

Wake Up To Breakfast 2023

26 Jan – 08 Mar



ASDA Media
Partnerships

In partnership with

GIG

RETAIL

Wake Up to Breakfast

£11.6 billion

- Value of the UK breakfast market annually.¹



of people say that being easy to prepare is the most important quality when choosing breakfast.²



of adults eat their breakfast in the comfort of their own home.³



of people say that Cereal is their go to breakfast. This is closely followed by toast (21%) and porridge (14%).⁴



The number of meal occasions breakfast accounts for every year.⁵



Eating breakfast has proven to have many benefits, including better memory and brain function. However, a quarter of consumers skip breakfast, usually due to either a lack of appetite or time to eat.⁶

On The Go breakfast options are still proving popular, and people are continuing to look for healthy selections such as cereal bars or fruit. But as more people work from home, it becomes easier to eat with family, and enjoy more filling starts to the day!

Now that there are so many options for breakfast, *Wake Up To Breakfast* presents an opportunity for brands to drive incremental sales for their products by reaching out to ASDA shoppers who are looking for breakfast inspiration and ideas as they shop.

Wake Up to Breakfast 2022

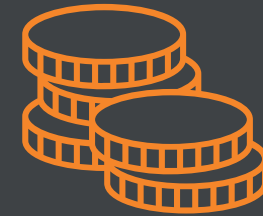
Suppliers involved in ASDA's Wake Up to Breakfast Event in 2022, enjoyed a notable sales uplift as a result of the media they booked.



13%
sales uplift, both
instore and
online.



Instore the campaign
generated a PPG uplift
of
+3%



£2.7m
Generated in event
sales online.

Supplier Opportunities

All campaigns aligned to *Wake Up to Breakfast* will use the supplied toolkit/creative template for the following media formats:



Bollard Covers



Security Covers



Digital 6 Sheets



Gondola End



POS & Recipe Barkers



POS Bubbles



ASDA FM



Leader-board Banners



Promo Banners



Department Nav Banner



Category Nav Banner



Inserts (PLA)



Social Media



Key Dates

Event Live Date:
26 Jan – 08 Mar 2023



Media Type	Critical Path	Campaign Booking Deadline	Briefing / Asset Deadline
Gondola End	8 weeks	Mon 05 Dec	Tues 06 Dec
Entrance Media (Bollard Covers & Security Covers)	5 weeks	Mon 26 Dec	Weds 28 Dec
Barkers & Bubbles	5 weeks	Tues 27 Dec	Fri 30 Dec
ASDA FM	5 weeks	Mon 26 Dec	Mon 02 Jan
Digital 6 Sheets	4 weeks	Mon 02 Jan	Mon 9 Jan
Online Media	-	-	Fri XX Jan



Contact:

Speak to your Account Manager to begin building your *Wake Up to Breakfast* campaign.

Invest in Wake Up to Breakfast and...



Inspire ASDA households looking for meal ideas and suggestions

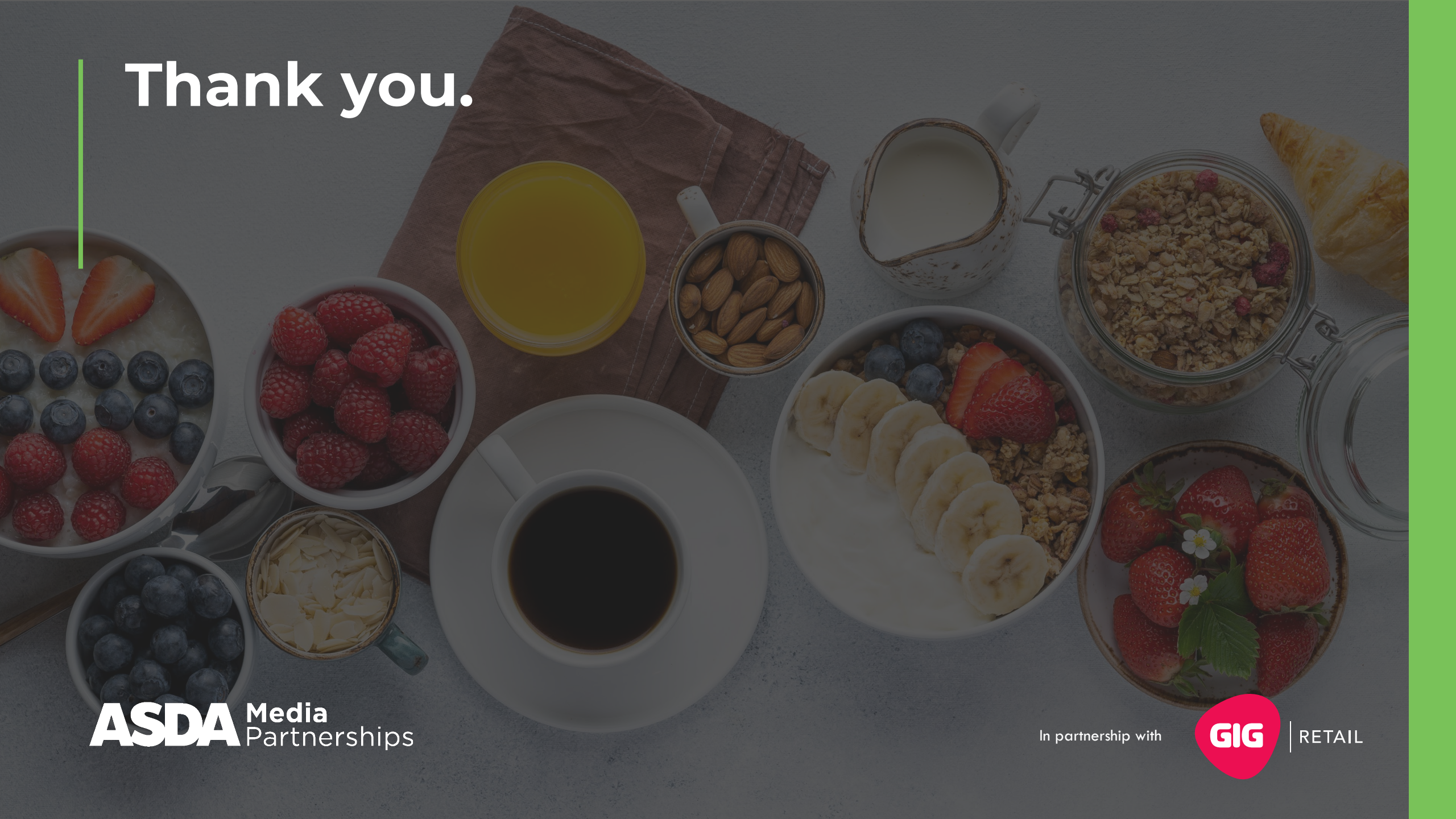


Associate your brand with a key trend and consumer demand



Engage with shoppers and drive incremental sales for your brand

Thank you.



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