

# Getting in a Click Frenzy with Smiffy's Australia



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November 22, 2012, 7:02 am -- /[EPR NETWORK](#)/ -- Launching on Friday 30th November, Smiffy's Australia are embarking on their very own 'Click Frenzy' marketing initiative which will be made public across their official website <http://www.smiffys.com.au> and their social media profiles such as Facebook and Twitter.

Known as the 'Smiffy's Oz Cracker' (or for those that like to hash tag everything; #SmiffysOzCracker), the event will be an all day and contain savings of up to 50% OFF on many costumes and party accessories.

Smiffy's Oz Cracker is the largest marketing campaign that the Australian online retailer have completed to date and is set to see them further increase their presence as leaders of fancy dress costume supplies to the general public in Australia.

Online Marketing Manager, John Scott Cothill mentions, "With the ever growing interest of Halloween and with the growing yearly demand for costumes in Australia, Smiffy's AU are set to carry on going from strength to strength over the next few years - Watch this space".

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