

Tier 1
Event

King's Coronation Event

The full experiential event opportunity...

10 Apr – 10 May 2023



ASDA Media
Partnerships

In partnership with



How we deliver Tier 1 events ...

Tier 1 Events

All Tier 1 events are managed by ASDA's Events Team and have additional interactive media elements and benefits including shared media, use of corporate templates and 30% discount on bookings.

Tier 1 Events include:

Valentine's Day
Mother's Day
Easter
King's Coronation
Father's Day
Summer
Back to School
Big Night In
Halloween
Christmas



Event Packs

- Your GIG AM will send out the Events Pack and briefing form to suppliers



Briefing

- Supplier to send completed Event briefing form back to GIG AM, who will pass on to ASDA Events Team



Event Planning

- ASDA Events Team will plan your product into the Total Event plan and send a proposal for approval



Execution

- Once the plan is approved and booked, our Events coordinator will liaise with supplier on assets & artwork

Speak to your Account Manager to get more information on ASDA events.

Invest in ASDA's events and...



30% Event Discount

when aligning your campaign with **ASDA** holdout week events.



Use of Event Template

- campaigns aligned to our event will use the supplied **corporate toolkit**.



Shared Media

- opportunity to offer seasonal inspiration and range solutions to customers.



Access to media in key Holdout weeks



Additional Media Opportunities...



Increased ROI

- vs. Branded campaigns we see a significantly greater ROI when featured in an Event.

The King's Coronation

Coronation of King Charles III

Saturday 6th May

Bank Holiday

Monday 8th May

Key themes for the Coronation Bank Holiday:



Street Parties

The UK has a long history of organised street parties to celebrate national events including jubilees and coronations.



Afternoon Tea

National events, are the perfect opportunity for a British tradition.

In 2020, VE Day drove demand for afternoon tea products, as millions of Brits celebrated with traditional tea parties.²



Picnics

41% admit that they prefer 'traditional' picnic items.³

Crisps, sandwiches and sausage rolls are the **top 3 most popular picnic items**.³



Barbeques

BBQ basket spend is on average **5x higher** than a regular shop.⁴

The average UK basket spend is **£51 per BBQ**.⁵

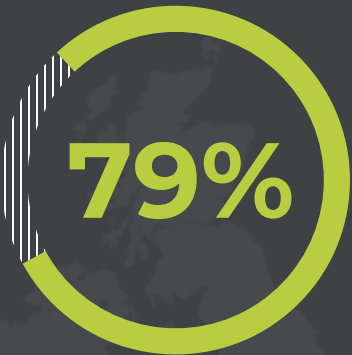


In May, Britain will mark the Coronation of His Majesty King Charles with an extra bank holiday weekend. Not only is this great news for those who get to enjoy an extra day off, it also provides a fresh opportunity for brands and retailers, as shoppers begin to spend for the occasion.

Bank Holidays typically see increased footfall & spending - last year, the Jubilee Bank Holiday boosted UK grocery sales by 2.3%, with 20% of households admitting they bought extra for the occasion.⁶

It's likely that the nation will come together to honour King Charles III, with street parties, picnics, afternoon tea and barbeques in the garden. This is a great opportunity for brands to engage with consumers as they search for food & drink inspiration for the occasion and stock-up for the long weekend of patriotic celebrations.

Due to the nature of this event, it's likely that shoppers will be looking for traditional British classics such as; afternoon tea, coronation chicken, pork pies & pickles and good gin & tonic to wash it down with.



79% of Brits consider themselves to be patriotic and celebrate national events.¹

Supplier Opportunities



Street Parties

- Soft Drinks
- Beer
- Wine
- Spirits
- Bread
- Cakes
- Scones
- Biscuits
- Desserts
- Sandwich fillings
- Quiche
- Pork Pies
- Sausage Rolls
- Hot Dogs
- Burgers
- Cheeses
- Vol-au-vents
- Canapes
- Meringues
- Ice Cream
- Ice Lollies



Afternoon Tea

- Tea
- Coffee
- Prosecco
- Cordial / Soft drinks
- Scones
- Cakes
- Desserts
- Meringues
- Biscuits
- Pastries
- Bread
- Sandwich fillings
- Jam
- Chutney
- Fresh fruit



Picnics

- Bread
- Pork Pies
- Sausage Rolls
- Scotch Eggs
- Quiche
- Sandwich fillings
- Cooked Meats
- Cheese
- Yoghurts
- Coleslaw
- Couscous
- Hummus
- Dips
- Olives
- Salad
- Fresh Fruit
- Chutney / Pickles
- Cakes
- Biscuits
- Crisps
- Crackers
- Cordials / Soft drinks



Barbeques

- Bread buns
- Pittas
- Wraps
- Sausages
- Burgers
- Ribs
- Chicken
- Fish
- Cheeses
- Coleslaw
- Couscous
- Potato Salad
- Pasta
- Chips / baked potatoes
- Salad items
- Salad dressings
- Condiments
- Soft Drinks
- Beer
- Wine
- Spirits
- Ice Cream
- Fresh Fruit
- Desserts

ASDA's Coronation Event – inspiring and delighting shoppers



Event Objectives:



INSPIRE ASDA SHOPPERS
as they look for inspiration



DRIVE CONSIDERATION
- footfall down aisle



DRIVE PURCHASE
- conversion

Key Messages:



Range



Value



Quality

ASDA's Double Decker Coronation



Please note: images are for visualisation purposes only – event creative template is subject to change.

To celebrate the King's Coronation, ASDA is taking its Double Decker Coronation bus on the road, to bring excitement to shoppers around the UK.

The bus takes centre stage wrapped in a union jack, decorated with branded bunting, and showcases brand sponsors within the bus branding – this concept provides maximum promotion of the brand sponsored, not only during the live events, but also when the bus is on the road, moving from one location to the next. A billboard on wheels!

Inside the bus are beautifully laid tea party tables with sponsor branded napkins and plates. This creates a space for shoppers to enjoy their tasty samples and take photos with friends and family. The bus creates a truly unique & memorable brand/sampling experience. Shoppers feel like VIPs as they board the bus, queuing alongside gold posts and branded café barriers.

Alongside the bus are deck chairs and tables for shoppers to enjoy their samples and branded flags – another sponsor branding opportunity. There is also a fun spin the (steering) wheel game, giving shoppers the chance to win prizes – adding to fun and excitement!

The fun continues in-store with pop-up 'bus front' sampling stations where customers can product sample. The additional opportunity continues the theme and adds to the experience for shoppers. It also allows more flexibility for BWS suppliers that may have restrictions within the car park activity.



Activity days:
XX days (TBC)



Stores:
XX stores (TBC)



Location:
Carpark & Instore



Price:
POA



Brand opportunities:

Big bus | Flags | Café Barriers | Sampling | Bunting | Spin the wheel gamification | Napkins & Plates | Giveaways

Unique Entrance Media Opportunities

Bus External visual



Bus Internal visual



Unique In-store Media Opportunities

Sampling – end of aisle



Branding Opportunities

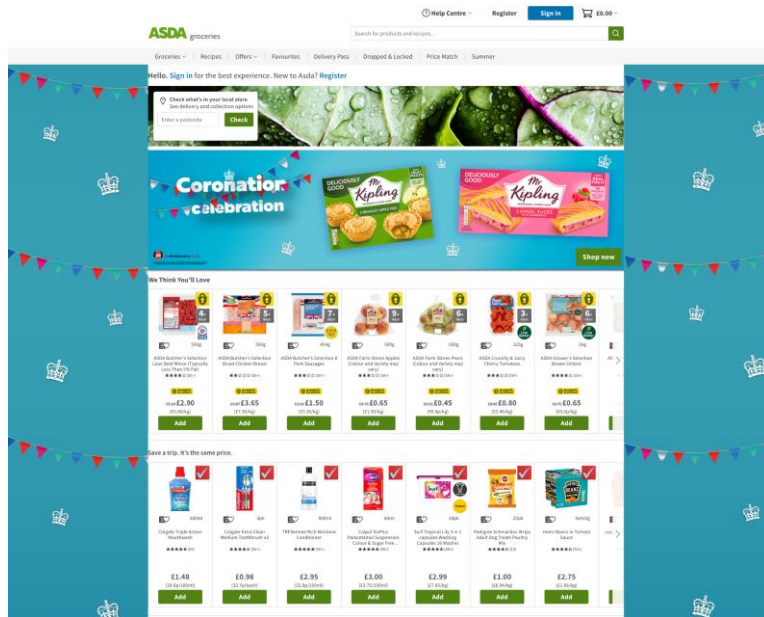
- ✓ Big bus branding
- ✓ Flags
- ✓ Café Barriers
- ✓ Sampling
- ✓ Bunting
- ✓ Spin the Wheel gamification
- ✓ Tea party napkins & plates
- ✓ Giveaways



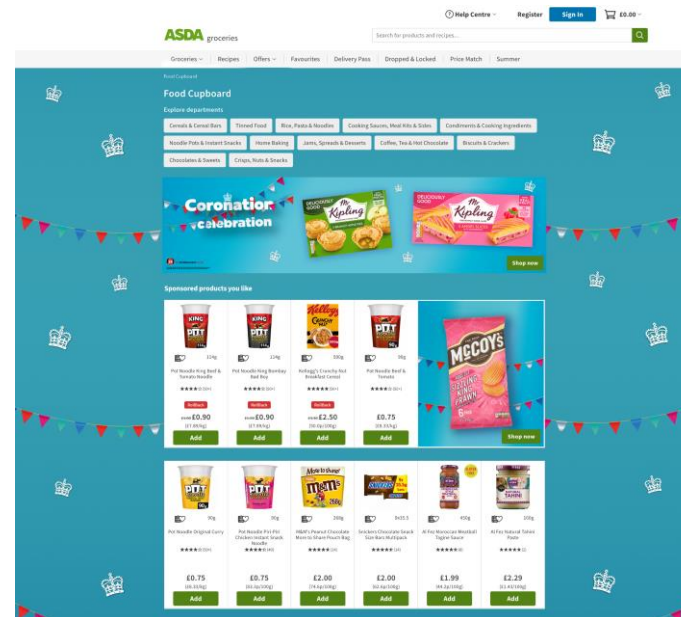
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Unique Online Media Opportunities

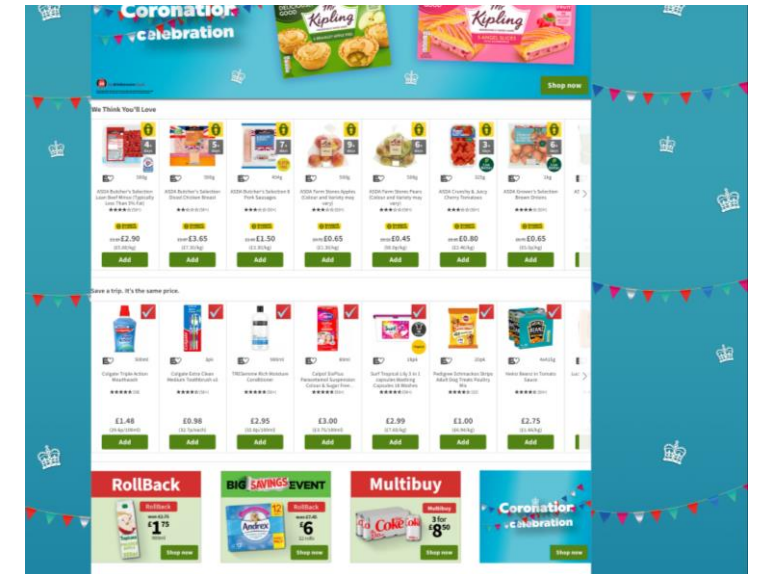
Shop Groceries Takeover



Category Takeover

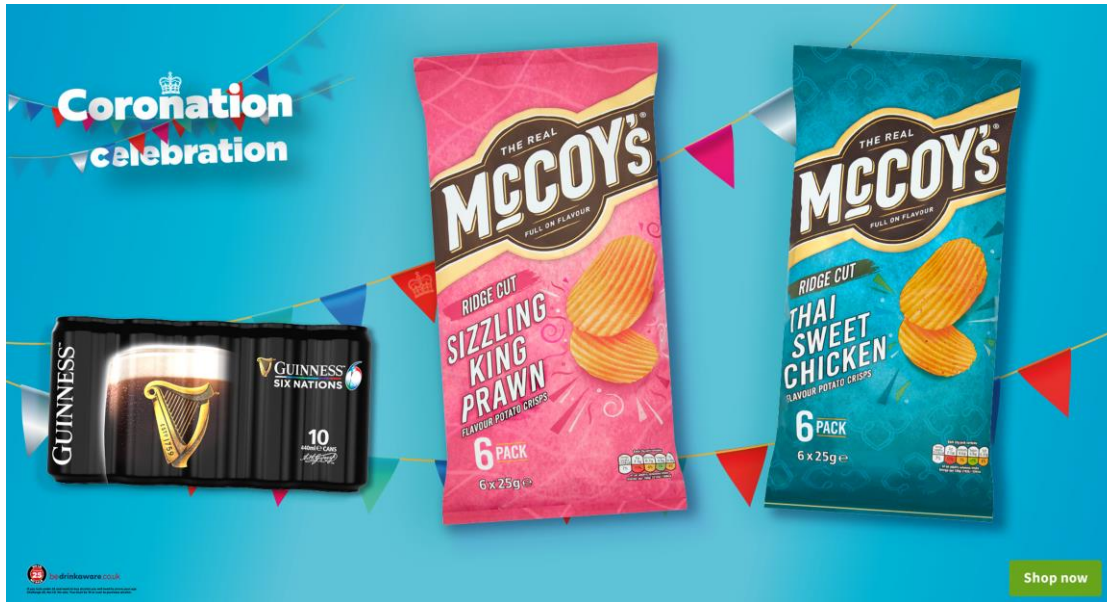


Homepage Promo Banner













Unique Online Media Opportunities

Multi-Product Expandable Leaderboard



Prism

Sponsored products you might like

| | | | | |
|---|--|---|--|--|
|  <p>114g</p> <p>Pot Noodle King Beef & Tomato Noodle</p> <p>★★★★☆ (50+)</p> <p>Rollback</p> <p>£0.90 (£7.89/kg)</p> <p>Add</p> |  <p>114g</p> <p>Pot Noodle King Bombay Bad Boy</p> <p>★★★★☆ (50+)</p> <p>Rollback</p> <p>£0.90 (£7.89/kg)</p> <p>Add</p> |  <p>500g</p> <p>Kellogg's Crunchy Nut Breakfast Cereal</p> <p>★★★★★ (50+)</p> <p>Rollback</p> <p>£2.50 (50.0p/100g)</p> <p>Add</p> |  <p>90g</p> <p>Pot Noodle Beef & Tomato</p> <p>★★★★☆ (50+)</p> <p>Rollback</p> <p>£0.75 (£8.33/kg)</p> <p>Add</p> |  <p>155g</p> <p>NEW Butterkist Orange Chocolate Flavoured Toffee Popcorn</p> <p>Click</p> |
|  <p>90g</p> <p>Pot Noodle Original Curry</p> <p>★★★★☆ (50+)</p> <p>£0.75 (£8.33/kg)</p> <p>Add</p> |  <p>90g</p> <p>Pot Noodle Piri-Piri Chicken Instant Snack Noodle</p> <p>★★★★☆ (40)</p> <p>£0.75 (83.3p/100g)</p> <p>Add</p> |  <p>268g</p> <p>M&M's Peanut Chocolate More to Share Pouch Bag</p> <p>★★★★★ (14)</p> <p>£2.00 (74.6p/100g)</p> <p>Add</p> |  <p>9x35.5</p> <p>Snickers Chocolate Snack Size Bars Multipack</p> <p>★★★★★ (14)</p> <p>£2.00 (62.6p/100g)</p> <p>Add</p> |  <p>Click</p> |

Standard Store Media Opportunities



In-Store

- Bollard Covers
- Security Covers
- Digital 6 Sheets
- Gondola End
- Shippers
- Blinkers
- POS Barkers
- POS Bubbles
- ASDA FM

Online

- Leader-board Banners
- Promo Banners
- Department Nav Banner
- Category Nav Banner
- Inserts (PLA)
- Social Media

Key Dates

Online Event Dates:
10 Apr – 07 May 2023

In-Store Event Dates:
13 Apr – 10 May 2023

Holdout Week:
27 Apr – 03 May (week 17)

**Briefing
Form deadline:
13 Jan 2023**

- please complete and
return to your AM by
this date.

| Media Type | Critical Path | Campaign Booking Deadline <small>(deadlines based on campaign going live on the event live date listed above*)</small> | Briefing / Asset Deadline <small>(deadlines based on campaign going live on the event live date listed above*)</small> |
|--|----------------|--|--|
| Blinkers | 9 weeks | Mon 06 Feb | Tues 07 Feb |
| Gondola End* | 8 weeks | Mon 13 Feb | Tues 14 Feb |
| Entrance Media (Security Covers & Bollard Covers) | 5 weeks | Mon 06 Mar | Weds 08 Mar |
| Shippers | 5 weeks | Mon 06 Mar | Tues 07 Mar |
| POS Barkers & Bubbles | 5 weeks | Tues 07 Mar | Fri 10 Mar |
| ASDA FM | 5 weeks | Mon 06 Mar | Mon 13 Mar |
| Digital 6 Sheets | 4 weeks | Mon 13 Mar | Mon 20 Mar |
| Online Media | 4 weeks | - | Fri 10 Mar |

Speak to your Account Manager to get involved with ASDA's Coronation Event

Please note: Feature space must be agreed with the trading team. It cannot be booked directly with your Account Manager.

Invest in ASDA's Coronation Event and...



Influence ASDA households looking for inspiration



Associate your brand with a historical calendar event



Engage with shoppers and drive incremental sales for your brand

Thank you.



ASDA Media
Partnerships

In partnership with

