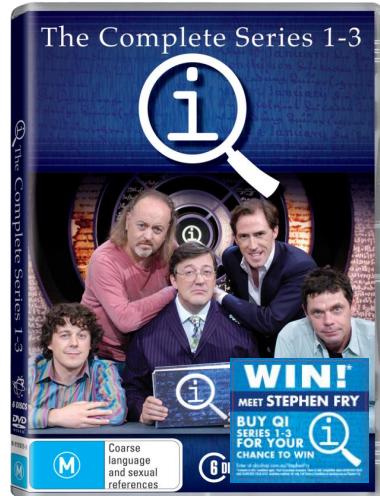


# Exclusive Money Can't Buy Prizes!

- Grand Designs Series 8 – win a meet & greet with Kevin McCloud at Grand Designs Live in Sydney including flights and accommodations for 2! Plus 10 x runners-up receive a pair of tickets to Grand Designs Live 2011.
- QI The Complete Series 1-3 – win a meet and greet with Stephen Fry at QI Live in Melbourne including flights and accommodation for 2!



# Objectives

- Secure incremental volume in ABC Shops & Centres;
- Secure in-store, in-catalogue and online exposure;
- Ensure *Grand Designs Series 8* and *QI The Complete Series 1-3* are “top of mind” this Fathers’ Day for ABC customers;
- Increase awareness of live shows – Grand Designs Live and QI Live in October;
- Offer ABC Retail a point of difference;
- Incentivise purchase at ABC retail.

# Exposure

- Primary placement of competition in Father's Day Gift Guide (out 21 August – 4 September);
- Inclusion in Spring Gift Guide – out 5 September;
- Window – 2 weeks;
- Security Gate poster – September;
- Digital signage across the whole promotion;
- On pack stickers;
- Strip signage for concept shops;
- Inclusion in all VIP communication in August and September;
- Inclusion on [abcshop.com.au](http://abcshop.com.au) competitions page;
- Inclusion in shop online New Releases e-newsletters during August and September;
- Inclusion in 'What's Hot' ABC Shop's monthly communication with Centre Management for their websites and newsletters.

# GRAND DESIGNS NEW ON DVD

Join Kevin McCloud and award winning architect Peter Maddison as they follow the stories of ordinary people building extraordinary homes.



General PG Parental guidance recommended



## Tagged Advertising

**WIN!**

MEET KEVIN McCLOUD AT

# GRAND DESIGNS AUSTRALIA LIVE

SYDNEY 21-23 OCTOBER 2011

Buy any  
**Grand Designs**  
DVD and go in  
the draw for  
your chance to  
**WIN!**



EXCLUSIVE TO      & [abcshop.com.au](http://abcshop.com.au)  
See in-store for details.

COLLECT ALL GRAND DESIGNS DVDS - SERIES 1-8 **OUT NOW**

See in store for details

## Half Sheet

# Security Gate Cover



Pam Ayres' return to Australia with her latest show coincides with the publication of her autobiography, *The Necessary Aptitude*. Since her first appearances on television over 35 years ago, Pam has been an audience favourite throughout the world for her observations on the comic details of everyday life, and for highlighting the absurdity lurking behind the mundane. Pam's poetry books, CDs, and DVDs have sold in their millions over the years. Pam has performed several times for HM The Queen, including a private performance at St. James's Palace in London, and was awarded the MBE in the Queen's Birthday Honours in 2004. Pam's show will include a selection of new poems and stories, as well as some audience favourites. After the show Pam will sign copies of her autobiography.

Touring Australia throughout November

[View Event Details](#)



#### The Fairies - Christmas Ballet

A glittering hour full of festive fun, fairy magic, beautiful ballet ... and a fairy special guest! Join Harmony and Rhapsody and some of their favourite Fairyland friends as they prepare for a very special Christmas in The Fairies prettiest, most fan-fairy-tastic show ever! The Fairies have performed to over half a million fans in the past few years and always present a magical, high energy and interactive show. This year we will combine favourite fairy songs with sing-along Christmas Carols and stunning dances.

Touring Australia from October to November

[View Event Details](#)



#### James Rhodes - The Man Making Beethoven Sexy

Described as the "Nigel Kennedy" of the piano, JAMES RHODES isn't your average classical musician, the accolades about him speak for themselves "an innovative and imaginative musician of real talent" Gramophone Magazine and "Rhodes' talent burns brightly" wrote The Daily Telegraph. James dispenses with the formal strait-jacketed approach to conventional classical performance whilst keeping the music itself resolutely core classical. In addition to established classical concert halls like the Queen Elizabeth Hall and Royal Albert Hall he plays at rock festivals, theatres and jazz clubs, getting rid of programme notes and introducing the pieces himself from the stage. This new approach sees his typical audience consist of both established concert-goers and classical first-timers in equal measure.

Touring VIC, NSW, ACT, QLD and SA in October

[View Event Details](#)

**WIN!\*** 

MEET KEVIN McCLOUD AT **GRAND DESIGNS LIVE** SYDNEY 21-23 OCTOBER 2011

#### COMING SOON



Go Back To Where You Came From  
DVD - Available 31 August  
\$29.99

[PRE-ORDER](#)



4 Week Energy Diet  
Paperback Book - Available 1 September  
\$29.99

[PRE-ORDER](#)



Miranda: Season 2  
DVD - Available 15 September  
\$29.99

[PRE-ORDER](#)



The Story of Ireland  
2 DVD Set - Available 1 September  
\$39.99

[PRE-ORDER](#)

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DVD (2)

Price ▼ Hide

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DESIGNS  
AUSTRALIA  
SYDNEY 21-23 OCTOBER 2011[Tweet](#) 0 [Like](#) 12

To celebrate the release of Grand Designs Series 8 on DVD we are giving one lucky winner the Grand Designs Experience of a lifetime to meet Kevin McCloud in Sydney at Grand Designs Live.

1 x major prizes to be won by 1 individual winner. 10 x runner-up prizes to be won by 10 individual winners. There is a condition of 1 prize pack per household.



## Major Prize:

2 x return economy flights to Sydney from winner's nearest capital valued at up to \$20,000.00 pending winner's nearest capital city

Airport-hotel transfers valued at up \$150.00

2 nights' accommodation at 4-star hotel in Sydney based on 2 sharing valued at up to \$450.00

2 x adult tickets to Grand Designs Live on Saturday 22nd October valued at \$28.50 each

Meet and greet with Kevin McCloud money can't buy!

Lunch for 2 people valued at up to \$100.00

## Runner Up Prizes:

10 x pair of adult tickets to Grand Designs Live valued at \$28.50 each

Competition closes at 4pm on Sunday the 25th of September, 2011.

## How to enter ?

## New Releases

DVDs View AllGrand Designs -  
Series 8

2 DVD Set Free  
Delivery in Australia  
\$39.99

Grand Designs  
Australia

3 DVD Set Free  
Delivery in Australia  
\$39.99

## Coming Soon

View All

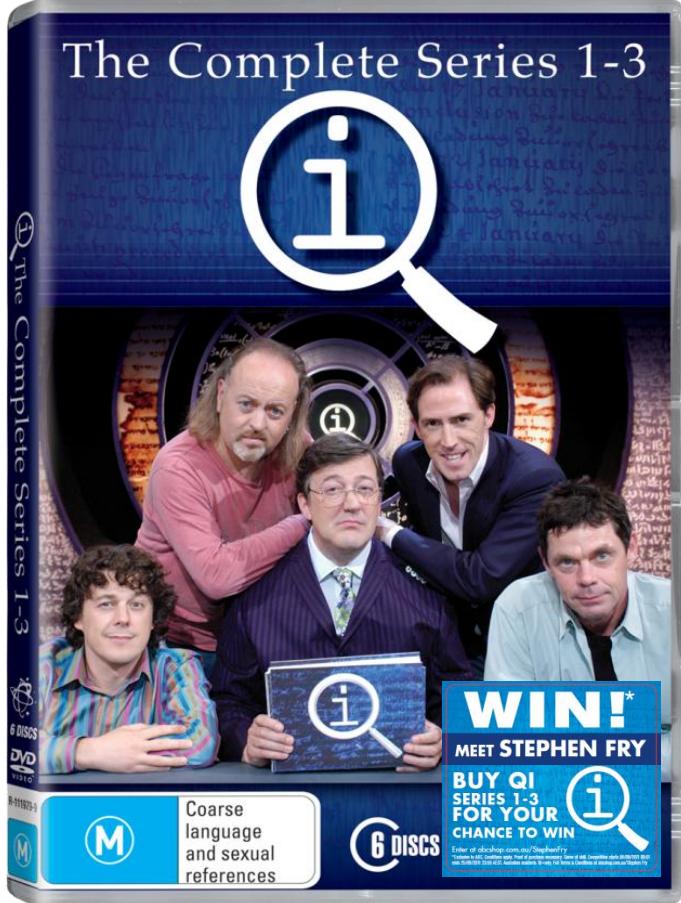
River Cottage:  
Summer's Here

DVD  
\$34.99

United States of  
Tara

3 DVD Set  
\$39.99





On-pack sticker

## ABC Shop Newsletter

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## Browse

You are browsing:  
Meet Stephen Fry at QI Live  
in Melbourne

## ABC Brand Stores



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Appearances

## Competitions



Win the ultimate  
Grand Designs  
experience.  
[More...](#)



[Meet Stephen Fry](#)



[Tweet](#) 0 [Like](#) 10

To celebrate QI Live we are giving one lucky winner the chance to meet Stephen Fry at QI Live in Melbourne.

1 x major prizes to be won by 1 individual winner. There is a condition of 1 prize pack per household.



## Major Prize:

2 x return economy flights to Sydney from winner's nearest capital valued at up to \$1,500.00\*

Airport-hotel transfers valued at up \$150.00

1 nights' accommodation at 4-star hotel in Melbourne based on 2 sharing valued at up to \$250.00

2 x premium seats to the QI Live MELBOURNE Show to be held at Her Majesty's Theatre on 29/10/2011 valued at \$199.00 each

Meet and greet with Stephen Fry

Competition closes at 4pm on Sunday the 25th of September, 2011.

## How to enter ?

To enter purchase specially marked QI The Complete Series 1-3 on DVD at ABC Shops, ABC Centres or online at [abctshop.com.au](http://abctshop.com.au) only, fully complete and submit the entry form online and tell us in 25 words or less "Why you would like to meet Stephen Fry?"

Please keep your proof of purchase as it will be used to verify your entry.  
Enter as many times as you like however a separate proof of purchase is required for every entry

