

## FAMILY FAVOURITES MINI BOARD GAME COLLECTION



**16<sup>th</sup> October to 29<sup>th</sup> October**

Dear Retailer,

News Queensland is excited to announce the HASBRO - FAMILY FAVOURITES MINI BOARD GAME COLLECTION, a 14-part collection of mini board games in a format that is exclusive to News Corp

The offer clearly aligns with the key principles we have established for powerful promotions, the concept has relevance and appeal to our target customers & leverages an existing strong brand.

We're confident the mini board games will generate significant incremental retail sales for each paper.

### Promotional Overview:

Over a 14-day period from Sunday, October 16 to Saturday, October 29 News Queensland will offer a Hasbro Mini Board Game for \$3.50 with purchase of the masthead newspaper. All state/regional mastheads will participate.

On Sunday, October 16 the first board game in the collection will be Monopoly and it will be packaged together with a Collector's Case **this will be \$3.50** with newspaper purchase or the presentation of a token from the relevant masthead. **It is NOT free.**

Mini Board Games 2-14 in the collection will also be \$3.50 each with masthead purchase.

The campaign will be available in Newsagents, Woolworths, IGA supermarkets & other selected retailers and will be supported through an extensive promotional program.

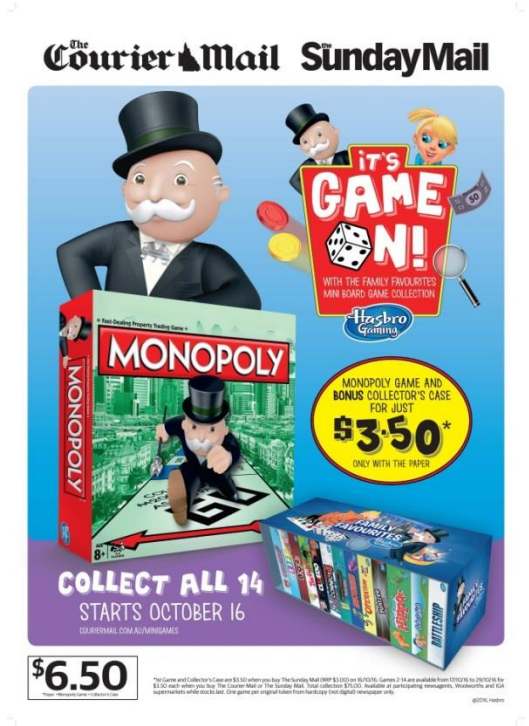
### Redemption Mechanic:

For your shoppers to participate in the promotion they MUST:

1. Purchase either: The Courier-Mail, The Sunday Mail, Gold Coast Bulletin, Townsville Bulletin, Cairns Post in-store with the mini board games, or
2. Present a token from one of these papers at participating outlets
3. These redemption mechanics MUST be honoured by participating outlets

Promotional Support

With a massive support program planned, the Hasbro Games Family Favourites Classic Board Game Collection is sure to excite your customers this October. Below is an example of one of the posters that you will be supplied to promote the collection.



Executional Expectations:

- Point of Sale (POS) will be delivered prior to the start of the promotion.
- POS should be positioned across the path to purchase from outside your store, and then along high traffic areas within your store to help elevate customers’ awareness of the promotion.
- Please contact your Area Customer Manager for any assistance.
- On receipt of the games, check your supplies on arrival and notify us immediately if there are any discrepancies between the supplies you’ve received and the quantities on the label.

TITLES IN THE HASBRO FAMILY FAVOURITES COLLECTION:

Day	Date	Game Title	Game Price	Price with CM.SM	Price with GCB	Price with TCP & TVB	Bar Codes
Sun	16	Monopoly	\$ 3.50	\$6.50			9330303002519
Mon	17	Guess Who	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002618
Tue	18	Game of Life	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002625
Wed	19	Boggle	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002595
Thu	20	Twister	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002601
Fri	21	Cluedo	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002540
Sat	22	Connect4	\$ 3.50	\$6.00	\$5.70	\$5.90	9330303002588
Sun	23	Trivial Pursuit	\$ 3.50	\$6.50	\$4.90		9330303002526
Mon	24	Mastermind	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002533
Tue	25	Operation	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002571
Wed	26	Yahtzee	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002557
Thu	27	Hungry Hippos	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002649
Fri	28	Chutes and Ladders	\$ 3.50	\$5.00	\$4.90	\$4.90	9330303002564
Sat	29	Battleships	\$ 3.50	\$6.00	\$5.70	\$5.90	9330303002632

## Hasbro Game Covers



### Packing Explanation

For the HASBRO - FAMILY FAVOURITES MINI BOARD GAME COLLECTION we are again using Ratio Packing to assist with the distribution.

The ratio packing approach is as follows:-

- Game 1 and Collector Cases will be packaged together in boxes of 20. (i.e. (20) 1 polybag containing Collector Cases and books per case) Each box will be **405mm(L) x 545mm(W)x 175mm(H)**
- The thirteen remaining games will be packaged as follows.
  - Games 2 to 8 in boxes of 70 in lots of 10 units with clear identification of the game, consolidated in one box. Each box will be **1090mm (L) x 275mm (W) x 165mm (H)**.
  - Games 9 to 14 in boxes of 60 in lots of 10 units with clear identification of the game, consolidated in one box. Each box will be **1090mm (L) x 275mm (W) x 165mm (H)**.

Please note that due to the size of the packaging of the mini board games you may need to allow for extra storage space for the board games when they are delivered.

### Invoicing (including commission)

- Direct Relationship Retailers & Sub Retailers will receive 7.5% commission for each book sold.
- Billing date: Sunday 4th December we will invoice \$3.50 less the relevant commission on the NET sales (supply less returns).

### Returns & Billing

- Unsold Hasbro Games are to be packed separately and left for collection with normal newspaper returns for week ending 6<sup>th</sup> November.
- Details on how to process your claim for unsold games will be provided closer to the start of the promotion.

### Delivery

The games will be delivered to you by your local distributor.

Please contact your News Queensland Area Manager or call the Newsagency Service Centre on 1800 639 700 if you have any questions.

We thank you for your support.

Kind Regards,

News Queensland