

# MARKETING UPDATE

## Finance Offers:

Campaign: 36 Months Interest Free

Duration: January 18<sup>th</sup> to 27<sup>th</sup>

Min Spend: \$750

GEM Creditline Rate: 10.75%    Q Card Rate: 5.50%

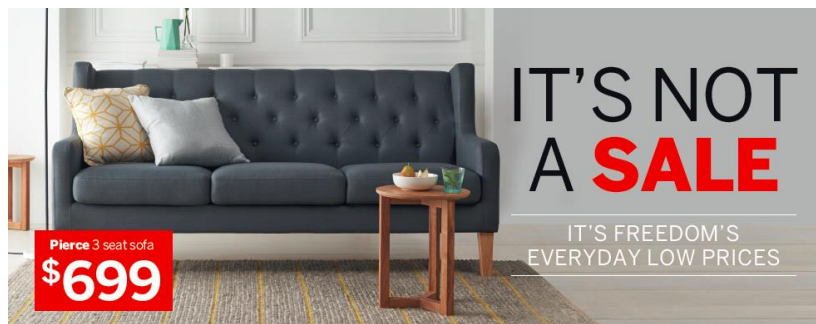
T+C's: Attached to email

## Marketing Activity:

### Postcard:

With the anniversary weekends fast approaching we will be letterboxing the postcards on the following dates:

- January 19<sup>th</sup> & 20<sup>th</sup> – Auckland region only (Auckland Anniversary)
- January 26<sup>th</sup> & 27<sup>th</sup> – Wellington region only (Wellington Anniversary)
- February 2<sup>nd</sup> & 3<sup>rd</sup> (Waitangi Day)



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Delivery fees may apply, please see in-store or online for further details. Accessories not included. While stocks last. Freedom's standard terms & conditions of purchase apply. See in-store for details.



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**Press:**

- Sunday – Sunday January 24<sup>th</sup>, 31<sup>st</sup>, February 7<sup>th</sup> & 14<sup>th</sup>
- Canvas – Saturday January 23<sup>rd</sup>, 30<sup>th</sup> & February 6<sup>th</sup>
- NZ Herald – February 5<sup>th</sup>

**eDM:**

We will have an eDM scheduled for the following dates:

- Thursday January 28<sup>th</sup>
- Thursday February 11<sup>th</sup>

**Radio:**

Radio is scheduled for Time Save Traffic, ZM, Classic Hits, The Breeze, The Edge and More FM for the following periods:

- January 21<sup>st</sup> to 24<sup>th</sup>
- January 28<sup>th</sup> to 31<sup>st</sup>
- February 4<sup>th</sup> to 7<sup>th</sup>

**IT'S NOT A SALE**

IT'S FREEDOM'S EVERYDAY LOW PRICES

**PACKAGE PRICE**  
**\$1099**

**Parkour** 2+3 seat sofa package  
in Comet parchment

**Denmark** 2+3 seat sofa  
package in Bella coal or navy.

**PACKAGE PRICE**  
**\$1099**

**36 MONTHS INTEREST FREE™** OFFER AVAILABLE IN-STORE

Style by freedom

introducing our new blog [stylebyfreedom.co.nz](http://stylebyfreedom.co.nz)

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Freedom Furniture offers a 36 month interest free financing option on all purchases over \$500. This offer is subject to credit approval. The interest free offer is available on all new purchases. This offer is not available on purchases made with a credit card. This offer is not available on purchases made with a debit card. This offer is not available on purchases made with a gift card. This offer is not available on purchases made with a bank card. This offer is not available on purchases made with a store card. This offer is not available on purchases made with a loyalty card. This offer is not available on purchases made with a membership card. This offer is not available on purchases made with a discount card. This offer is not available on purchases made with a voucher card. This offer is not available on purchases made with a coupon card. This offer is not available on purchases made with a promotional card. This offer is not available on purchases made with a reward card. This offer is not available on purchases made with a bonus card. This offer is not available on purchases made with a cash back card. This offer is not available on purchases made with a rebate card. This offer is not available on purchases made with a refund card. This offer is not available on purchases made with a return card. This offer is not available on purchases made with a replacement card. This offer is not available on purchases made with a repair card. This offer is not available on purchases made with a replacement card. This offer is not available on purchases made with a repair card. This offer is not available on purchases made with a replacement card. This offer is not available on purchases made with a repair card.