



# GETPRICE TO GIVE AWAY 12 OF THE MOST SEARCHED FOR ITEMS ONLINE THIS CHRISTMAS

Launches 12 days of Christmas social media campaign

Comparison shopping site, Getprice, has announced that it was giving away 12 of the most searched for items on its site this festive season.

These items are:

Dolce & Gabbana Ladies Gloria Watch

Sony HDRCX110 Handycam Camcorder

Samsung LA26C450 26inch HD LCD TV

Big Air Extreme 8ft Trampoline + Safety Enclosure

Apple iPod Touch 32GB Media Player

Sunbeam Kettle King BBQ Grill

Kenwood Kitchen Mixer

Anolon Advanced 8 Piece Knife Block Set

Sony Blu-ray Player

Toshiba Portege R700 PT311A-00J00Q Laptop

Medik8 Youth Fountain Package

Nintendo Wii Console

The giveaway is part of a '12 days of Christmas' social media campaign Getprice is launching starting from today.

Marketing director for Getprice, David Whiteman said that based on Getprice's site search trends, this Christmas consumers were looking at spending more online because of the savings they would be able to make.

"Based on the top searches list, we are starting to see a trend toward purchasing big ticket items online because of the cost-savings and ability to easily identify the best price for an item.

"For example, the Toshiba Portege R700 PT311A-00J00Q Laptop we're giving away can be purchased for up to \$2799.95; yet after an online comparison price search can be found for \$1731.00. That's a huge saving of \$1068.95!

"Similarly, with the Samsung LA26C450 26inch HC LCD TV comparison shopping online sees a big saving of \$176.

"There are huge savings to be found online and we should continue to see these sorts of items sold online as consumers reap the benefits of choosing to shop this way."

The '12 days of Christmas' social media campaign sees Getprice give away one of the 12 items each week day leading up to Christmas.

Consumers can enter in two ways:

- Follow @GetpriceAU on twitter and tweet why they would like to win the particular daily prize

- Like the Getprice facebook page and email 12days@getprice.com.au with the reason they deserve to win the particular daily prize

On the social media campaign, Mr Whiteman said: "Our new twitter and facebook pages will see daily postings of the latest deals and bargains available on our site. By connecting with us through our social media channels, consumers will be able to quickly and easily access these specials.

They will also give us the opportunity to increase interaction directly with our users."

The competition launches today and finishes on Friday 24 December.

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About [getprice.com.au](http://getprice.com.au)

GetPrice.com.au is Australia's leading shopping comparison site. The site allows consumers to make smart, informed purchasing decision by arming them with as much information on a particular product as possible, covering all stages in the consumer buying cycle. Merchants who list their products on GetPrice are trusted, reputable retailers who have met a certain criteria in order to be listed on the site and who undergo regular reviews based on consumer feedback. There are over 1000 retailers who list on GetPrice and more than 2 million products. GetPrice also has a mobile site and iPhone application for consumers to access and download to allow consumers to compare before they buy on the go.

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