



7 March 2018

Metcash launches new IGA ‘That’s the Spirit’ campaign featuring Shane Jacobson

IGA’s new ‘That’s the Spirit’ campaign will launch nationally from 7 March 2018. Developed by creative agency The Monkeys, the integrated campaign comprises TV advertisements featuring Australian actor and comedian, Shane Jacobson.

The advertisements showcase how IGA keeps the spirit of community alive through; offering customers a tailored range to meet their needs, providing genuine and friendly service, supporting local suppliers while giving back to local communities and providing low prices every day across the store. Community Spirit is what each independently owned and operated IGA store brings to their local communities every day and what the IGA collective brings to Australia.

Commenting on the campaign Metcash Supermarkets & Convenience CEO, Steven Cain said, “We’re excited to launch this new campaign which brings to life just how important local IGAs are to the communities they serve. Through a series of advertisements, IGA ambassador Shane Jacobson highlights all the ways that IGA supermarkets embody Community Spirit.”

The ‘That’s the Spirit’ campaign also showcases low prices that are available across the store, in categories like meat, deli, dairy, baby needs and household needs. The advertising features products like Lilydale Free Range Bulk Chicken Breast Fillets and Thigh Fillets - both at just \$13.99 per kilo, Huggies Essentials 40-54 pack at \$13 and Quilton White Toilet Rolls 18 pack now at just \$9 each¹.

Steve Cain continued, “We introduced Price Match in 2015 and we’ve found it to be a huge success. Low prices every day is the next stage in our commitment to helping shoppers support their local IGA, by ensuring that we offer competitive prices across an even wider range of products that they buy on a regular basis.”

In addition to TV advertisements the ‘That’s the Spirit’ campaign also includes digital, outdoor, press, in store display, social media and PR.

Scott Dettrick, Creative Director, The Monkeys added, “IGA is an Australian brand that truly reflects a real sense of community spirit - they probably know your name when you walk into the store and support your local football team. We are excited to bring this new campaign to life with Shane Jacobson.”

-ENDS-

Join the conversation today at <https://www.facebook.com/igaAustralia>

¹ While stocks last. Participating stores only. Excludes IGA X-press, Foodland & TAS.



Metcash

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Notes to Editors

About IGA

The IGA network is comprised of over 1,400 independently owned stores, offering customers quality and value with local convenience. The IGA network of retailers is the largest network of Supermarkets in Australia and it is highly valued by consumers. Through its network of stores, IGA tailors its ranges and brands to meet the needs of the local community.