

Father's Day 2023

Instore: 08 – 21 Jun 23 | Online: 06 – 19 Jun 23



ASDA Media
Partnerships

In partnership with

GIG

RETAIL

Father's Day

£986
million
average retail spending of
Father's Day annually.¹



1/3 of consumers will be treating their dad to food or alcohol this year.²

21% plan on celebrating with a meal at home.²
18% are looking forward to a barbecue in the garden.²



The most popular Father's Day gifts include:³

- Greetings Card - 61%
- Chocolate – 23%
- Book / DVD / CD - 20%
- Beer / Spirits- 19%
- Home-cooked meal - 16%
- Toiletries / Grooming – 10%
- Electricals/Gadgets – 10%



The average spend on a gift is £24.⁴



Of UK citizens bought their fathers a gift for Father's day.⁵



Father's Day is typically a time to shower our Dads, Grandads and Father-figures with gifts and treats as a thank you for all that they do. Shop-bought gifts and cards are the top choice for most consumers⁴, but many also celebrate with food & drink, so it's a great opportunity across numerous categories at ASDA.

64% of shoppers plan their Father's Day purchases in advance, whereas 11% leave their purchases until last-minute. The weeks leading up to the occasion are the perfect time to engage with both organised and more spontaneous shoppers, and what better way to do it than by aligning with ASDA's seasonal event to really grab their attention.

Supplier Opportunities

ASDA's Father's Day event will be present both in-store and online. All campaigns aligned to the event 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 (TBC)



Inserts (PLA)



Event Value Blinkers



Social Media



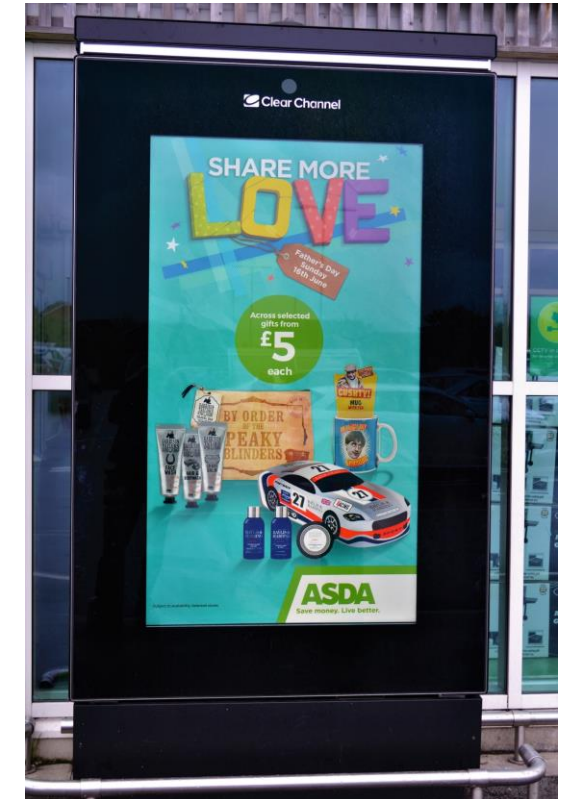
POS Barkers



POS Bubbles



ASDA FM



Key Dates

Event Live Date:

* In-store: 08 – 21 Jun

* Online: 06 – 19 Jun



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 03 Apr	Tues 04 Apr
Gondola End	8 weeks	Mon 10 Apr	Tues 11 Apr
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 01 May	Weds 03 May
Shippers	5 weeks	Mon 01 May	Tues 02 May
POS Barkers & Bubbles	5 weeks	Tues 02 May	Fri 05 May
ASDA FM	5 weeks	Mon 01 May	Mon 08 May
Digital 6 Sheets	4 weeks	Mon 08 May	Mon 15 May
Online Media	-	-	Fri 12 May



Contact:

Speak to your Account Manager to begin building your *Father's Day* campaign.

Invest in Father's Day and...



Influence ASDA shoppers looking to treat the Father-figure in their lives.



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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