

platoon™

SCOUT

APRIL-JUNE 2025

platoon.

SCOUT

## What is The Scout?

The Scout is a collection of shopper campaigns and activity that we've captured in retail environments, or have been served through digital channels.

The Scout is our vehicle for sharing a summary of market intel in the retail world - from us to you.

The Scout is everything and anything that grabs us - could be catchy copywriting, cool design work, innovative Point of Sale, or engaging Shopper activations (good and bad) across the channels we shop.

Please don't judge the high quantity of liquor channel activity captured, Platoon assures you it is purely for research purposes.

Feel free to judge your competitor campaigns at will.

Pics may not always be perfect, but they are more useful shared with you than clogging up our phones.

## Want to share some of your own pics?

Sure, email them through to [info@platoonmktg.com.au](mailto:info@platoonmktg.com.au)

or WhatsApp / text them to +61 419 475 680. No nudes please.



SPORTING THEMED  
PRIZES ARE PROMO WINNERS  
HEADING INTO FOOTY SEASON!

# SPORT INSPIRED ACTIVATIONS

platoon.

SCOUT



**Want to win \$500 Cash for your  
Local Club?  
AND \$500 for your own pocket?**



platoon

SCOUT



platoon

SCOUT

SPOTTED - SPOTTED

platoon  
project



**\$4.35**  
Moccona Coffee Sachets 8-10 Pack Selected Varieties  
SAVE from \$4.35

**WIN \$1,000 Instantly**

**\$2.75**  
Gatorade 600mL or Gatorade Fast Twitch 350mL Selected Varieties  
SAVE from \$1.85

Pods 160g 130-180g 120-140g Selected

**NUROFEN**  
200mg Tablets 29c each

**30% OFF RANGES**

**HYDRALYTE**  
Hydralyte Effervescent Electrolyte Tablets 10 Pack Selected Varieties\* Includes Low Sodium Energy Drink & Fruit Match \$7.99 each  
**\$6.65**  
SAVE from \$9.95

**315**  
Serravallo's Tonic 100 Tablets  
SAVE from \$3.95

**\$2.40**  
Sorbent Silky White Facial Tissues 250 Pack 844 per 100 units  
SAVE from \$3

**GREAT Specials**

**WIN \$1,000 Instantly**

**1/2 PRICE**

**\$10.45**  
Pepsi 10x375mL Selected Varieties \$2.79 per Litre  
SAVE from \$10.45

**\$7.40**  
Twinnings English Breakfast Tea 80-100 Pack Selected Varieties  
SAVE from \$7.45

\*Always read the label and follow the directions for use.



Isuzu UTE Australia  
Sponsored

For your chance to WIN the Ultimate A-League Grand Final Experience, head online to play the Isuzu UTE Road to the Final game. Prize includes return flights, accommodation, and corporate box tickets. T&C's apply.

**PLAY TO WIN!**  
**THE ULTIMATE GRAND FINAL EXPERIENCE**

**PLAY NOW**

ISUZU UTE

\*T&C's Apply

roadtothefinal.isuzuute.com.au

The Ultimate Grand Final Experience

Play game



Like



Comment



Share

9:22

Facebook

roadtothefinal.isuzuute.com.au

**ROAD TO THE FINAL**

ISUZU UTE A-LEAGUE

**PLAY NOW**

**ENTER TO WIN**

**HOW TO PLAY**



9:22

Facebook

roadtothefinal.isuzuute.com.au

**1**



REGISTER YOUR CLUB ENTER NOW **FOUR'NTWENTY** LEADERBOARD PRIZES FAQ

**1. REGISTER** your club  
**2. PURCHASE** any Four'N Twenty party pie (see our menu)  
**3. ENTER** using the entry form below  
**4. COLLECT** the most points for the chance to win! 1 point = 1 point  
**5. TRACK** your progress against other teams

# WIN \$2K

FOR YOUR LOCAL SPORTS CLUB  
 (\$1K cash and \$1K worth of pies)

REGISTER YOUR CLUB ENTER NOW **FOUR'NTWENTY** LEADERBOARD PRIZES FAQ

**STEP 1** Register your club at [page 2 of 3](#) already registered here  
**STEP 2** Fill in the entry form below, including an address of your member to add points to your club's tally (1 point = 1 point)  
**STEP 3** Please enter valid (not expired) your team members will be able to collect your team from the shop when we arrive.  
**STEP 4** Track your leaders progress here!  
**STEP 5** Collect the most points to win!

## ENTER YOUR DETAILS BELOW

<b>FIRST NAME</b>	<input type="text"/>	<b>LAST NAME</b>	<input type="text"/>
<b>EMAIL</b>	<input type="text"/>	<b>PHONE NUMBER (02 digits - household only)</b>	<input type="text"/>
<b>CURRENT AGE</b>	<input type="text"/>	<b>SELECT STATE</b>	<input type="text"/>
<b>HOW MANY YEARS</b>	<input type="text"/>	<b>SELECT CLUB</b>	<input type="text"/>
<b>SELECT PRODUCT</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**FOUR'NTWENTY** **ONLY** of colors

Win \$2k for your local sports club

Buy any Four'N Twenty to earn promo points. Collect the most points to win \$2K (\$1k cash and \$1K worth of pies!). Enter now at [www.fntsportspromo.com.au](http://www.fntsportspromo.com.au)

**Shop now**

T&Cs apply. Competition ends Tue 3 Jun 2025.







## F1 Promo Activity

3 brands in Scout are car partners only – demonstrating ways you can activate against the F1 platform without explicitly calling out F1... vroooooommmmm!

L'Or F1 Experience promo



platoon.

SCOUT



Supercheap Auto & Armor All F1 Cashback Mechanic – utilizing F1 car partnership platform for cut through + leveraging quality and performance cues – no promo element

Reels

PODIUM-WORTHY RESULTS  
**GUARANTEED**  
OR YOUR MONEY BACK™

ORACLE  
Armor All Podium Series

Try the Armor All Podium Series™ range, exclusive to Supercheap now with a 100% satisfaction guarantee. [View more](#)

Go to [www.supercheapauto.com.au](http://www.supercheapauto.com.au)

Get offer

Sponsored

Add a comment

Facebook  
[www.supercheapauto.com.au](http://www.supercheapauto.com.au)

SUPERCHEAP  
AUTO

Garage Stores Sign In Cart

What are you looking for?

Catalogue Out Now | Shop Now

ORACLE Red Bull RACING | ARMOR ALL PODIUM SERIES

PODIUM-WORTHY RESULTS  
**GUARANTEED**  
OR YOUR MONEY BACK™

ARMOR ALL PODIUM SERIES™

Filter & Sort By 14 Results

Sort by Filter by

Sorted by Recommended For You



9:34

**WIN!**  
**THE ULTIMATE  
VIP EXPERIENCE**

**NULON**

WIN a VIP experience to the Singapore GP  
Buy any NULON APEX+ Engine Oil and you c... more

Go to [nulon.com.au](https://nulon.com.au)

Learn more

Sponsored by Nulon - Original audio

Add a comment

9:34

**TICKETS  
FOR TWO**

**RETURN  
FLIGHTS**

**LUXURY  
ACCOMMODATION**

WIN a VIP experience to the Singapore GP  
Buy any NULON APEX+ Engine Oil and you c... more

Go to [nulon.com.au](https://nulon.com.au)

Learn more

Sponsored by Nulon - Original audio

Add a comment

9:34

**PURCHASE  
NULON APEX+**

**ENTER  
TO WIN**

WIN a VIP experience to the Singapore GP  
Buy any NULON APEX+ Engine Oil and you c... more

Go to [nulon.com.au/win](https://nulon.com.au/win)

Learn more

Sponsored by Nulon - Original audio

Add a comment



VB Sponsored · 0

Got a bitter mate interstate? If you pre-register... See more

Take your VB to the next level.

# BITTER MATE INTERSTATE?

**OFFICIAL BEER OF STATE OF ORIGIN**

**PRE-REGISTER NOW**

victoriabitter.com.au

Very Bitter Tissues

Sign up

1 comment

2:11

Facebook

VB

# BITTER MATE INTERSTATE?

This State of Origin we're helping you rub your mate's nose in it when their team loses. Pre-register and if your team wins you could get a box of tissues to your mate. Limited numbers available.

**SELECT YOUR TEAM:**

QLD NSW

OFFICIAL BEER OF STATE OF ORIGIN

QLD only. Some 1 pre-registrations close from AEST, 27/10/23. Some 2 pre-registrations close from AEST, 30/10/23. Offer limited to the first 100 users. Some 3 and first 50 users. Some 21 via NSW. Last 1 claim (and pre-registrations) per person from State of Origin games. Only 1st 1M supports the responsible service of alcohol. Drink responsibly. [https://bit.ly/vb2023](#). #VB

Facebook Instagram YouTube

© 2023 Victoria Bitter.

Please drink/enjoy responsibly. Please do not share this content with anyone under the age of 18.

[Terms of Use](#) | [Privacy Policy](#) | [Privacy Collection Notice](#) | [UGC Policy](#)

**PRE-ORDER WARNING:** Product can cause dizziness when drunk. Drink responsibly.

**FOR PEOPLE OVER THE AGE OF 18 ONLY**

VB

## SELECT YOUR TEAM

QLD NSW

OFFICIAL BEER OF STATE OF ORIGIN

QLD only. Some 1 pre-registrations close from AEST, 27/10/23. Some 2 pre-registrations close from AEST, 30/10/23. Offer limited to the first 100 users. Some 3 and first 50 users. Some 21 via NSW. Last 1 claim (and pre-registrations) per person from State of Origin games. Only 1st 1M supports the responsible service of alcohol. Drink responsibly. [https://bit.ly/vb2023](#). #VB

Facebook Instagram YouTube

STORE | SHIPPING | REFUNDS AND RETURNS | SIGN UP | HISTORY | CONTACT

© 2023 Victoria Bitter.

Please drink/enjoy responsibly. Please do not share this content with anyone under the age of 18.

[Terms of Use](#) | [Privacy Policy](#) | [Privacy Collection Notice](#) | [UGC Policy](#)

**PRE-ORDER WARNING:** Product can cause dizziness when drunk. Drink responsibly.

**FOR PEOPLE OVER THE AGE OF 18 ONLY**

Reels

VB

Got a bitter mate interstate? If you pre-register and your team wins you could get them tissues &... more

Go to victoriabitter.com.au

Learn more

Sponsored · VB · Original audio

Add a comment

Reels

VB

Got a bitter mate interstate? If you pre-register and your team wins you could get them tissues &... more

Go to victoriabitter.com.au

Learn more

Sponsored · VB · Original audio

Add a comment



XXXX took its love for the Queensland Maroons to new heights, literally, by flying giant XXXX GOLD beer cans over the Brisbane River. The stunt was part of a broader campaign, including a consumer promotion and social activations, celebrating Queensland pride

XXXX enlisted NRL legend Paul “Fatty” Vautin for the new Fatty Says app - fans could experience AI-generated commentary from Fatty during all three State of Origin games. The app also featured “FatGPT,” an interactive chatbot where fans could interact with ‘Fatty’ – a feature only accessible with a carton purchase.



platoon

SCOUT





# GROCERY MAJORS / INDIES









Win a share of  
**100 million**  
EVERYDAY REWARDS POINTS  
That's money off your shop



< 51 A share of 100 million... ^ v



**Hundreds of winners every day. You in?**

Loredana, simply shop any 3 participating products at the partners below until Tuesday, 8 July. Then scan your Rewards Card at checkout or link your card online to enter the daily draw.\*

Shop in store or online at



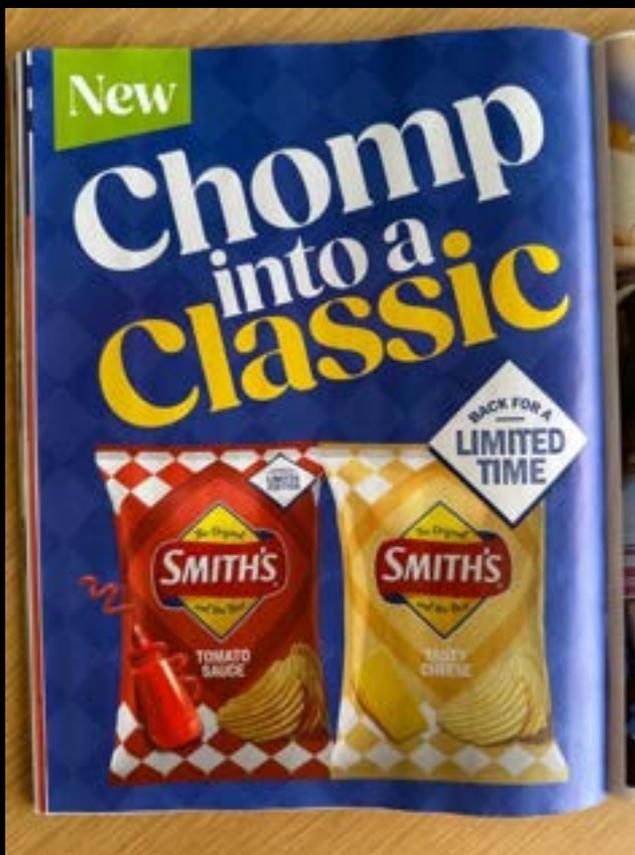




platoon

SCOUT





Cause Related Marketing – 50c from purchase of every product goes to SLISA  
Differentiates in category and cements the 'Aussie' heritage claims









platoon

SCOUT







**GET THE GEAR**

BUY ANY GATORADE & SPIN FOR YOUR CHANCE TO WIN

**GET THE GEAR**

BUY ANY GATORADE & SPIN FOR YOUR CHANCE TO WIN

EVERY GATORADE PURCHASED EARNS A SPIN!

1000s OF PRIZES TO BE WON INSTANTLY!

**GET THE GEAR**

BUY ANY GATORADE OR FAST TWITCH AND VISIT [GETTHEGEAR.COM.AU](http://GETTHEGEAR.COM.AU) BEFORE 20 MAY 2025 FOR YOUR CHANCE TO WIN

SCAN HERE

QR CODE

AUS. RES. 18+ ONLY. STARTS 5AM AEST WEDS & ENDS 11PM AEST 20/25 (PROMOTIONAL PERIOD) TO ENTER DURING THE PROMOTIONAL PERIOD: A) PURCHASE 1 OR MORE GATORADE PRODUCTS INCLUDING GATORADE FULL SUGAR, GATORADE NO SUGAR, G-ACTIVE OR FAST TWITCH FROM THIS STORE. B) VISIT [WWW.GETTHEGEAR.COM.AU](http://WWW.GETTHEGEAR.COM.AU), COMPLETE AND SUBMIT THE ENTRY FORM WITH PERSONAL DETAILS AS REQUIRED, AND C) PLAY THE VIRTUAL SPIN THE WHEEL GAME. KEEP RECEIPTS MAX 1 PRIZE/PERSON INCLUDES: \$40 PRIZES, 250 X GATORADE BRANDED HOODIE, 250 PRIZES, 250 X GATORADE BRANDED REVERSIBLE BUCKET HAT, 250 PRIZES, 120 X GATORADE BRANDED CAP, 120 PRIZES, 250 X GATORADE BRANDED PAIR OF SOCKS, 250 PRIZES, 120 X GATORADE BRANDED T-SHIRT, 250 PRIZES, 10 X GATORADE BRANDED SPORTS GYM BAG, 50 X GATORADE BRANDED SPORTY JACKET, 250 PRIZES, 10 X GATORADE BRANDED HURDLES, SET OF HEADPHONES (\$400), PROMOTER: GAMA BEVERAGES PTY LTD ABN 46 026 276 761, 54 GABANA BRIDGE LT, SOUTHBRK VIC 3006, SEE [WWW.GETTHEGEAR.COM.AU](http://WWW.GETTHEGEAR.COM.AU) FOR TERMS AND CONDITIONS. NEW AUTHORITY NO. 3700802 PERMIT NO'S ACT 17 240204 & SA 124292





platoon.

SCOUT

EST. 1971  
**Sara Lee**

*fresh* Look.  
Same Delicious Taste.



*Tastes Like Home!*

@saraleeusa @saraleeusa

Find us in the freezer

FIND ALL  
**POKÉMON  
BABYBEL**  
IN STORE



SPECIAL EDITION



**POKÉMON**

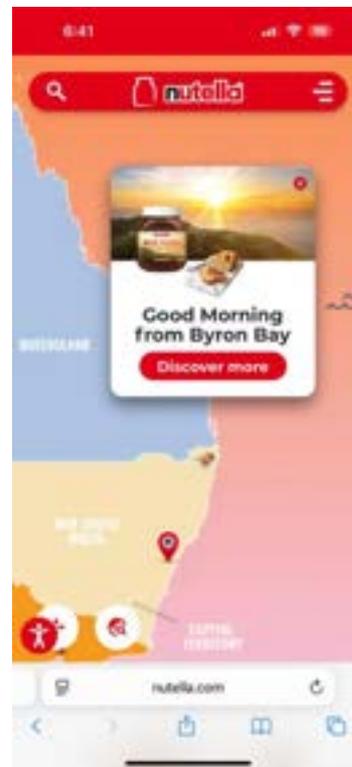


platoon

SCOUT

Same Aussie  
grown veggies,  
new resealable  
bag





platoon

SCOUT



MADE & OWNED

Green's

Your chance to

# win

1 of 400 Woolworths Supermarket eGift Cards

WORTH \$100

## \$100 eGift Card? Sweet!

Get baking with Green's for your chance to win a \$100 Woolworths Supermarket eGift Card (400 up for grabs).

To enter, shop any Green's product at Woolworths between Wednesday, 4 June and Tuesday, 1 July. Scan your Everyday Rewards Card in the same transaction or link your card online. Make sure your Everyday Rewards account details are up to date. Enjoy multiple entries.

everyday  
rewards

Woolworths

Your Everyday Rewards Card number:



MADE & OWNED

Green's

Your chance to

# win

1 of 400 Woolworths Supermarket eGift Cards

WORTH \$100

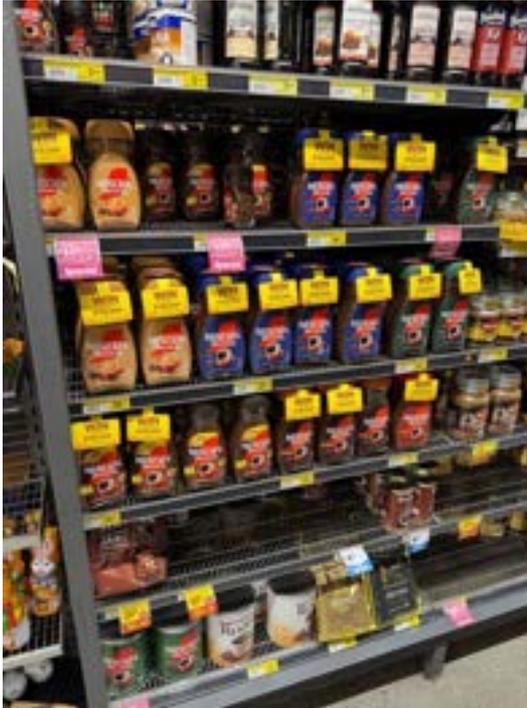
## Lick the bowl, win a Gift Card

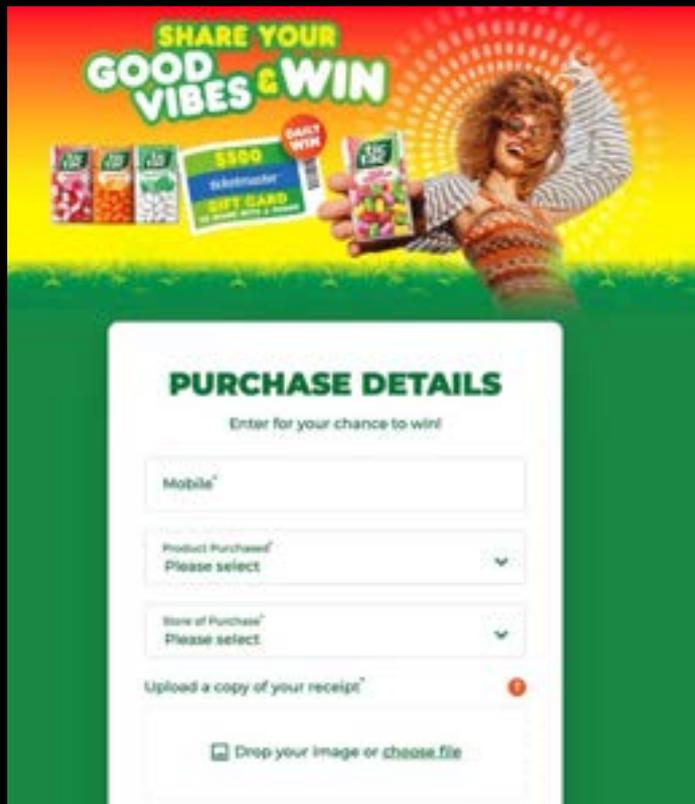
For your chance to be one of 400 who win a \$100 Woolworths Supermarket eGift Card, shop and scoff any Green's product until Tuesday, 1 July.\*

*For the icing on the 'competition' cake...*

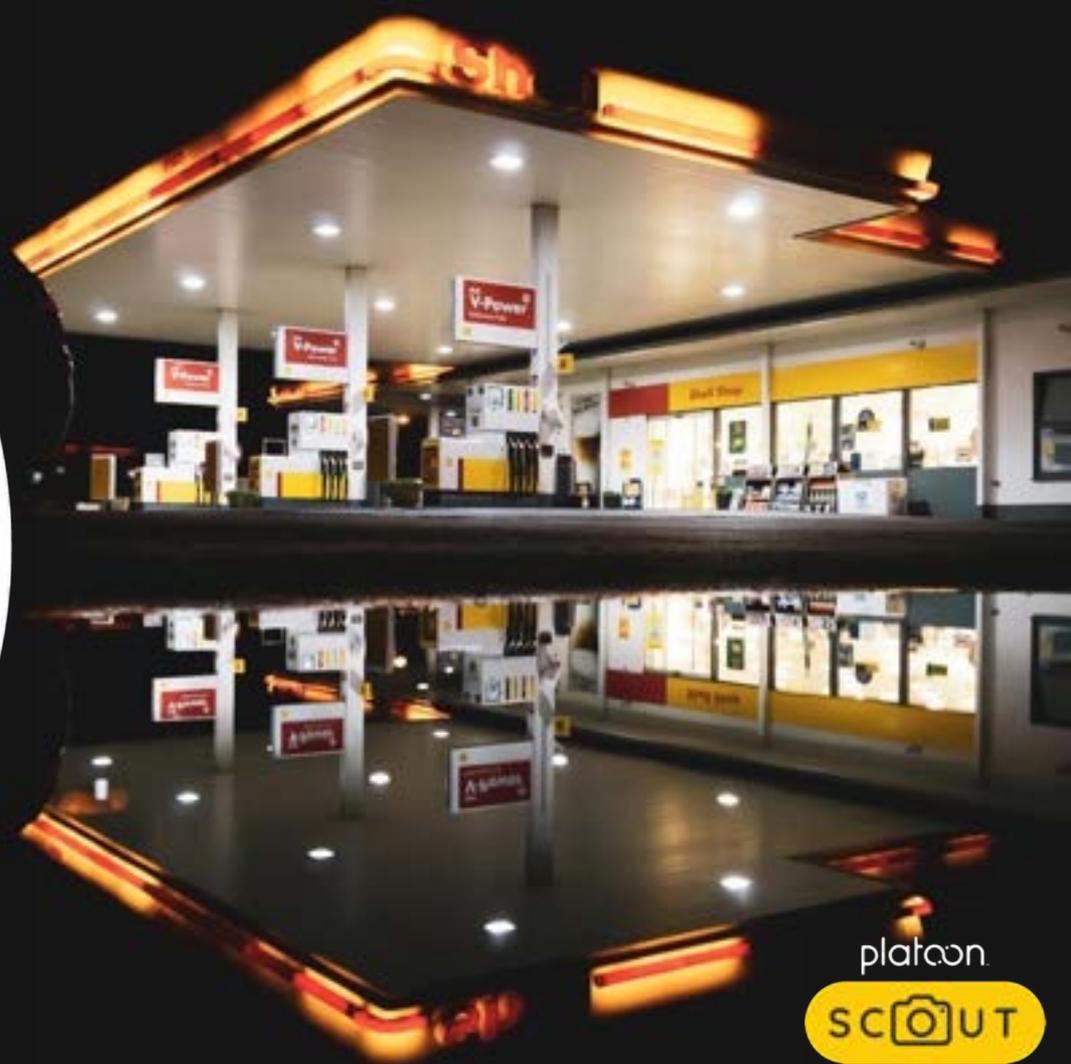
Get 10x points on any Green's product<sup>1</sup> until Tuesday, 10 June\* – simply boost before you shop.







**PETROL** &  
CONVIENIENCE /  
OTHER



platoon

SCOUT



**Win big**

**1 IN 3 WINS**

**INSTANT DRINK & SNACK PRIZES**

EXCLUSIVE TO Reddy

Any 2 for \$7

Any 3 for \$10

Purchase any 2 participating products to get a game card for your chance to win!

**Win big**

**1 IN 3 WINS**

**INSTANT DRINK & SNACK PRIZES**

EXCLUSIVE TO Reddy

Any 2 for \$7

Any 3 for \$10

Purchase any 2 participating products to get a game card for your chance to win!

platoon

SCOUT











platoon

SCOUT







platoon

SCOUT





platoon.



**LIQUOR** &  
**LICENSED**

platoon.

SCOUT

 **Jameson Irish Whiskey** Sponsored

PSA: Anderson .Paak. made a bottle for us 🍷

In honour of music and mateship, we're stoked to bring you our latest collab - a limited-edition Distilled Sounds bottle designed by and featuring the legend himself, @anderson\_\_paak.

We reckon one would look pretty great on your whiskey shelf. Don't snooze, or you might lose. Limited stock only, available on shelves at all major retailers in Australia and New Zealand.

#JamesonWhiskey #JamesonANZ #DistilledSounds



[Learn more](#)

 Like  Comment  Share

 **Bundaberg Rum** Sponsored

Score a slab of new Campfire & Cola 8% — still smooth, still mellow, but with a bit of extra gusto.

**A GIVEAWAY WITH EXTRA OOMPH**



[Learn more](#)

FORM ON FACEBOOK  
Crack into a Campfire giveaway

 Like  Comment

8:38

 **Bundaberg Rum** Sponsored

**WIN BUNDY PEANUT BUTTER BRITTLE**



**FOREVER CLASSIC**

[LEARN MORE](#)

Cellarbrations Sponsored

Simply buy a case of Mountain Goat Very Enjoyable Beer or Tasty Pale to be in with a chance of winning \$50. Terms and Conditions apply 18+ #GoATM

**MOUNTAIN GOAT**

ENTER YOUR PIN FOR YOUR CHANCE TO **WIN \$50 INSTANTLY**

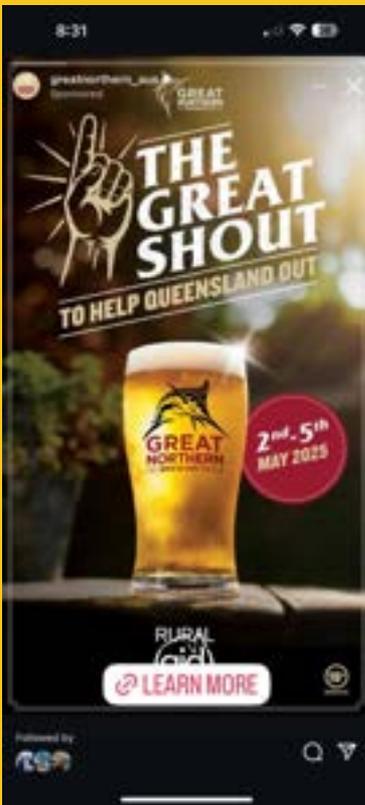
**GoATM**

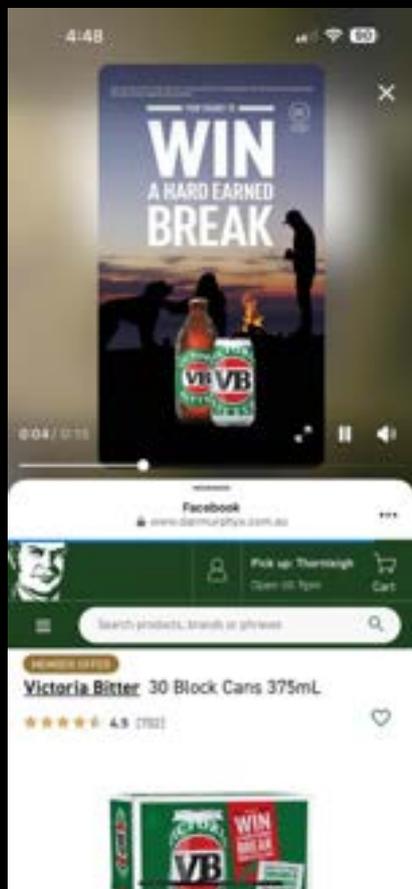
**GOAT** **GOAT**

cellarbrations.com.au Web Browser Support Shop now

Like Comment Share







CAUGHT OUR  
ATTENTION



platoon.

SCOUT

# Aldi is being sued by Oreo maker Mondelez for 'blatantly copying' packaging

Georgie Hewson and wires

Law, Crime and Justice

Wed 4 Jun



Mondelez biscuit products compared with Aldi's products. (AP: File)

platoon.

SCOUT

[https://www.abc.net.au/news/2025-06-04/oreo-maker-sues-aldi-over-biscuit-packaging/105375186?utm\\_campaign=abc\\_news\\_web&utm\\_content=link&utm\\_medium=content\\_shared&utm\\_source=abc\\_news\\_web](https://www.abc.net.au/news/2025-06-04/oreo-maker-sues-aldi-over-biscuit-packaging/105375186?utm_campaign=abc_news_web&utm_content=link&utm_medium=content_shared&utm_source=abc_news_web)





All hands on deck—it's the Month of Gaming! 🎮👨‍🚀

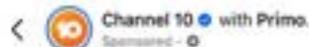
This April, we're setting sail with epic giveaways and deals all month long! The Grand Prize? 1 of 3, Three-Day Getaway Cruises from our friends over at [Carnival Cruise Line Australia!](#) 🚢 Plus, we're giving away daily \$100 eGift cards—starting today! 🎁

Grab any Logitech G or ASTRO gear this April, upload your receipt via the link below, and you're in the draw! 📄



Logitech G  
Computers (brand)

Learn more



Unleash your inner MasterChef and create your Primo ULTIMATE sandwich! 🍷

Snap a photo or video featuring your masterpiece alongside a Primo pack (or two) and you could win \$15,000!

Enter now: <https://10play.com.au/masterchef/win/the-primo-ultimate-sandwich-inspired-by-masterchef/c250526uymp>

T&Cs apply

10play.com.au/masterchef

The Primo Ultimate Sandwich, Inspired by MasterChef! [Learn more](#)

Write a comment...

platoon

SCOUT

Reels -

**KFC FLG**



**ONLY IN THE APP**

TACO BELL, see kfc.com.au/flg-mystery-box-term. Ends: 11:59pm AEST 2024. 1 entry per transaction. 1 entry per user. NEW THRUAGIS, ACT THRUAGIS, SA THUSAT

KFC · KFC ·

Order now

Unbox the mystery

Dave Holman follows KFC

Sponsored · KFC - Original audio

293

8

3

Send

...

Reels -

**FRIED WITH A SIDE OF**



**FLG MYSTERY BOX**

TACO BELL, see kfc.com.au/flg-mystery-box-term. Ends: 11:59pm AEST 2024. 1 entry per transaction. 1 entry per user. NEW THRUAGIS, ACT THRUAGIS, SA THUSAT

KFC · KFC ·

Order now

Unbox the mystery

Dave Holman follows KFC

Sponsored · KFC - Original audio

293

8

3

Send

...

Reels -

**FRIED WITH A SIDE OF PRIZE**



**FLG MYSTERY BOX**

TACO BELL, see kfc.com.au/flg-mystery-box-term. Ends: 11:59pm AEST 2024. 1 entry per transaction. 1 entry per user. NEW THRUAGIS, ACT THRUAGIS, SA THUSAT

KFC · KFC ·

Order now

Unbox the mystery

Dave Holman follows KFC

Sponsored · KFC - Original audio

293

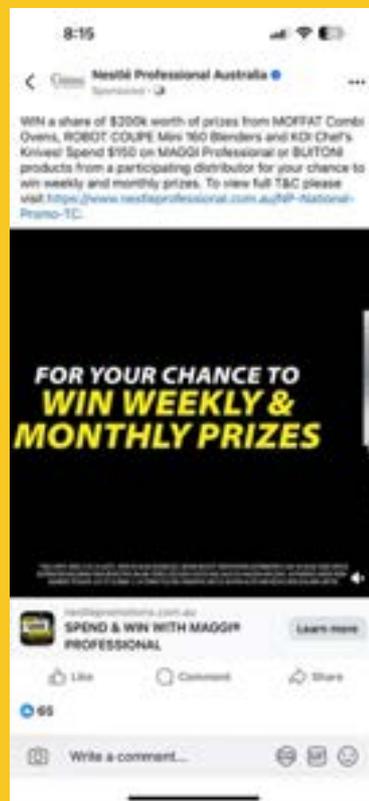
8

3

Send

...





platoon

SCOUT



BP Caboolture North

WATER

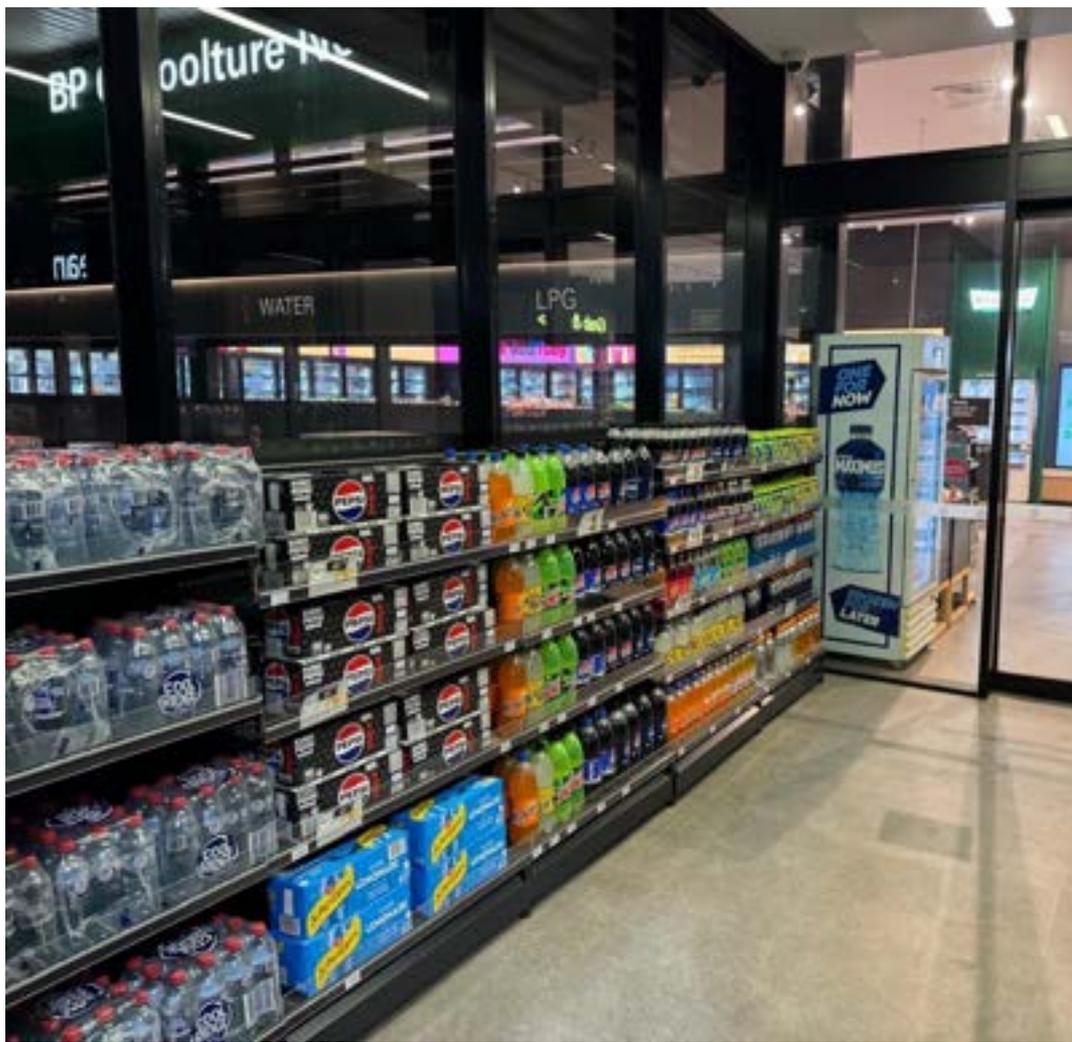
LPI

wildbean

taste

coffee





# PHARMA

platon

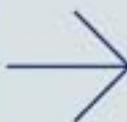
SCOUT



[◀ Back to competitions](#)

## Cetaphil competition

YOUR CHANCE TO  
**WIN**



**5 x Ultimate  
Experiences With  
Hayley Raso**

**Meet and greet  
with Soccer  
superstar  
Hayley Raso**

**Includes:**

- Bringing a guest
- Private football session
- Personal skincare tips
- Flights, accommodation and spending money

Terms & conditions apply



The Cetaphil competition has now ended





# platoon™

MAKING BRANDS MOVE

**CAM MCGEACHIE**

E: [cam@platoonmktg.com.au](mailto:cam@platoonmktg.com.au)

M: 0419 475 680

**LORI WOODWARD**

E: [lori@platoonmktg.com.au](mailto:lori@platoonmktg.com.au)

M: 0411 488 827

**KARLA WHEELER**

E: [karla@platoonmktg.com.au](mailto:karla@platoonmktg.com.au)

M: 0432 708 782