

## McColl's Retail Group - Great British Days Out 2015



McColl's Retail Group are recruiting 2 for 1 entry vouchers for tourist attractions across England for an in-store promotion this spring.

What is it? A 52-page booklet packed with 2 for 1 vouchers is handed to customers in McColl's, Martin's or RS McColl stores who spend £7.50 or more. 500,000 booklets will be circulated across the three week period.

Each attraction receives the same size voucher, featuring image and logo, a sentence of copy and full instructions for use.

Where? There are more than 1,300 McColl's Retail Group stores in Britain. They serve 1.5m unique customers each week.

When? The promotion will run between April 21 and May 11, 2015.

Further details:

- Every store will carry multiple pieces of advertising promoting the booklet
- The booklet will feature more than 130 vouchers in total
- Offers are required from all regions of England across all categories, including: cultural, entertainment, educational, historic and artistic

