



COLLECT
A CODE

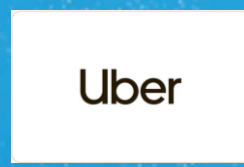
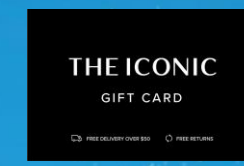
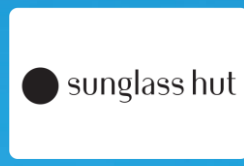
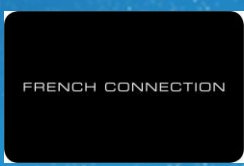
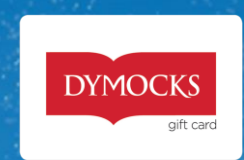
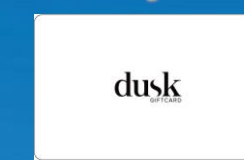
2022

THE DIFFERENCE 2021 vs 2022

- 2022 will see a shift to a **gift card based incentive program** from the historical goods based prize mechanic.



- A customer simply enters their codes onto the website and when they reach 8 codes, they can select a \$30 e-gift card of their choice. Alternatively, they can continue to collect their codes and redeem a voucher to a higher value.
- No validation will be required as each unique code would be preassigned, hence automatically validated.
- **Industry First Incentive** - the reward would be despatched instantly via email!
- Soft launch: July 2022 (some cartons are seeded with flyers and the website will be open to enter codes).
- Program dates: August – December 2022



ALL GIFT CARDS

Beauty & Spa



Students



Her



Him



Home



Eats



Active



Baby & Mum



Style



Teens



Kids



Thanks



PATTIES COLLECT-A-CODE 2021



PARTICIPATING PRODUCTS:



Patties Party Pie
12pk x 6



Patties Party Sausage Roll
12pk x 6



Patties Combo Quiche
Party Pack 12pk x 6



Patties Party Pasties
12pk x 6



Key Dates

You can enter your codes from
1st July 2022 to 31st December 2022.

All codes must be claimed by 31st January 2023.
Each code is unique and can only be used once.

FLYER— PLACED ON TOP IN CARTONS OF PARTICIPATING PRODUCTS

Patties

COLLECT A CODE

COLLECT 8 CODES TO INSTANTLY REDEEM A \$30 DIGITAL E-GIFT CARD.

CODES CAN BE FOUND IN PARTICIPATING CARTONS OF:

- Patties Party Pies 12pk x 6
- Patties Party Sausage Rolls 12pk x 6
- Patties Combo Quiche Party Pack 12pk x 6
- Patties Party Pasties 12pk x 6

HERE ARE THE WAYS TO COLLECT YOUR CODES!

You will need to register to start collecting. Registration is simple, just follow the prompts at www.pattiescollectacode.com.au

- 1 Log onto www.pattiescollectacode.com.au and enter the 12 digit alphanumeric code.
CODE:
- 2 Scan the QR code located on this flyer using your phone's camera. You must be registered and logged in first.

OR

SCAN QR CODE

You can enter your codes from 1st July 2022 until 31st December 2022. Each code is unique and can only be used once.

START COLLECTING TODAY!

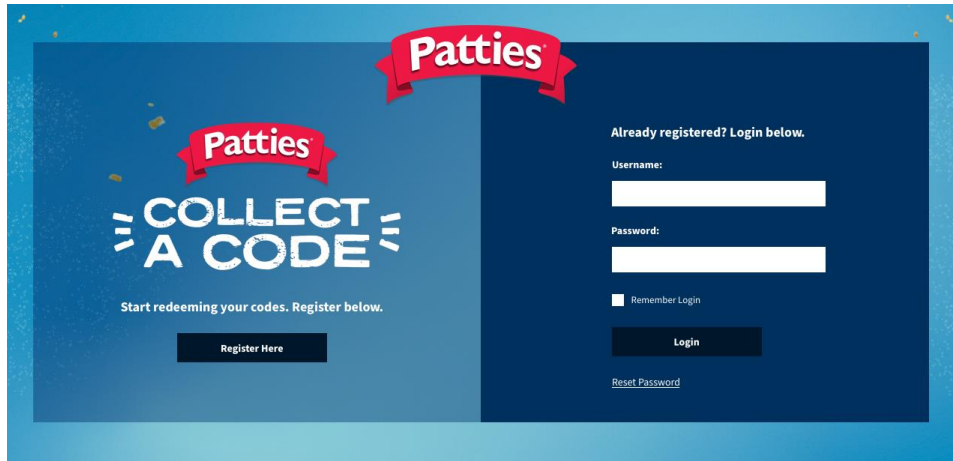
REDEEM INSTANT GIFT CARDS

COLLECT 8 CODES TO REDEEM A \$30 DIGITAL GIFT CARD

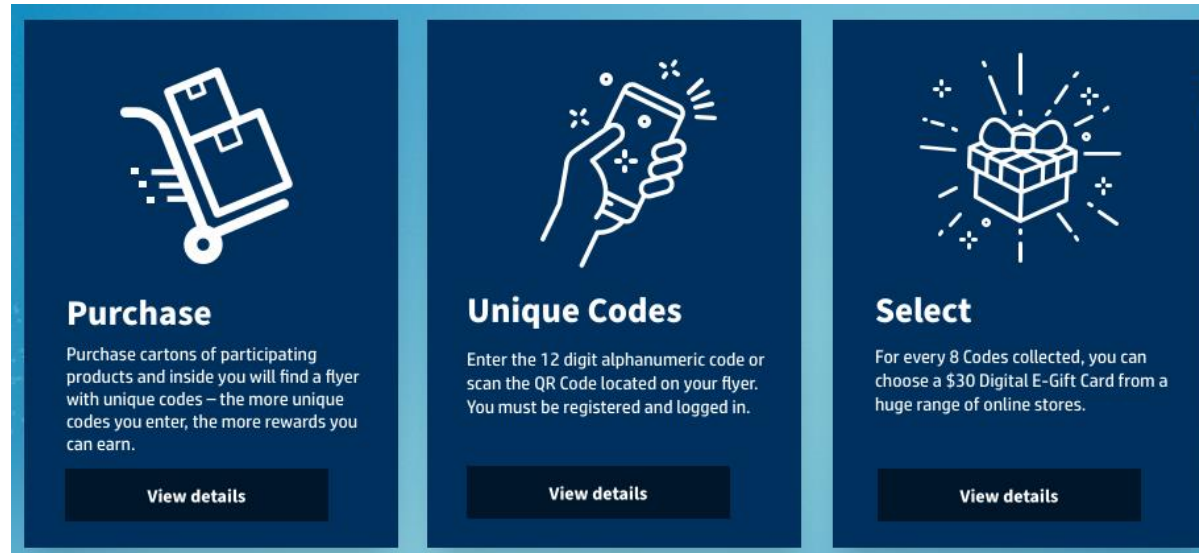
- #1005161 - PARTY PASTIE 12PK X 6
- #1003151 - PARTY PIE 12PK X 6
- #1004470 - COMBINATION PARTY QUICHE 12PK X 6
- #1005661 - PARTY SAUSAGE ROLL 12PK X 6

My - see the website. Ends 11.59pm AEST 31.12.22. Open to eligible entrants aged 18+. Details receipt(s) & code(s)

WEBSITE



Check website





COLLECT
A CODE

Support
Tools

TRADE PRESENTER

Patties

COLLECT A CODE

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CODES CAN BE FOUND IN PARTICIPATING CARTONS OF:



Patties Party Pies 12pk x 6
Patties Party Sausage Rolls 12pk x 6
Patties Combo Quiche Party Pack 12pk x 6
Patties Party Pasties 12pk x 6

START COLLECTING TODAY!



REDEEM INSTANT GIFT CARDS

Enter your codes from 1st July 2022 - 31st December 2022.
Each code is unique and can only be used once.
Register at www.pattiescollectacode.com.au
Terms and conditions apply - see website [pattiescollectacode.com.au](http://www.pattiescollectacode.com.au) for full details.

Patties

COLLECT A CODE

CLAIMING CODES

Once registered and logged in, scan the QR code located on the flyer.

OR manually enter the 12 digit alphanumeric code located near the QR code on the flyer.

You can enter your codes from 1st July 2022 until 31st December 2022. Each code is unique and can only be used once.



ARE THE WAYS TO COLLECT YOUR CODES!

- Let our website generate your code for you. It's as simple as that!
- Scan the QR code located on the flyer with your phone.



Patties Party Pies 12pk x 6
Patties Party Sausage Roll 12pk x 6
Patties Combo Quiche Party Pack 12pk x 6
Patties Party Pasties 12pk x 6

Here is some important information to get started!

QR codes can be found on A5 flyers packed in cartons of participating products.



to get started

Registration is simple, follow the steps at www.pattiescollectacode.com.au

DIGITAL ASSETS



Patties

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Patties Party Sausage Rolls 12pk x 6

Patties Combo Quiche Party Pack 12pk x 6

Patties Party Pasties 12pk x 6



Patties

COLLECT A CODE

START COLLECTING TODAY!

Be rewarded with great prizes for purchasing Patties participating products.

Register and find out more!

Enter your codes from 1st July 2022 - 31st December 2022. Each code is unique and can only be used once. Register at www.pattiescollectacode.com.au

Terms and conditions apply - see website pattiescollectacode.com.au for full details.

A4 Flyer



Patties

COLLECT A CODE

Be rewarded with great prizes for purchasing Patties participating products.

Register and find out more!

Web Banners – can be resized as reqd



Patties

COLLECT A CODE

REGISTER TODAY - partywithpatties.com.au

Email Signatures



Patties

COLLECT A CODE

Be rewarded with great prizes for purchasing Patties participating products.

Register and find out more!



Patties

COLLECT A CODE

REDEEM INSTANT GIFT CARDS

More info at www.pattiescollectacode.com.au

Social posts

FAQs

- **I participated in 2021 – do I need to register again?**
 - All 2021 registrations have been carried over to the new promotion. Customer can use the same login details, however all previous tokens have been wiped.
- **My codes aren't scanning**
 - Make sure customers are registered and logged in. If they aren't logged in, the QR code will only take them to the website, not add their code to their account
 - Ensure customers haven't already used the code – each code will only work once
 - If they still have an issue, contact the promo help team on info@pattiescollectacode.com.au
 - The team will reply within 4 business hours

Patties

