

# TCCNZ NATIONAL MARKETING CALENDAR - 2021

KEY NATIONAL PROMOTIONS / ADVERTISING	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
National Promotions (NP's)	Seafood NP Mon 9 Nov - Sunday 14 Feb (14 weeks)	ROSTI EGGS BENE Monday 15 Feb - Tuesday 18 May (13 Weeks)			NEW MENU Wed 19 May - Sun 27 June (6 weeks)	BURGERS WITH BITE Monday 28 June - Sunday 5 Sept (10 Weeks)			BIG BREAKFAST Monday 6 Sept - Sunday 14 Nov (10 Weeks)		CLUB SANDWICH Mon 15 Nov - Sun TBC (13 weeks)	
Television Advertising (TV 1 & 2)												
TVNZ OnDemand												
Stuff - pre-roll News												
YouTube												
NZ House & Garden Magazine												
Australian Woman's Weekly NZ edition												
Woman's Day												
NZ Gardener												
Digital, Paid serch, retargeting, programmatic												
OTHER IN-STORE PROMOTIONS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TENT CARD PROMOTIONS	Go Mango	Very Berry Drinks	SPCA		Mother's Day Promo	Oreo HotChoc -TBC	WOM Red Wine				WOM White Wine	Oreo Frappe - TBC
OTHER IN STORE PROMOTIONS (A4 posters)		Valentine's Day		Easter Comp and A4 posters				Father's Day				Christmas Poster range
SPONSORSHIPS & COMMUNITY SUPPORT	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SPCA Annual Street Appeal			SPCA									
Kids Can Charity					Christmas Cup Competition			KidsCan FB Promotion			Christmas Cups	Christmas Crackers & Cups
CALL TO ACTION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Entertainment Book Vouchers	Entertainment Book - ongoing											
LAM UPDATES / PR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
VIP Draw												
Social Media (FB, Instagram)	TCC will have presence on Facebook and Twitter throughout the year											
Website	TCC Website is updated regularly as required											
EDM to VIP and customer database	EDMs are sent to our VIP and customer database each fortnight as a minimum, and more regularly as required based around our promotiions and events.											
OTHER SPECIAL EVENTS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
School Holidays												
Valentine's Day		Sunday 14 Feb										
St. Patricks Day			Wed 17 March									
Easter				Fri 2 April - Mon 5 April								
Anzac Day				Sun 25 April								
Mother's Day					Sunday 9 May							
Queens Birthday						Monday 7 June						
Father's Day								Sunday 5 September				
Halloween										Sunday 31 October		
Black Friday											Friday 26 Nov	
Christmas												Saturday 25 Dec