

# Baby & Toddler Event 2023

30 March – 03 May 23



**ASDA** Media  
Partnerships

In partnership with

**GIG**

RETAIL

# Baby & Toddler Event

£9,565

Is how much parents spend on average in the first year of a baby's life.<sup>1</sup>



£610  
on nappies / changing,<sup>1</sup>



£997  
on baby clothing,<sup>1</sup>



£1,192  
food / feeding equipment,<sup>1</sup>



£637  
on buggies/ prams,<sup>1</sup>

What are the top considerations for parent shoppers?



of parents buy Baby & Toddler products from the supermarket as is convenient.<sup>2</sup>

67%

of parents want only the best for their baby – with **quality** being a key consideration.<sup>3</sup>

66%

want **value for money** and are on the look out for the best prices.<sup>3</sup>

52%

of parents opt want to buy products that are **convenient** and **easy to use**.<sup>3</sup>

18%

will check whether or not a product is **environmentally friendly** before purchasing.<sup>3</sup>



The Baby & Child market is predicted to grow around 5.2% annually,<sup>4</sup> and it's no surprise that sector is so successful, with 1,800 babies being born every day in the UK.<sup>5</sup>

As babies and toddlers are constantly growing and their needs are ever-changing, parents are always on the look out for products that meet their requirements, without breaking the bank.

ASDA's Baby & Toddler Event aims to make parents' lives easier, with a one-stop destination for all their Baby & Toddler needs. With 300,000 babies a year being born to first time parents,<sup>5</sup> this event is an excellent chance to begin educating parents and building brand loyalty! It's a great opportunity to engage with parents and drive incremental sales for your products.

# Supplier Opportunities

All campaigns aligned to the Baby & Toddler Event will use the supplied value / RollBack template for the following media formats:



Bollard Covers



Leader-board Banners



Security Covers



Promo Banners



Digital 6 Sheets



Department Nav Banner



Gondola Ends



Category Nav Banner



Event Value Blinkers



Inserts (PLA)



POS Barkers



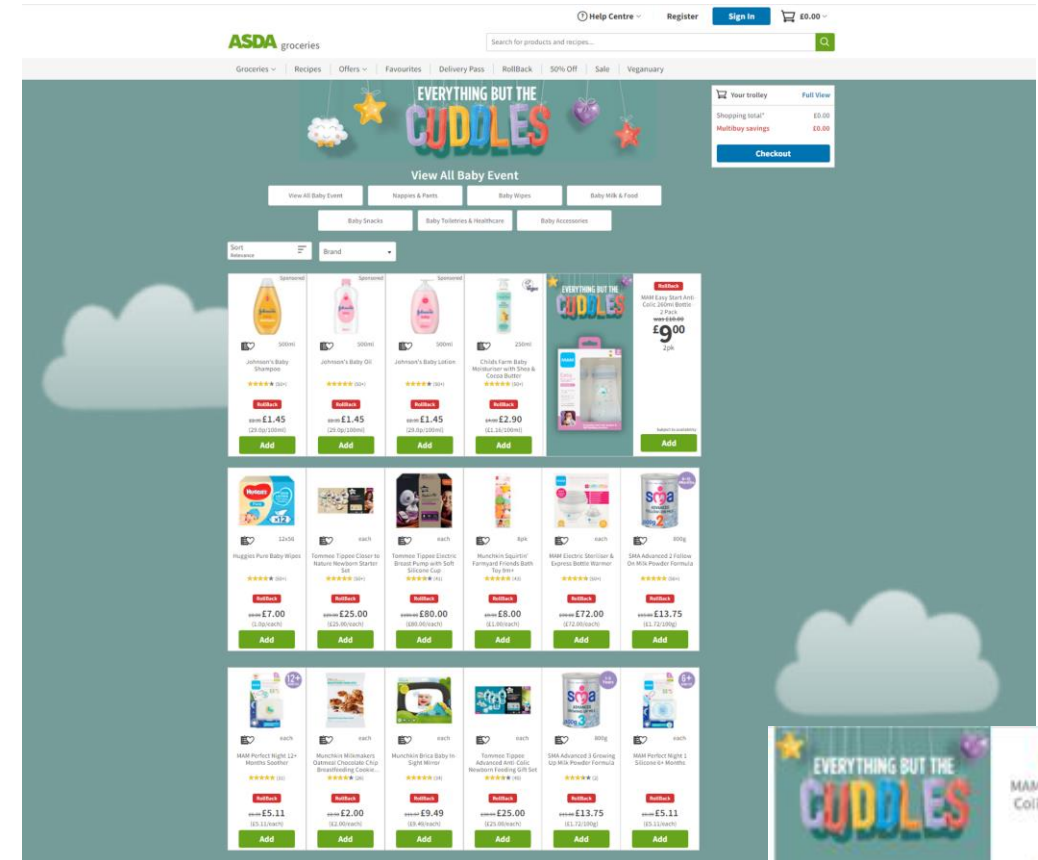
Social Media



POS Bubbles



ASDA FM



# Key Dates

**Event Live Date:**  
**30 March – 03 May 2023**



Media Type	Critical Path	Campaign Booking Deadline	Briefing / Asset Deadline
Blinkers	9 weeks	Mon 23 Jan	Tues 24 Jan
Gondola Ends	8 weeks	Mon 30 Jan	Tues 31 Jan
Entrance Media (Bollard Covers & Security Covers)	5 weeks	Mon 27 Feb	Tues 28 Feb
POS Barkers & Bubbles	5 weeks	Tues 28 Feb	Thurs 02 Mar
ASDA FM	5 weeks	Mon 27 Feb	Mon 06 Mar
Digital 6 Sheets	4 weeks	Mon 06 Mar	Mon 13 Mar
Online Media	-	-	Fri 17 Mar



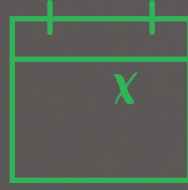
## Contact:

Speak to your Account Manager to begin building your *Baby & Toddler Event* campaign.

# Invest in ASDA's Baby & Toddler Event and...



Inspire ASDA households looking to save money on Baby & Toddler items



Associate your brand with this key event aimed directly at families with little ones



Engage with shoppers and drive incremental sales for your brand

# Thank you.

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