

# GET YOUR TICKETS HERE



*The Hot 100 fm*

# GOLDEN TICKET 2019

THE HOTTEST TICKET IN THE TOP END ACCESS EVERYTHING,  
ABSOLUTELY EVERYTHING, IF IT'S ON - YOU'RE IN

*Valued at over \$20,000*

[WWW.HOT100FM.COM.AU](http://WWW.HOT100FM.COM.AU)

# HOW CAN THE GOLDEN TICKET WORK FOR YOUR BUSINESS?



## INCREASE FOOT TRAFFIC

Offer people tickets for just coming into your store. You might restrict this to your quiet times to strategically increase footfall at these times. Incentive for people to visit if you are in a hard to find or out of the way location.



## MULTIPLE PURCHASES

If people only buy 1, offer tickets to get them to buy 2, 3 or more. Mix and match, buy this and that and get tickets.



## HIGHER MARGINS

Offer tickets to increase purchases of premium or high profit margin products.



## INCREASE YOUR AVERAGE SALE

If your average sale is \$14, give tickets away to all purchases over \$20.



## NEW PRODUCT

Got a new product? Use tickets to instantly draw attention to it.



## DO SOMETHING

Ask yourself..... If you don't do this, what are you going to do to generate more sales for your business over the same time this promotion is running, and will it really compete against The Golden Ticket?

# TOP 10 REASONS TO BE PART OF HOT100FM'S **GOLDEN TICKET**



**1.** It will be the biggest retail promotion in Darwin over this period.



**2.** Cost of living pressures in Darwin can make people feel bad about spending money on a good time, so this has a very strong positive emotion attached to it.



**3.** To win this awesome prize people **MUST** spend money, and only in participating retailers.



**4.** It will drive increased store traffic and increased in store purchases if you participate



**5.** But it won't if you don't



**6.** No other media organisation in the top end is running any sort of promotion to help you generate sales, they're just flogging you spots



**7.** You will stand out from you competitors and have something the cannot compete with



**8.** It will help you finish off the financial year with solid sales



**9.** It will give your competitors customers reason to change to you



**10.** Do something positive for your business



### CONTACT US

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