

Valentine's Day 2023

26 Jan – 15 Feb 23



ASDA Media
Partnerships

In partnership with



Valentine's Day



40
million

Brits (76%) celebrated Valentine's Day in 2021.¹



£1.37
billion

Total spend on Valentine's Day in the UK.¹



of shoppers will look to the supermarkets for their Valentine's Day shopping.²



£41³

Is the average spend for Gen Z, the highest spending Valentine's day consumer.



44.9%

The average increase in spend on chocolates over Valentine's day.



Valentine's Day - the most romantic day of the year, celebrated by $\frac{3}{4}$ of the British population, through more and more diverse avenues. Gift giving still remains a prominent choice for couples to appreciate their partners, but options such as cooking a delicious meal, outdoor activities and even watching television together have become parts of the experience!

As well as the means to celebrate becoming more varied, Valentine's day is being celebrated not just by people in relationships. 20% of single people said they would be treating themselves on Valentine's day this year! There are plenty of ways that brands can get involved with Valentine's Day 2023 at ASDA, that will help inspire shoppers to plan a special day for themselves or loved ones.

Valentine's Day 2023

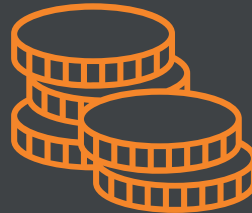
Suppliers involved in ASDA's Valentine's Day event in 2022, enjoyed a notable sales uplift as a result of the media they booked.



£7m
value sales



£3.34
spend per trip
+11.3% YoY



31.1m
reach



87%
instore sales



13%
online

Supplier Opportunities

All campaigns aligned to *Valentine's Day* will use the supplied toolkit/creative template for the following media formats:



Bollard Covers



Leader-board Banners



Security Covers



Promo Banners



Digital 6 Sheets



Department Nav Banner



Gondola End



Category Nav Banner



Shippers



Inserts (PLA)



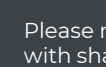
Event Value Blinkers



Social Media



POS Barkers

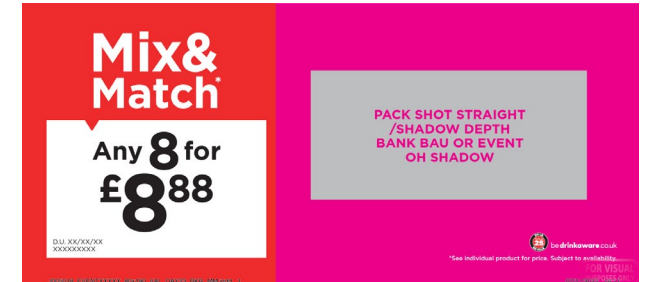
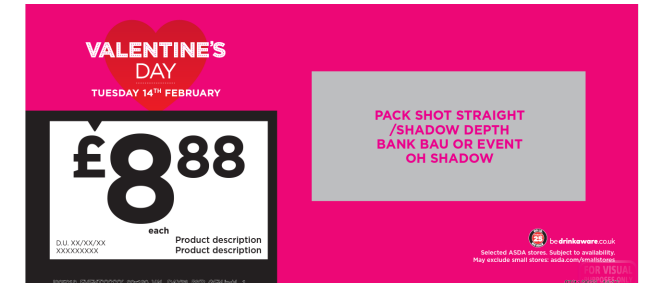


POS Bubbles



ASDA FM

Please note that this is a cross category plan with shared media opportunities and will be planned by the AMP Events team.



Key Dates

Event Live Date: 26 Jan - 15 Feb 2023

Holdout Week: 09 - 15 Feb (wk 6)



Media Type	Critical Path	Campaign Booking Deadline	Briefing / Asset Deadline
Blinkers	9 weeks	Mon 21 Nov	Tues 22 Nov
Gondola End	8 weeks	Mon 28 Nov	Tues 29 Nov
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 19 Dec	Weds 21 Dec
Shippers	5 weeks	Mon 19 Dec	Tues 20 Dec
POS Barkers & Bubbles	5 weeks	Tues 20 Dec	Fri 23 Dec
ASDA FM	5 weeks	Mon 19 Dec	Mon 26 Dec
Digital 6 Sheets	4 weeks	Mon 26 Dec	Mon 03 Jan
Online Media	-	-	Fri 30 Dec

Contact:

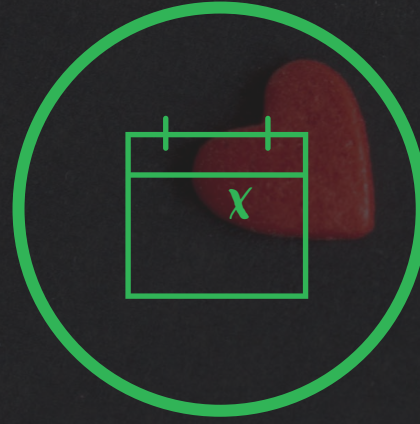


Send your completed Events briefing form to the AMP Events team contact - Dawn.Spencer-Reid@asda.co.uk.

Invest in Valentine's Day and...



Influence ASDA shoppers looking to treat their loved ones this February 14th.



Associate your brand with a key seasonal calendar event



Engage with shoppers and drive incremental sales for your brand

Thank you.



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