



As a local community based printer, Bannerworld works with hundred's of locally based businesses and frequently conducts cross-marketing programs. Our team is passionate about supporting and engaging our community in a positive and inclusive manner.

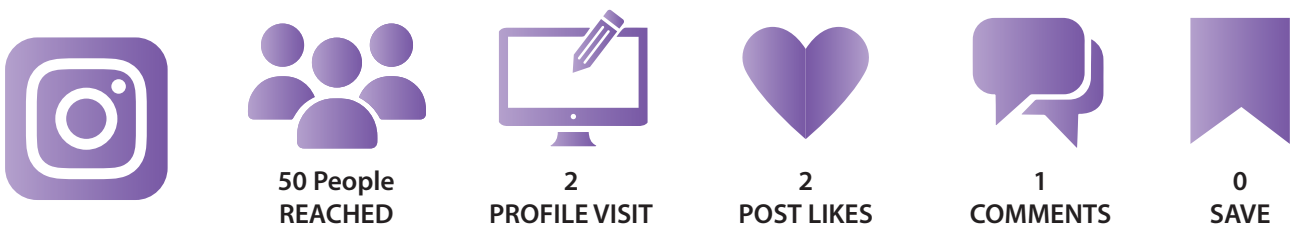
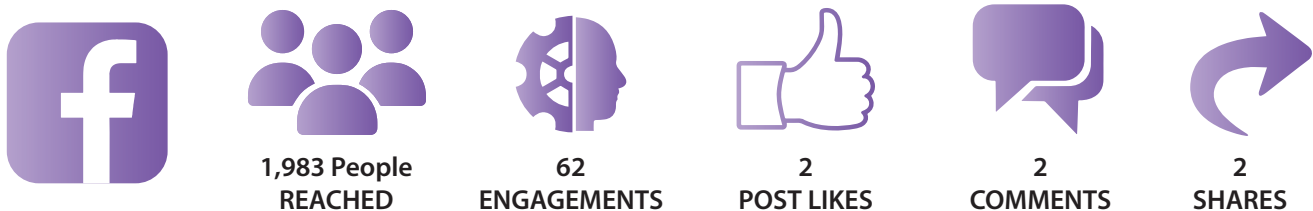
Bannerworld was delighted to run a cross-promotion with Nespresso for the launch of their new Atelier Machine. The Promotion ran for 7 days and was released on **Facebook, Instagram, Google My Business** and emailed to existing customers via **EDM** (Electronic Direct Mail) on the **23rd of July**.

This report is designed to outline the performance of the promotion on each social platform 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 23rd July on Bannerworld's social media. The post was then shared to and circulated amongst local community groups.

On the 23rd to the 30th of April the Facebook post was **boosted by \$40** to increase audience reach. The following statistics were achieved over the promotions 1 week period.



Overall, this was a very successful promotion and on the 31st of July **Donna Charlesworth** won the Nespresso Atelier Coffee Machine.