


Explore the possibilities

2021 Media Pack

May
V01



ASDA Media Partnerships

In partnership with 

Contents

ASDA Media Partnerships provides suppliers and brands with the opportunity to engage with a huge audience who are crucially in a 'buy' mindset. ASDA shoppers are consuming ASDA media *because* they are somewhere in the shopper journey, whether looking for inspiration, planning their next shop or actually on a shopping mission.

The scale of our audience and the number of media touchpoints is comparable or greater than that of many mainstream media outlets, but where AMP really stands apart is our ability to not only drive awareness and engagement, but also to convert the purchase.

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The opportunity



22% of ASDA shoppers say that advertising helps them choose what they buy



31% of ASDA shoppers say they are tempted to buy products they have seen advertised



£2.8bn in sales were generated online in the last 12 months – **a 75% increase YoY**



ASDA shoppers spend an average **£31.88 per trip** – **a 30% increase YoY**

The purchase funnel



AWARENESS

Drive footfall to ASDA

Put your brand or product front of mind using impactful, high reaching, broadly targeted media.



CONSIDERATION

Drive footfall to aisle

Target and engage shoppers through relevant messaging that drives them to visit your products location, with motivation to buy.



PURCHASE

Drive conversion

Ensure that your product stands out from your competitors at point of sale, with an impactful reason to choose your brand.

AWARENESS

Drive footfall to ASDA

Put your brand or product front of mind using impactful, high reaching, broadly targeted media.

- ASDA Event Guide
- ASDA Value Leaflet
- Social Media Campaigns
- Email Campaigns
- Online Grocery Sampling



ASDA Event Guide



DISTRIBUTION

6 million per issue (doordrop/ store pickup/ delivered with online grocery)



FREQUENCY

3 times per year (Spring, Summer, Christmas)



LEAD TIME

Display - 8 weeks, Advertorial - 12 weeks



OVERVIEW

The ASDA Event Guides are designed to inspire shoppers with the very best seasonal opportunities. We have pin-pointed 3 key times of year – Spring, Summer and Christmas - when we know that ASDA shoppers push the boat out and spend that extra bit more, buying gifts and treats or catering for friends and family.

The Event Guide content is a refreshing mix of lifestyle inspiration, product recommendations and serving suggestions, curated to resonate with ASDA shoppers, while showcasing some of the best deals on food, drink, home, fashion, toys and entertainment. Event Guide readers will be immersed in the latest seasonal trends and must-haves, and we'll show them exactly what to buy and where to get it!

Our Event Guides will leave you feeling bright, cheerful, optimistic and ready to have some fun, hopefully face-to-face rather than on Zoom!

* Total distribution will vary between 5-6m per issue, therefore exact volumes through each distribution channel may change.







ADVERTISING FORMATS

- Full Page Display
- Half Page Vertical Display
- Half Page Horizontal Display
- Quarter Page Column Display
- Quarter Page Quadrant Display
- Full Page Advertorial

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of Stores
Objective	Awareness, Trial / Appraisal
Message	Quality, Value / Pack-Shot & Price, New, Range, Service, Brand, Competition

ASDA Value Leaflet

-  **DISTRIBUTION** 5.5 million per issue via door doordrop & store pickup
-  **FREQUENCY** 4 times per year (January, April, Summer, September)
-  **LEAD TIME** Display - 8 weeks, Advertorial - 12 weeks
-  **OVERVIEW** Our new Value Guides appeal to loyal existing customers but also attract new shoppers into ASDA. Both audiences need to see that shopping at ASDA is the smartest choice you can make.

Smart because unlike a trip to discounters where that 'Spanish Special' may be great but you still need a top up shop for your daughter's Pantene requirements - a trip to ASDA sees you able to shop ALL your needs at good prices. This new guide is price proud and will not shy away from leading the conversation with a price offering - with value this good, why not shout about it?

But this isn't just about highlighting low prices - the guides also curate products for you, offer handy hints and hacks to help you make the most of your shop AND showcases all the other reasons to make ASDA your first-choice supermarket. From its exclusive product ranges, innovations in food and even its charity campaigning, our 16-page print product gives you multiple smart reasons to shop at ASDA.



ADVERTISING FORMATS

- Full Page Display
- Half Page Vertical Display
- Half Page Horizontal Display
- Quarter Page Column Display
- Quarter Page Quadrant Display
- Full Page Advertorial

OBJECTIVES

- Campaign Type** Event, Promotion, NPD, Always On, Supplier, Brand
- Location** Number of Stores
- Objective** Awareness Consideration
- Message** Quality, Value, New, Range, Service, Brand, Competition

Social Media Campaigns



REACH

Dependent on targeting



FREQUENCY

Dependent on campaign



DURATION

No minimum or maximum



LEAD TIME

8 weeks



OVERVIEW

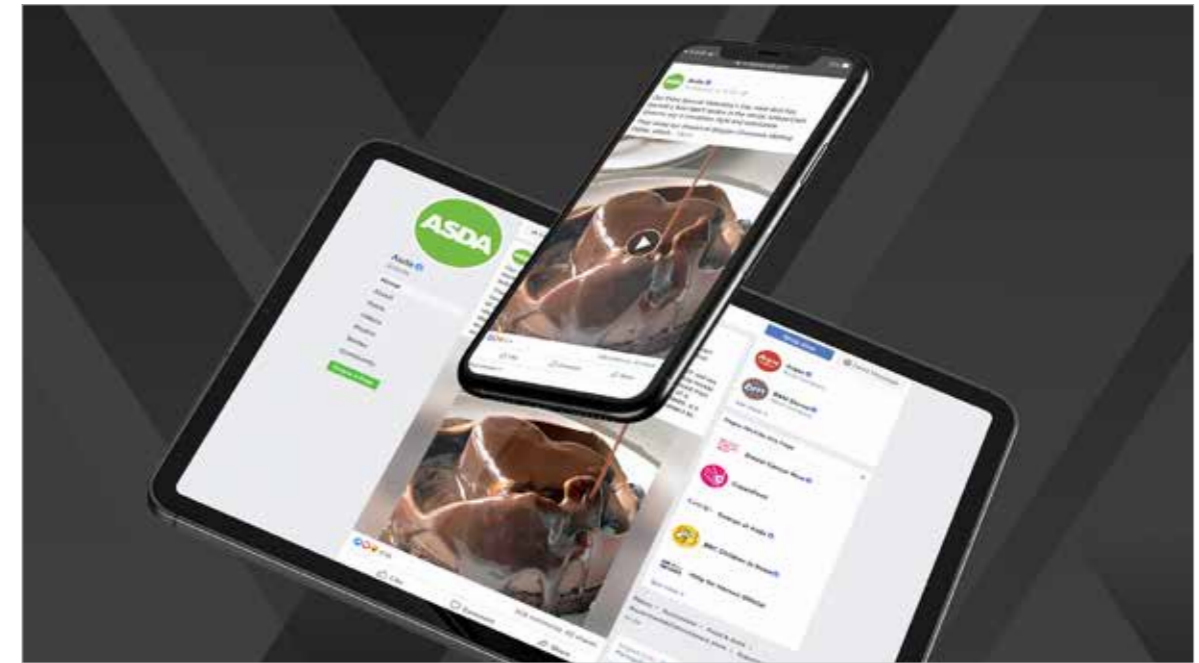
Enables brands to efficiently reach their chosen target audience across Facebook and Instagram. One creative used for both platforms. Most relevant users matched to desired target audience/campaign KPIs. For £15k, creative will appear in:

Facebook feed

Facebook & Instagram feed

Both feeds + Instagram Stories

Combining Facebook and Instagram increases reach to desired audience and potential traffic back to ASDA website. Facebook accounts for one in every six minutes spent online and one in every five minutes spent on mobile (global), making it a great platform for reach.



FORMATS

- Video
- Text & images
- Carousel

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Chosen Audience (Facebook / Instagram)
Objective	Awareness, Trial / Appraisal, Category Participation
Message	Quality, New, Brand, Competition

Email Campaigns



REACH

Up to 500k



FREQUENCY

Dependent on campaign



DURATION

Dependent on campaign



LEAD TIME

4 weeks



OVERVIEW

Weekly email send to targeted segments. One booking per segment tier each week (max. 3 bookings per week) over a period of set dates:

- **Tier 1** - 300-500k reach - £15,000
- **Tier 2** - 100-300k reach - £10,000
- **Tier 3** - under 100k reach - £5,000

Fully branded or event banner, 600px wide – best used in association with other live online media. Max 4 noms per panel. Subject to approval from email team, Actual segment size may fluctuate after booking. Email open rate and click-through figures provided two weeks after send.



OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Full Shopper Database (signed up)
Objective	Awareness, Trial / Appraisal, Category Participation
Message	Value, Quality, Range, New, Competition, Service

Online Grocery Sampling



REACH

Dependant on booking (up to 22k per week)



DURATION

1 week



LEAD TIME

4 weeks



OVERVIEW

Grocery Home Shopping sampling is an ideal way of engaging with the ASDA online shopper in their home. We can target large numbers of shoppers with a single leaflet or a range of chilled, non-edible or ambient samples, handed directly to the customer, individually or packaged in a branded box, upon delivery of their online grocery order. Opportunity for brands to drive brand equity and showcase packaging, whilst customers can try the product in the comfort of their own home.



FORMATS

- Single sample
- Leaflet
- Sample with leaflet
- Sample box

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	Number of deliveries
Objective	Drive footfall to ASDA
Message	Range, Quality, New, Competition, Educate/Inspire



CONSIDERATION

Drive footfall to aisle

Target and engage shoppers through relevant messaging that drives them to visit your products location, with motivation to buy.



- Security Covers
- Bollard Covers
- Online Grocery - Taxonomy
- Takeovers
- ASDA Radio
- Trolley Panels
- Entrance Digital 6 Sheets
- Foyer Digital 6 Sheets
- Expandable Leaderboard
- ATMs

Security Covers



REACH

Up to 16 million shoppers



DURATION

1 week



COVERAGE

Up to 350 stores



LEAD TIME

5 weeks



OVERVIEW

Large, eye-level security gate covers clearly communicate your message as customers walk into a store, whilst driving footfall to specific aisles. Ensures your promotion is at the front of customers' minds as they enter the store. Tiered options available. Can offer bespoke design for Merchant's Den.



FORMATS

- Standard format
- Die-cut (Merchant's Den Winners only)

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of Stores
Objective	Consideration, Trial / Appraisal, Category Participation, Brand Participation, Sales
Message	Value, Range, New

Bollard Covers

REACH Up to 16 million shoppers

DURATION 1 week

COVERAGE In our top 330 stores

LEAD TIME 5 weeks

OVERVIEW An opportunity each week to advertise your product on a minimum of four bollards per store. Bollards used are located closest to the store entrance to help drive customers to your product in-store. Option to include 4 different creatives per store.



FORMATS

- Standard format
- Die-cut (Merchant's Den winners only)

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of stores
Objective	Consideration, Trial / Appraisal, Category Participation, Sales
Message	Value, Range, New

Online Grocery - Taxonomy



REACH

CPM based on impressions bought



DURATION

Flexible. No minimum or maximum



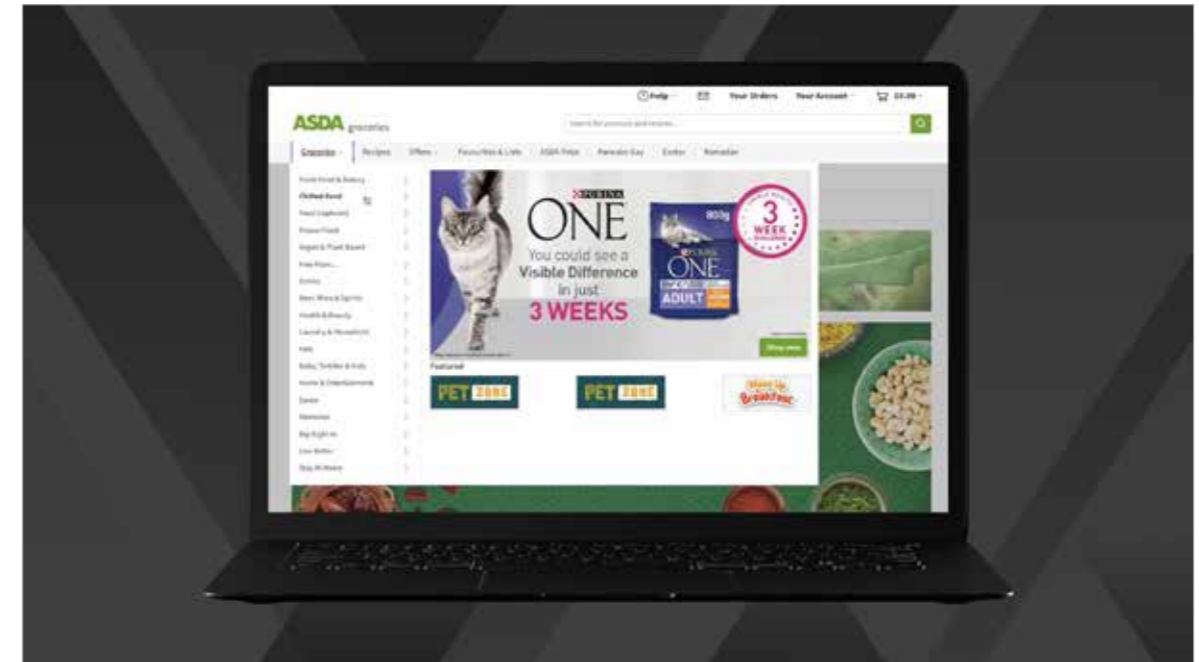
LEAD TIME

4 weeks



OVERVIEW

Taxonomy is the guided journey in which a shopper navigates the ASDA online grocery website to find the products they want. The shopper makes selections based on the category, department, aisle, shelf or product they are looking for. Opportunities to purchase at a contextual level or an audience segment with within the taxonomy.



FORMATS

- Shop Navigation Banner
- Category Navigation Banner
- Department Navigation Banner
- Promo Banner
- Leaderboard
- MPU (mobile-only)
- Billboard
- Mini trolley

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Targeted CPM
Objective	Sales, Consideration, Category Participation, Brand Participation
Message	Value, Quality, Range, New, Brand

Takeovers



REACH

Up to 500,000 per week, dependant on level bought



FREQUENCY

Weekly sponsorship



OVERVIEW

Takeovers are high-impact, high engagement formats that give suppliers ownership of the page through bespoke brand page skins + all navigation and promo banners. The shoppable takeover includes an interactive lifestyle image, allowing the shopper to click on products to reveal further information, including 'Add to basket' functionality.

- Available at Category, Department and Aisle level
- Desktop and mobile
- Concept approval needed
- Exact match bookings only



FORMATS

- Full page skin, promo and billboard included within takeover booking

OBJECTIVES

Campaign Type	New/Exclusive only for category bookings, brand messaging at dept or aisle
Location	Targeted CPM
Objective	Range, New, Events, Educate/Inspire
Message	Consideration: Drive shoppers to aisle, Purchase: Drive conversion

ASDA Radio



REACH

Up to 18 million per week



FREQUENCY

Dependent on campaign



COVERAGE

Up to 612 stores



LEAD TIME

5 weeks



OVERVIEW

Up to 18 million ASDA customers per week on the only live, in-store supermarket radio station in the UK. BBC Radio 1, by comparison, has a reach of 9.2 million listeners.

- 45% say radio adverts catch their attention.
- 64% say they notice ASDA FM when shopping.
- Time-target specific stores to ensure you speak to the most relevant customers for your brand.
- Items advertised on ASDA FM had a +2.4% sales uplift & +1.2% uplift in total store sales.



FORMATS

- 10 second sweeper
- 30 second audio advert
- Presenter read
- Interview

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of stores
Objective	Sales, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Service, Brand, Competition

Trolley Panels



REACH

Up to 12.5 million shoppers per week



COVERAGE

Up to 250 stores



DURATION

4 weeks



LEAD TIME

4 weeks



OVERVIEW

Trolley panels enable brands to be present throughout the entire shopping journey, from car park to checkout – typically over 45 minutes of exposure. 100% compliance guaranteed. They drive and direct shoppers to the relevant aisle – resulting in ad coverage across the entire store.



FORMATS

- Fully Branded
- 2-D Image
- Lenticular
- Direction Messaging

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of Stores
Objective	Category Participation, Brand Participation, Sales
Message	Quality, Value, New, Range, Service, Brand, Competition

Entrance Digital 6 Sheets



REACH

Dependent on volume booked



FREQUENCY

1 week from Thursday



LEAD TIME

5 weeks



OVERVIEW

Entrance 70-inch digital screens are situated at the front of store to maximise visual impact and prompt the customer as they enter the store. Target your campaign by region, season, or trigger specific creative dependent on the weather to ensure customers always see your most relevant message. Multiple creatives can be used to promote your range or to reflect moments in time.



FORMATS

- Static
- Part-motion
- Full motion

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of Stores
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, Quality, Range, New, Brand, Competition

Foyer Digital 6 Sheets



REACH

Dependent on volume booked



FREQUENCY

1 week from Thursday



LEAD TIME

5 weeks



OVERVIEW

Digital 6 Sheet screens situated in the foyer ensure that shoppers enter the store with your brand or product front of mind. Combined with Entrance Digital 6 Sheets, Foyer Screens allow for repetition of message or sequential messaging, as well as directional messaging, enabling you to direct shoppers to your product's location in-store. A range of targeting options mean you can reach your desired audience at your chosen location or have your messaging reactive to temperature, weather or pollen count.



FORMATS

- Static
- Part-motion
- Full motion

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of Stores
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, Quality, Range, New, Brand, Competition

Expandable Leaderboard



REACH

Dependant on budget and targeting. Bought on CPM basis.



DURATION

Flexible dependent on budget and targeting



LEAD TIME

6 weeks



OVERVIEW

Expandable leaderboards are a great way to create impact, whilst also delivering additional content. Perfect for showcasing range, educating shoppers or inspiring shoppers with reasons to buy your product.



FORMATS

- Static
- Part animated / video
- Full animated / video

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Targeted CPM
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Brand

ATMs



REACH

Up to 13.5 million ATM ad views



DURATION

1 week



LEAD TIME

8 weeks



OVERVIEW

ASDA has a network of ATMs across its store portfolio, reaching a huge audience on a 1-2-1 basis. Each advert is served during the transaction, meaning the audience is 100% focused on the screen for an average of 43 seconds, and therefore audience impact can be guaranteed.

- 60% spontaneous ad recall.
- 82% prompted ad recall.



FORMATS

- Location targeting
- Gender targeting
- Day part targeting
- Weather thermal targeting
- Customer survey/questions

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Number of Stores
Objective	Category Participation, Brand Participation, Awareness, Sales
Message	Value, Range, New, Brand

▼ PURCHASE

Drive Conversion

Ensure that your product stands out from your competitors at point of sale, with an impactful reason to choose your brand.



- Online Grocery - Homepage
- Online Grocery – Special Offers
- Online Grocery – Search
- Online Grocery – PLA Ads
- Online Grocery – Favourites
- Online Grocery – Checkout Media
- Online Brand Zone
- Shelf Barkers
- Bubbles
- Shelf Booklets
- Hot Spots
- Blinkers
- Branded Gondola Ends
- Branded Side Stacks
- Branded Shippers

Online Grocery – Homepage

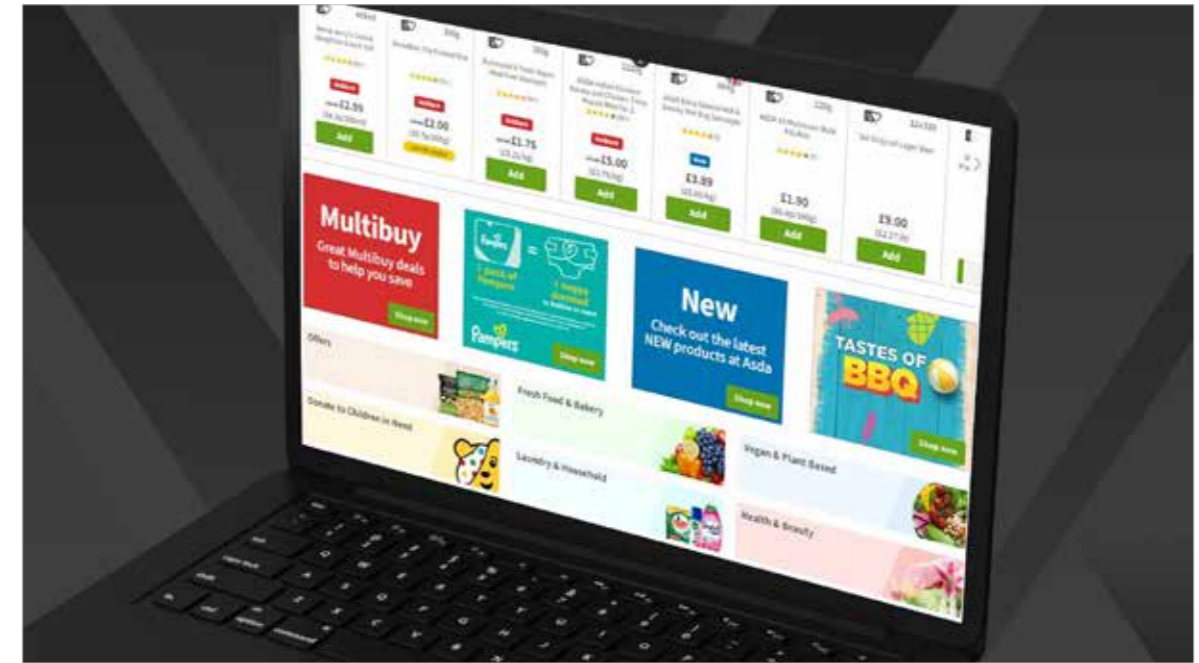
REACH CPM based

DURATION Flexible

COVERAGE CPM based

LEAD TIME 4 weeks

OVERVIEW Homepage media is an ideal way to drive awareness. Featuring 4x MPU placements, which should be reserved for high profile media with a broad appeal.



FORMATS

- 4 x MPUs (launching August 1st)

OBJECTIVES

Campaign Type Promotion, NPD, Supplier
Location Targeted CPM
Objective Sales, Category Participation, Brand Participation
Message Brand, Quality, Range, New

Online Grocery – Special Offers



COVERAGE

CPM based on impressions bought



DURATION

Flexible. No minimum or maximum



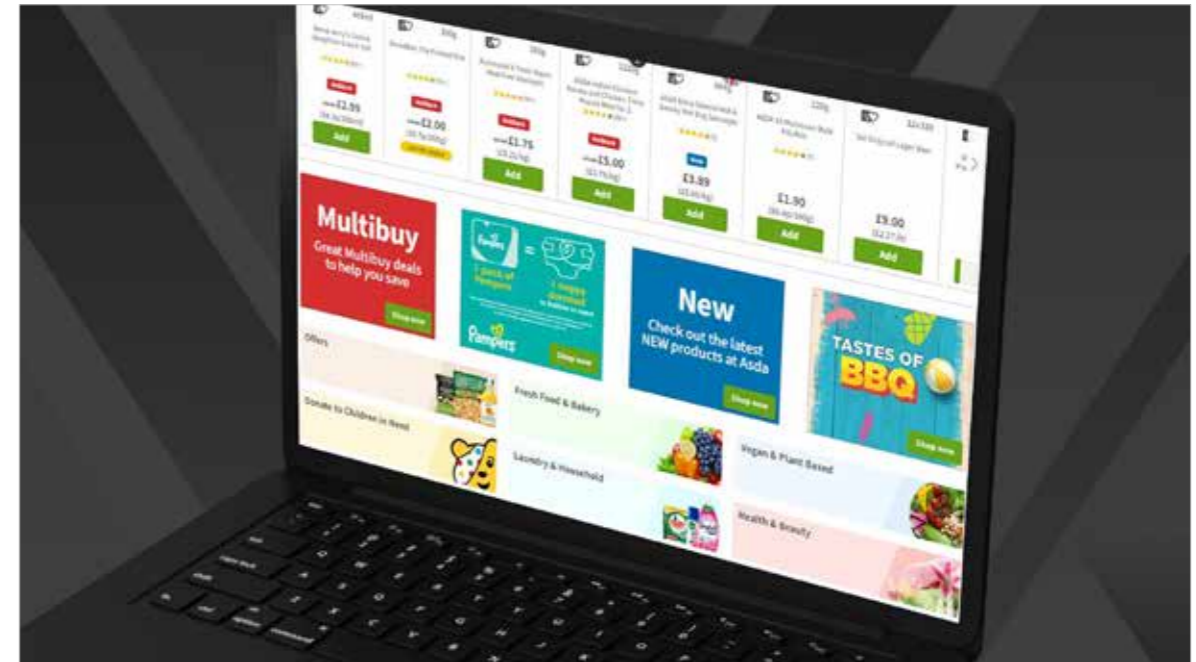
LEAD TIME

4 weeks



OVERVIEW

Allows shoppers to see all products on special offer, within a chosen category. After they click on Special Offers, navigation through the taxonomy appears as normal. Shoppers also have the option to display 'Top Offers'. Within this, a Rotate Banner, a Promo Banner and PLA formats are available.



FORMATS

- Promo Banner
- MPU (mobile only)
- Leaderboard
- Mini trolley
- Special Offers Rotate
- Billboard

OBJECTIVES

Campaign Type	Promotion, NPD, Supplier
Location	Targeted CPM
Objective	Sales, Category Participation, Brand Participation
Message	Value

Online Grocery – Search



REACH

CPM based on impressions bought



COVERAGE

CPM based on impressions bought



DURATION

Flexible. No minimum or maximum



LEAD TIME

4-6 weeks



OVERVIEW

Search is used by around 50% of online shoppers to find the products they know and love. Our portfolio of Search ad formats connects your brand to relevant shoppers who are actively looking for products similar to yours.



FORMATS

- Promo Banner
- Leaderboard
- Search brand amplifier
- Mini trolley

OBJECTIVES

Campaign Type	Promotion*, NPD, Always On, Supplier, Brand	*Must be on rollback or linksave
Location	Targeted CPM	
Objective	Sales, Category Participation, Brand Participation	
Message	Value, Quality, Range, New	

Online Grocery – Product Listing Ads (PLAs)



REACH

CPM based on impression bought



COVERAGE

CPM based on impression bought



DURATION

Flexible. No minimum or maximum



LEAD TIME

4 weeks



OVERVIEW

Product Listing Adverts (PLAs / Inserts) integrate seamlessly into the shopper journey, appearing on relevant product and search pages at point of purchase. A highly native ad unit featuring pack shot and price delivers high conversion. Adding PLA to your online campaign is likely to boost your conversion rate. In 2018 PLAs drove up to 80% of retail ad spend in the UK.



FORMATS

- Static: Pack-Shot & Price served across taxonomy & search
- Mini Trolley

OBJECTIVES

Campaign Type	Promotion, NPD, Supplier
Location	Target CPM
Objective	Sales, Category Participation, Brand Participation
Message	Value, New

Online Grocery – Favourites



REACH

CPM based on impressions bought



DURATION

Flexible. No minimum or maximum



COVERAGE

CPM based on impressions bought



LEAD TIME

4 weeks



OVERVIEW

The Favourites section collates all the products that a shopper regularly buys, by department, making it quicker and easier for the shopper to complete their shop. One of the key ways shoppers add to basket.



FORMATS

- Promo Banner
- Leaderboard
- Mini trolley

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier
Location	Targeted CPM
Objective	Purchase, Sales, Brand Participation
Message	Value, Range, New

Online Grocery – Checkout Media

REACH

CPM based on impressions bought

COVERAGE

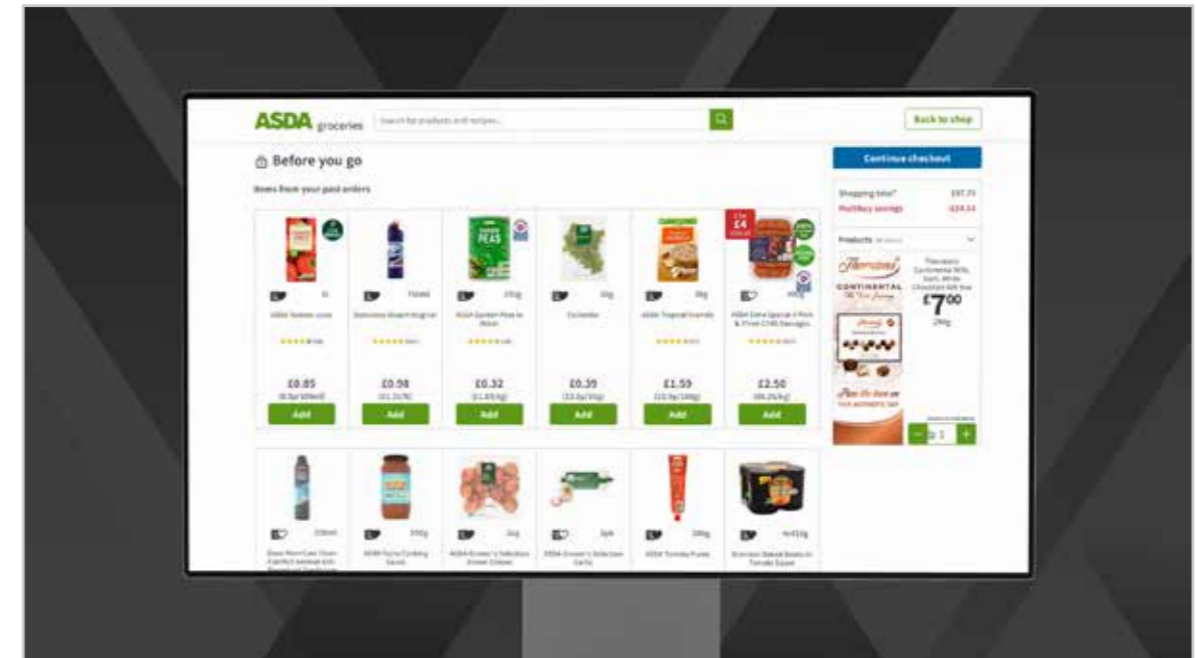
Flexible depending on budget and targeting

LEAD TIME

4 weeks

OVERVIEW

As the shopper is completing their shop, this is the last place to promote and influence basket additions. Particularly effective for often bought items and impulse products.



FORMATS

- Leaderboard
- MPU (mobile only)
- Mini Trolley

OBJECTIVES

Campaign Type	Promotion, NPD, Always On
Location	Targeted CPM
Objective	Sales, Brand Participation
Message	Value, New

Online Brand Zone



REACH

Scalable dependent on traffic drivers



FREQUENCY

Weekly sponsorship



DURATION

Up to 10 weeks for Simple Brand Zone and up to 20 weeks for Complex Brand Zone



LEAD TIME

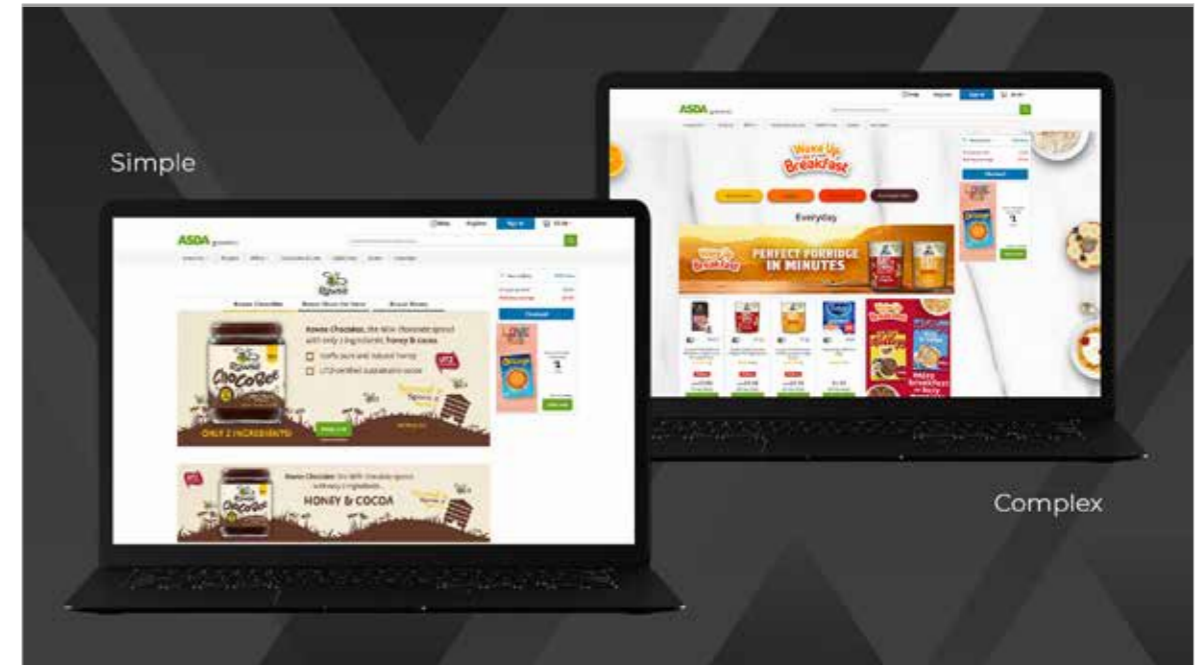
5 – 18 weeks depending on format chosen and complexity of content (please contact us for further detail)



OVERVIEW

Create your personalized Brand Zone, choosing from a wide range of different layouts according to the campaign objectives. 100% tailored with the look & feel of your brand, and a wide range of different content modules, alongside search and taxonomy signposting across the site. Brand Zones are an ideal landing page for brands wanting to give added value to online campaigns through additional content and product information.

- Responsive, desktop and mobile.
- Concept approval needed.



FORMATS

- Simple: Including department nav logo & taxonomy link builder
- Complex: Including category nav logo, taxonomy link builder and branded search redirect

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Taxonomy, Targeted CPM
Objective	Sales / Trial Appraisal, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Service, Brand, Competition

Shelf Barkers



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 375 stores



DURATION

3 weeks



LEAD TIME

5 weeks



OVERVIEW

Create standout from your competitors on the shelf, to influence the customer's purchasing decision at this pivotal moment in the customer journey. Price-On Barkers combine a product's branding and key message of value with the purchase funnel objective: drive conversion. Branded barkers and booklets provide the last opportunity to influence customers at the vital point of purchase, where 76% of all buying decisions are made. Please bear in mind, shelf barkers cannot be placed on the bottom shelf.



FORMATS

- Info Barker
- LTTT barker
- New/New & Exclusive barker
- Lenticular barker 1st angle
- Lenticular barker 2nd angle
- Poparoma
- Recipe Tear-off
- Competition Tear-off
- Booklet

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier
Location	In-Run, Number of Stores
Objective	Sales, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, Quality, Range, New, Brand, Service

Bubbles

REACH Up to 16 million shoppers per week

COVERAGE Up to 330 stores

DURATION 3 weeks

LEAD TIME 5 weeks (implemented on a Thursday)

OVERVIEW Bubbles are a high-impact format that allows brand creative, combined with NEW or price in SKU dense areas of the store (where we couldn't usually fit a Barker), to create physical standout and make your brand pop out from the shelf.

Things to bear in mind:

- Maximum of one Bubble per bay
- Cannot be placed on the bottom shelf



FORMATS

- Half branded, half pricing toolkit
- Half pack Shot, half pricing toolkit

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	In-Run, Number of Stores
Objective	Sales, Category Participation, Brand Participation
Message	Value, New, Brand

Shelf Booklets



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 330 stores



DURATION

3 weeks



LEAD TIME

5 weeks



OVERVIEW

Branded booklets influence customers at point of purchase and encourage further customer engagement through recipe ideas or competitions. Booklets offer x50 double sided tear-off pages, replenished weekly.



FORMATS

- Recipe
- Competition

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier
Location	In-Run, Number of Stores
Objective	Sales, Trial / Appraisal, Category Participation, Brand Participation
Message	Qualify, Value, Range, New, Brand, Competition, Service

Hot Spots

- REACH** 18 million shoppers per week
- COVERAGE** Up to 370 stores
- DURATION** Per promo period depending on campaign
- LEAD TIME** 12 weeks
- OVERVIEW** Hot Spots create a highly visible branded placement on the shelf, providing stand out from your competitors.



FORMATS

- Fully branded + chosen pricing toolkit

OBJECTIVES

- Campaign Type** Promotion, NPD, Always On, Supplier, Brand
- Location** In-Run, Number of Stores
- Objective** Sales, Awareness, Trial / Appraisal, Brand Participation
- Message** Qualify, Value, New, Range, Brand

Blinkers



REACH

Up to 18 million shoppers every week



COVERAGE

Up to 370 stores



DURATION

Per promo period depending on campaign



FREQUENCY

4 weeks or quarterly



LEAD TIME

9 weeks



OVERVIEW

Blinkers grab the shopper's attention from the moment they enter the aisle, guiding them to your product's location on the shelf. With a choice of creative formats and messaging options, Blinkers are a great way to stand out from your competitors whilst giving shoppers a good reason to choose your brand.



FORMATS

- Part branded
- Pack-Shot & Price

NB: Only bookable through Cat Ex

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	In-Run, Number of Stores
Objective	Sales, Awareness, Category Participation, Brand Participation
Message	Value, New, Range, Brand

Branded Gondola Ends



REACH

Up to 17.1 million shoppers per week



DURATION

Up to 370 stores



COVERAGE

Usually 3 weeks (1 promo period) depending on campaign



LEAD TIME

7 weeks



OVERVIEW

Gondola Ends are large format, high impact advertising sites in key locations, to encourage impulse purchases and brand awareness.



FORMATS

- Single Brand
- Category-Led
- Cross Category-Led

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	In-Run, Feature Space, Number of Stores
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, New, Range, Brand, Quality

Branded Side Stacks

- REACH** Up to 17.1 million shoppers per week
- COVERAGE** Up to 370 stores
- DURATION** Usually 3 weeks (1 promo period) depending on campaign
- LEAD TIME** 5 weeks
- OVERVIEW** Side Stacks are a similar format to Shippers, but they appear on the side of a Gondola End, and are attached to the shelving, rather than free-standing. They are positioned in areas where footfall and opportunity to see are high. The sides, shelf edges and header can all be fully branded for maximum impact.



FORMATS

- Fully Branded Only: includes side panels, shelf stripping, part-branded header + chosen pricing toolkit

OBJECTIVES

- | | |
|----------------------|--|
| Campaign Type | Event, Promotion, NPD, Supplier, Brand |
| Location | In-Run, Feature Space, Number of Stores |
| Objective | Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation |
| Message | Quality, Value, New, Range, Brand |

Branded Shippers



REACH

Up to 17.1 million shoppers per week



COVERAGE

Up to 370 stores



DURATION

Usually 3 weeks (1 promo period) depending on campaign



LEAD TIME

5 weeks



OVERVIEW

Shippers provide eye-catching, in-run standout for brands, usually linked to NEW or seasonal promotions. The sides, shelf edges and header can be fully branded for maximum impact.



OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	In-Run, Feature Space, Number of Stores
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Brand