

Tier 1
Event

Easter Event 2023

The full experiential event opportunity...

02 February – 12 April 2023



ASDA Media
Partnerships

In partnership with

GIG

RETAIL

We've made some exciting changes to how we deliver events this year...

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
Coronation
Father's Day
Summer
Back to School
Big Night In
Halloween
Christmas



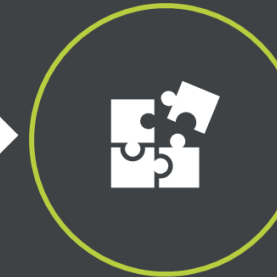
Event Packs

- 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



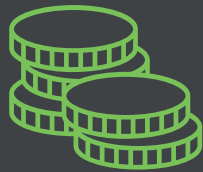
Additional Media Opportunities...



Increased ROI

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

Easter



£1.3
billion

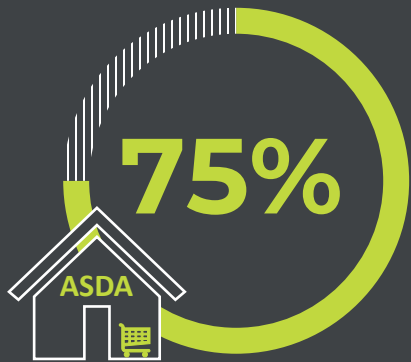
Estimated spend on
Easter celebrations in
2022.¹

£415
million

was spent on Easter
eggs this year alone.¹



Sources: ¹Finder – UK Easter Spending Statistics, 2021 ²BeWMyE Easter Consumer Survey



of people were projected
to celebrate Easter in the
UK this year.²

32%



like the convenience of
seasonal retail events,
as all key products are
in one place - allowing
them to save time
when shopping.⁴

47%



are on the look out
for promotions during
seasonal events, so
it's important to
appeal to a range of
shopper budgets.⁴

Easter is one of the biggest retail event of the year in the UK, with three quarters of Brits celebrating the holiday each year.¹

The traditional Sunday roast is still at the heart of the Easter family get together, with roast lamb still being the most popular choice. However, it's not just about the food – more shoppers are now purchasing Easter decorations and gifts to make more of the occasion. 72% of people plan to give Easter gifts, and 32% say they will spend more on gifts than they did last year.²

Many consumers stick to tradition, but 35% of Easter shoppers would like ideas and recommendations of what to try² so it's a key time to engage with consumers and inspire them with your products.

ASDA's Easter 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

Unique Entrance Media Opportunities








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

The Asda Gifting Tree

This Easter Asda is bringing pure joy to shoppers outside of stores, introducing The Asda Gifting Tree. At the heart of this unique shopper experience, a colourful easter tree decorated with ribbons, eggs and flowers. It is bordered by artificial grass and a white picket fence. Along the fencing, shoppers can see branded bunting and signs which further promote the brand sponsors. Additional branding opportunities include floor graphics, flags, a prize backdrop, the arch entrance way and branded giveaways/prizes.

The gamification itself creates yet another memorable, branding opportunity. The game is played similarly to the iconic fairground game 'hook a duck' whereby shoppers select their egg from the tree, the Brand Ambassador retrieves it for them, hands it to the shopper and as they open the egg they reveal if they have won a prize!

Prizes can include brand sponsored branded merchandise, a product sample or coupon to spend in store.

	Activity days: XX days (TBA)		Stores: XX stores (TBA)
	Location: Carpark		Price: POA
	Brand opportunities: Flags Floor stickers Entrance arch Bunting Signage Tree ribbon Prize back-drop Easter eggs Branded Giveaways		

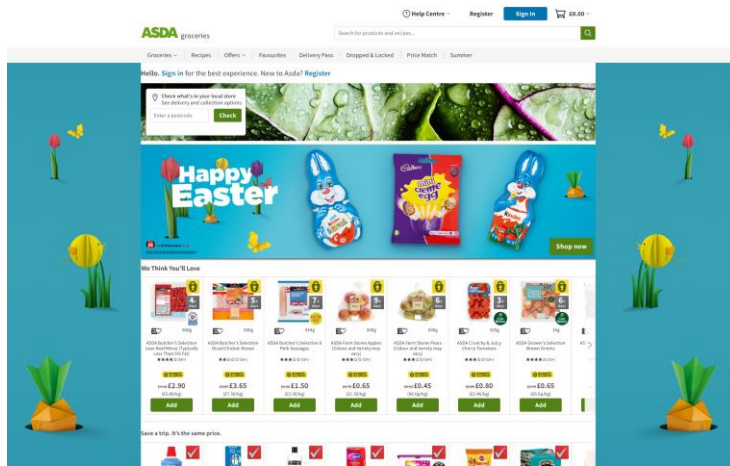
The ASDA Gifting Tree

Branding Opportunities

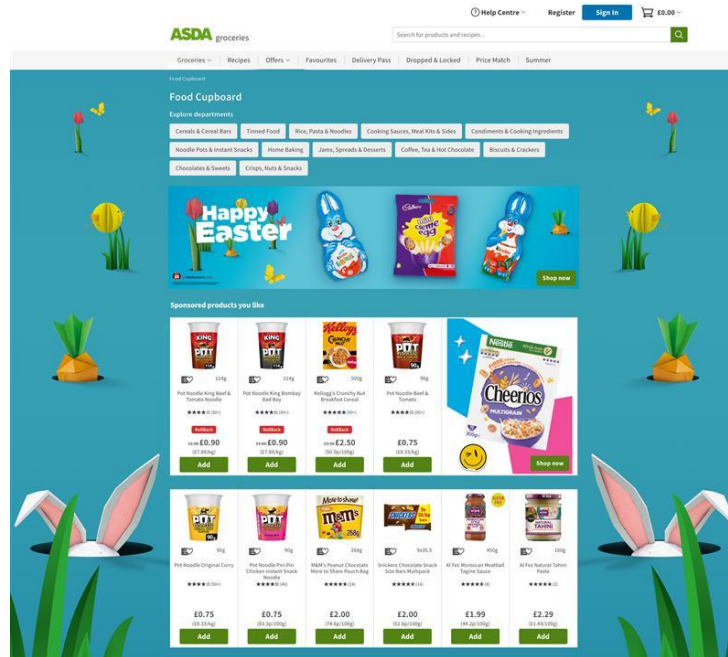
- ✓ Entrance archway
- ✓ Prize backdrop
- ✓ Picket fence bunting and signage
- ✓ Floor stickers
- ✓ Flags
- ✓ Tree; ribbon and flat format eggs
- ✓ Filled eggs containing prize reveal
- ✓ Branded prizes and/or giveaways



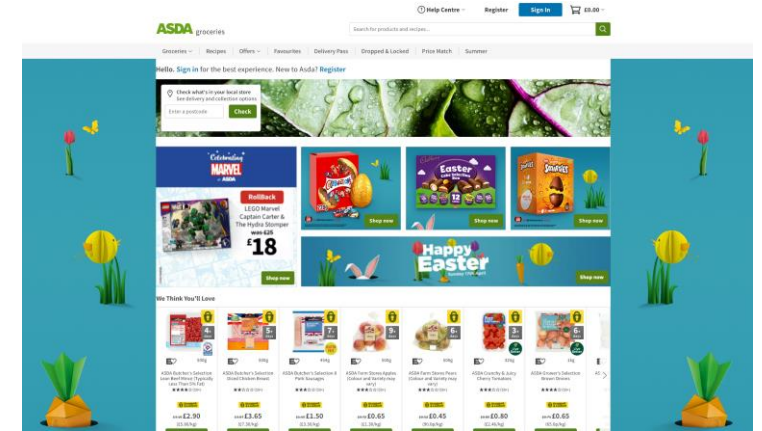
Unique Online Media Opportunities



Shop Groceries Takeover



Category Takeover



Homepage Promo Banner

Unique Online Media Opportunities



Multi-Product Expandable Leaderboard

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>£0.75 (£8.33/kg)</p> <p>Add</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>★★★★☆ (48)</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>

Prism

Standard Entrance 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:
30 Jan – 09 Apr 2023

In-Store Event Dates:
02 Feb – 12 Apr 2023

Holdout Week:
23 Mar – 05 Apr (weeks 12-13)

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 08 Dec*	04 Oct
Gondola End*	8 weeks	Mon 15 Dec	18 Oct
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 05 Jan	28 Nov
Shippers	5 weeks	Mon 05 Jan	01 Dec
POS Barkers & Bubbles	5 weeks	Tues 05 Jan	28 Nov
ASDA FM	5 weeks	Mon 05 Jan	02 Dec
Digital 6 Sheets	4 weeks	Mon 12 Jan	19 Dec
Online Media	-	-	06 Jan

* Where media booking deadlines have passed, please speak to your account manager as it may be possible to book for a later live date

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

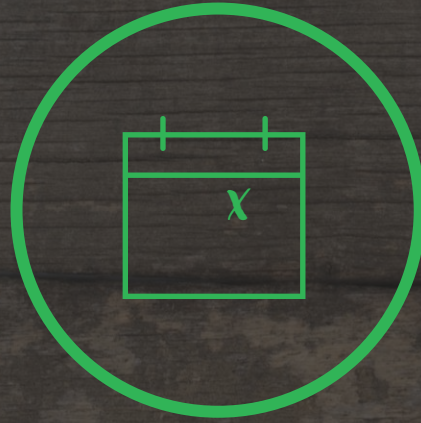
Event Briefing Form to be completed and returned to AM by 23rd December 2022

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

Invest in ASDA's Easter Event and...



Influence ASDA households looking for inspiration



Associate your brand with a key seasonal calendar event



Engage with shoppers and drive incremental sales for your brand

Thank you.

ASDA Media
Partnerships

In partnership with  RETAIL