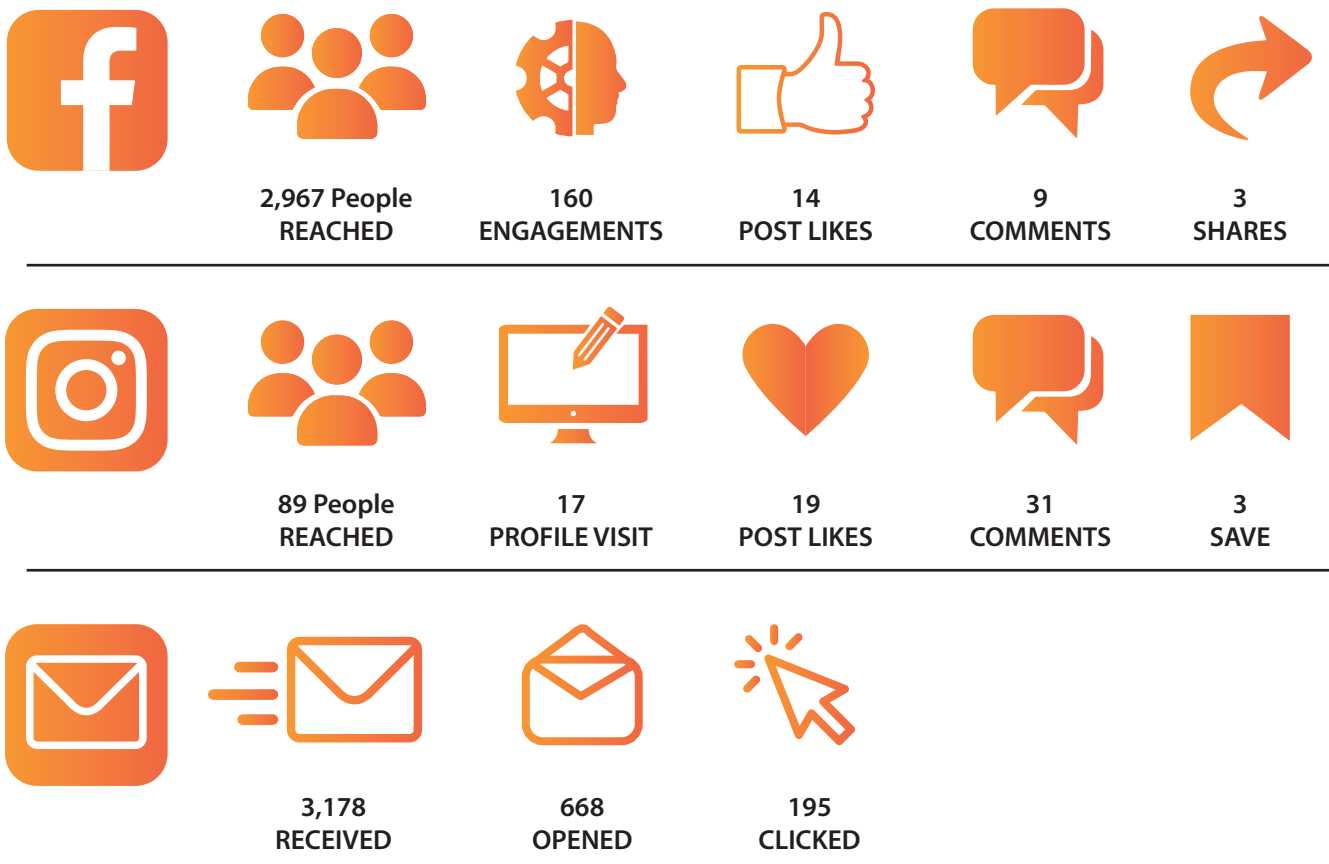
To wrap up 2021, Wollongong Printing ran a \$500 Visa Card giveaway, to say 'Thank you' to our wonderful clients for all their support in 2021. The Giveaway ran for 11 days and was released on **Facebook, Instagram, LinkedIn, Twitter, Google** and emailed to existing Wollongong Printing customers via **EDM** (Electronic Direct Mail) on the **18th of November**.

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 18th of November on Wollongong Printing's social media. The post was then shared to and circulated amongst local community groups.

On the 19th, the Facebook post was **boosted** to increase audience reach. The following statistics were achieved.



This promotion resulted in **284 giveaway entries** and on the 29th of November **Jasmine Nelson** won the \$500 voucher.