

Explore the possibilities

Media Pack



04-11

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STORE MEDIA

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Why Retail Media?

Retail media is a rapidly growing advertising platform that reaches consumers when they are in 'buy-mode,' with relevant messaging throughout the shopper journey.

Pinpoint targeting means that retail media efficiently...



reaches the **right people**



with the **right message**



at the **right time**

Shopper Engagement

Retail media is the only media that can influence the entire funnel and complete the consumer cycle by driving awareness, consideration, purchase, and loyalty.

Engage with shoppers at all points in the customer journey.



The Opportunity

ASDA Media Partnerships provides suppliers and brands with the opportunity to engage with a huge audience who are crucially in a buy mindset. ASDA shoppers are consuming ASDA media because they are somewhere in the shopper journey, whether looking for inspiration, planning their next shop, or on a shopping mission.

The scale of our audience and the number of media touchpoints is comparable or greater than that of many mainstream media outlets, but where AMP really excels is our ability to not only drive awareness and engagement, but also to convert the purchase.

Why ASDA Media?



22% of ASDA shoppers say that advertising helps them choose what they buy.†



31% of ASDA shoppers say they are tempted to buy products they have seen advertised.†



ASDA shoppers spend an average **£31.88 per trip**.†

Events

ASDA events and moments are seasonal commercial opportunities throughout the year that reflect spikes in consumer footfall, traffic, sales and overall engagement between ASDA and our shoppers.

254.6%

avg. sales uplift for brands who participated in an ASDA corporate event vs. those who ran their own independent promotional campaign*

+88.9%

avg. value uplift on Event featured products*

+240k

avg. increase in footfall in-store vs. weekly average*

Aligning with our events calendar provides opportunities to drive higher return from your media investment. Speak to your Account Manager to discuss how you can get involved.

JAN	FEB	MAR	APR	MAY	JUN
	Easter			Father's Day	
	Valentine's	Mother's Day			Summer
Lunar New Year	Ramadan & Eid				
January Dry	Wake Up to Breakfast			Baby Event	Pet Event
Veganuary	Pancake Day			Cleaning Event	
Cleaning Event					
Jan Value					

JUL	AUG	SEP	OCT	NOV	DEC
	Back to School		Halloween	Christmas	
Summer			Big Night In		
	Thank You Teacher	Curry Week	Bonfire Night		
	Going to Uni				
			Diwali	Winter Meds	
			Winter Warmers		

■ Tier 1 Events
 ■ Tier 2 Events

Merchant's Den

New product launches are vital to growth and ongoing customer engagement. ASDA's Merchant's Den programme is designed to support NPD launches - driving awareness and sales through an impactful launch and sponsorship package.

Brands are invited to pitch their products to a panel of ASDA judges who each have a budget to support the promotion of New, with the opportunity to win significant financial backing for their ASDA media campaign, as well as access to the full range of ASDA media, to ensure maximum standout for their product launch.

Merchant's Den pitches take place once per quarter.*

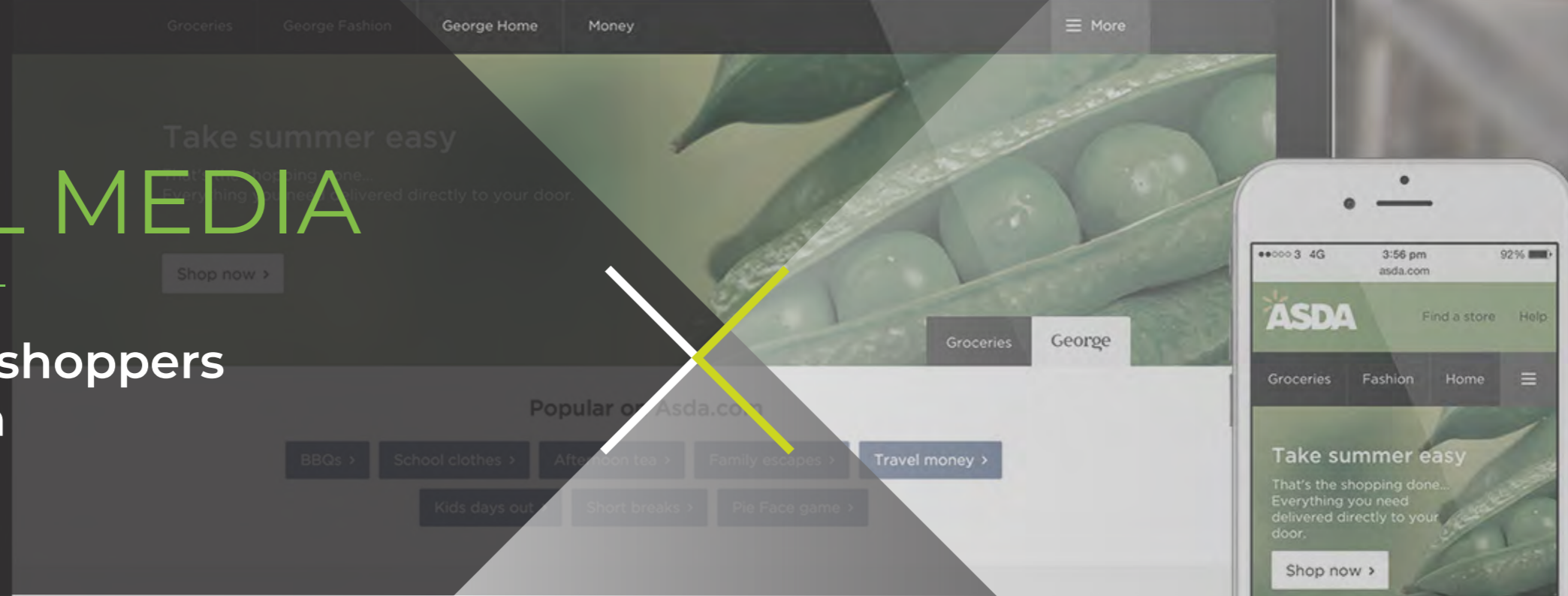
The examples of previous Merchant's Den campaigns below show some of the most impactful media formats available.

(Special-build 48 Sheets, wrapped Digital 6 Sheets, die-cut Entrance Media)



DIGITAL MEDIA

Engage with shoppers
on ASDA.com



DIGITAL PACKAGES

- Reach Package
- Awareness Package
- Engagement Package
- Audience Package
- Rich Media Package

ADDITIONAL DIGITAL MEDIA

- Sponsored Products
- Takeovers
- Brand Zones
- Branded Page
- Prisms
- Brand Bursts
- Parascrolls
- Competitions
- Online Grocery Sampling
- Personalised Sampling
- Social Media Campaigns

Why Digital Media?

Digital Media is used to engage with ASDA's online audience - raising awareness, driving shoppers to aisle and driving online sales. Targeted ads enable you to reach a specific desired audience.



60% of UK households

buy at least some of their groceries online, with 16% ordering all or most of their food shop via the internet.*



88% of consumers

search for a product online before buying in store**



Online customers on average

spend 3x more than an in-store shopper transaction.†

Why ASDA.com?

ASDA.com is one of the largest online grocery channels in the UK, with a 14.1% share of the online grocery retail market and is continuing to grow. ††

21.9m

unique shoppers use the ASDA Grocery website/app.†

450m

visits from those users in the duration of a year.†

£5.95

avg. ROI for every £1 spent on ASDA Digital Media in 2022.†

0.26%

avg. CTR on ASDA Digital Media in 2022.†

Digital Packages

We have a range of digital packages available - each of them focused on a specific strategic outcome. Speak to your Account Manager to find the package that best suits your campaign objectives, whether that's to build awareness, engage with shoppers, or to generate sales.

Package	Reach	Awareness	Engagement	Audience	Rich Media
Strategy	Build awareness online	Product Consideration	Generate sales	Product Consideration	Product Consideration
Targeting	Run-of-site	Category	Search	Run-of-site	Category

Reach

- ROS Top Leaderboard / MPU
- ROS Bottom Leaderboard / MPU
- Basket / Checkout Mini Trolley
- Homepage Promo MPU
- Search EAC

Run of site

Awareness

- Taxonomy Shop Groceries
- Taxonomy Billboard
- Category & Dept Navigation
- Favourite Promo
- Special Offers Promo
- Taxonomy Promo
- Taxonomy Mini Trolley

Contextual

Engagement

- Search Brand Amplifier
- Search Promo
- Search Mini Trolley
- Search Bottom Leaderboard / MPU
- Search Mid Leaderboard / MPU

Search

Audience

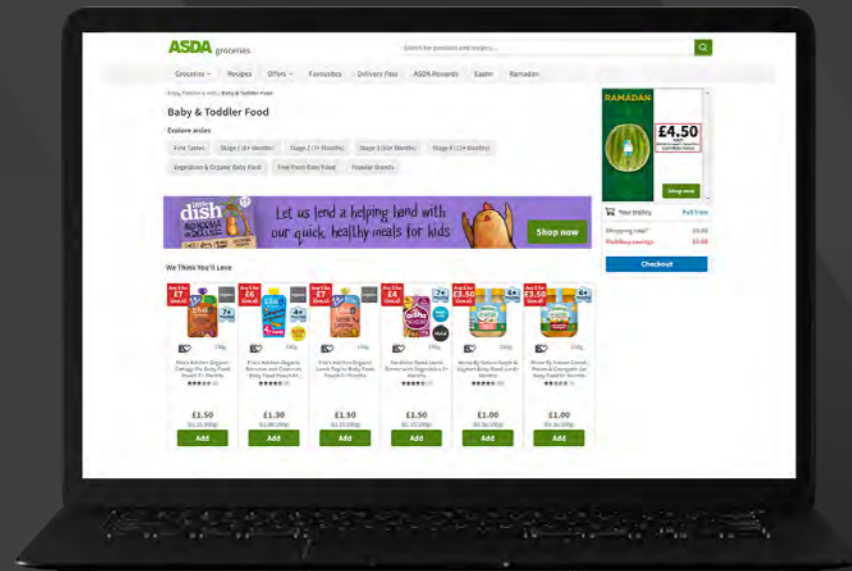
- Audience Top Leaderboard / MPU
- Audience Bottom Leaderboard / MPU
- Audience Basket / Checkout Mini Trolley
- Audience Homepage Bottom Leaderboard / MPU
- Audience Homepage Promo MPU
- Audience Search EAC

Run of site

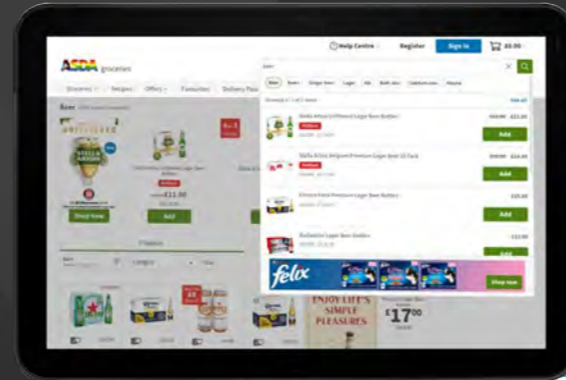
Rich Media

- Taxonomy Expandable Top Leaderboard
- Homepage Expandable Bottom Leaderboard
- Taxonomy Video Billboard
- Taxonomy AdFlipper

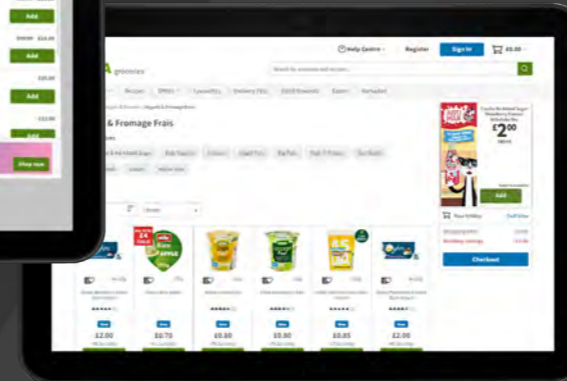
Contextual



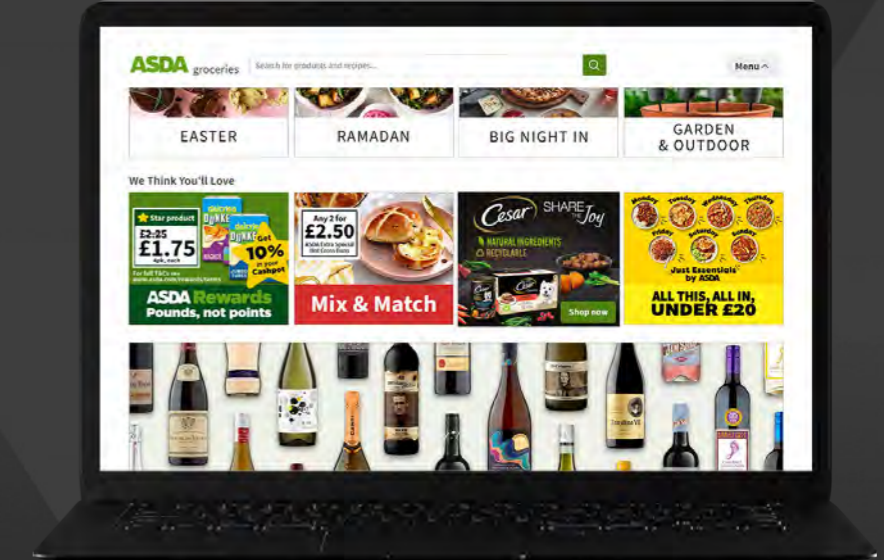
Top Leaderboard



EAC (Enhanced Auto Complete)



Basket / Checkout Mini Trolley



Homepage Promo MPU

Reach Package



REACH

Dependent on campaign



DURATION

Dependent on campaign



LEAD TIME

4 weeks



OVERVIEW

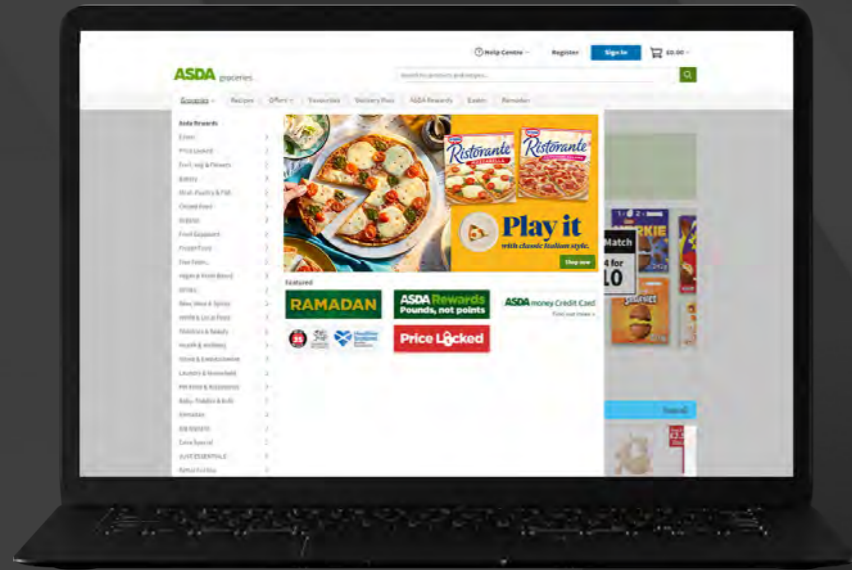
The Reach Package is targeted to users across the ASDA website. It is ideal for building brand awareness among all users of the website & app.

FORMATS

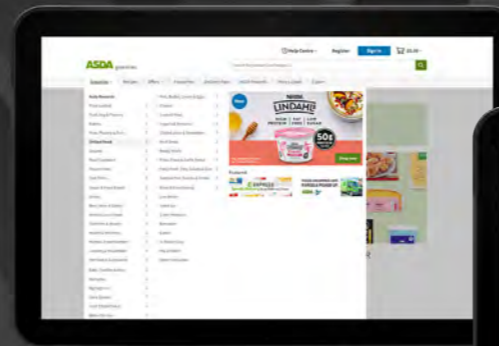
- ROS Top Leaderboard / MPU
- ROS Bottom Leaderboard / MPU
- Basket / Checkout Mini Trolley
- Homepage Promo MPU
- Search EAC (Enhanced Auto Complete)

OBJECTIVES

- Campaign Type** Promotion, NPD, Brand Awareness
- Location** Run of site
- Objective** Brand Participation, Category Participation
- Message** Brand, Quality, Range, Competition, New



Taxonomy Shop Groceries

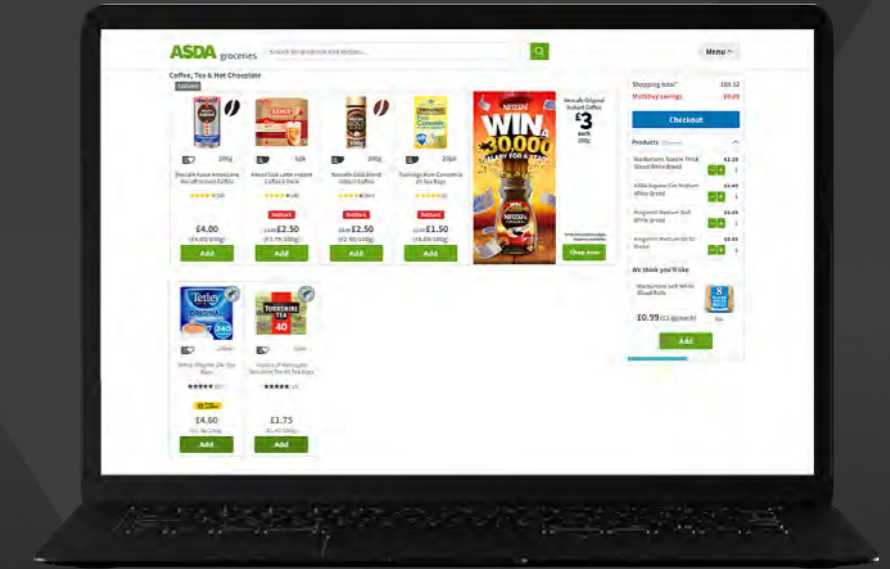


Category Navigation Banner



Taxonomy Billboard

Mini Trolley



Promo Banner

Awareness Package



REACH

Dependent on campaign



DURATION

Dependent on campaign



LEAD TIME

4 weeks



OVERVIEW

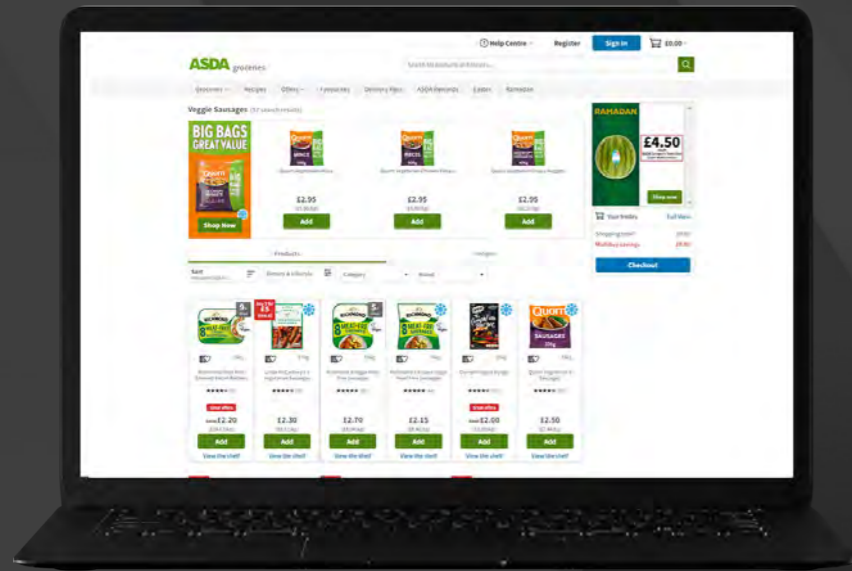
This package is designed to engage users with your media, driving consideration of your products whilst they shop in relevant categories. It is the ideal choice for promotions or introducing users to new products.

FORMATS

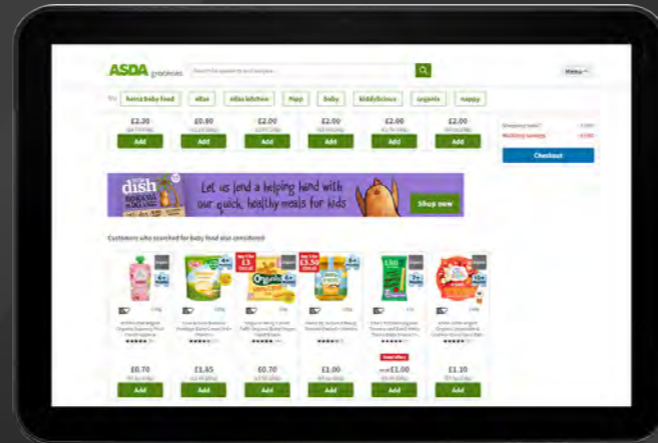
- Taxonomy Shop Groceries
- Taxonomy Billboard
- Category & Dept Navigation
- Favourites Promo
- Special Offers Promo
- Taxonomy Promo
- Taxonomy Mini Trolley

OBJECTIVES

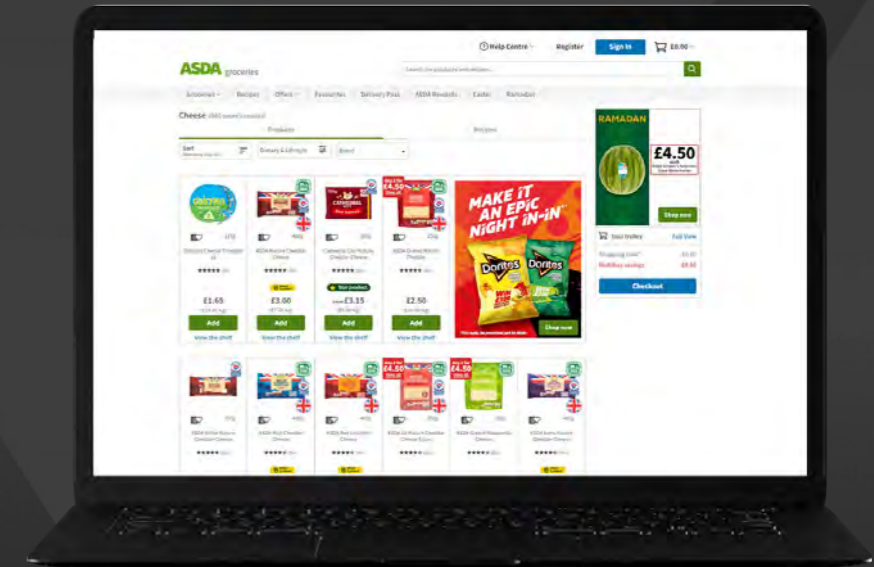
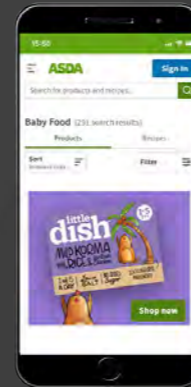
Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Contextual
Objective	Sales, Consideration, Category Participation, Brand Participation
Message	Value, Quality, Range, Competition, New, Brand



Search Brand Amplifier



Search Leaderboard / MPU



Search Promo

Mini Trolley

Engagement Package



REACH

Dependent on campaign



DURATION

Dependent on campaign



LEAD TIME

4 weeks



OVERVIEW

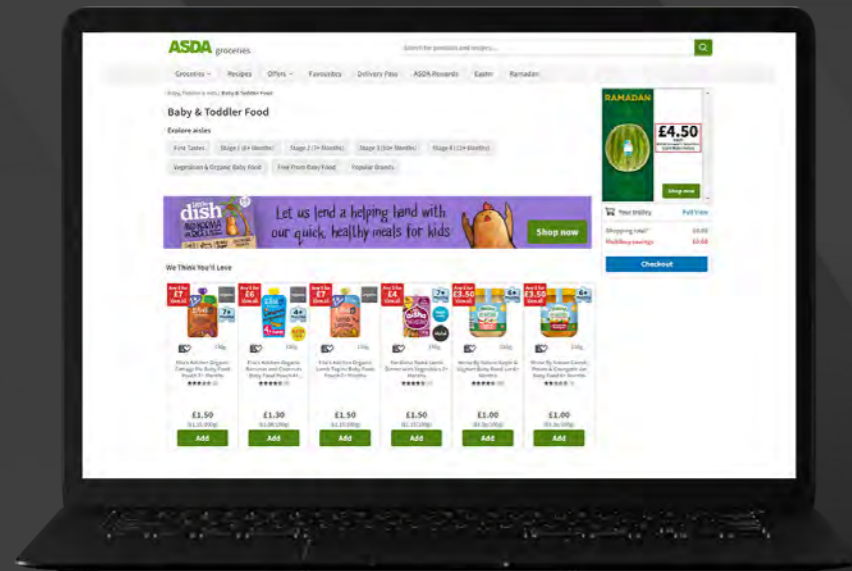
This package is aimed at driving sales through user searches on ASDA.com. Searching for a product or brand is usually the end of a user's purchasing process, meaning that media within search results can drive excellent returns.

FORMATS

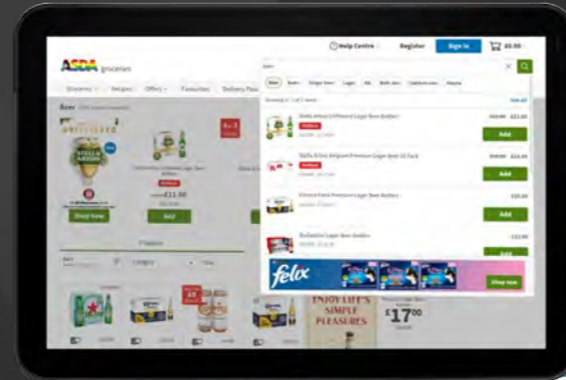
- Search Brand Amplifier
- Search Promo
- Search Mini Trolley
- Search Bottom Leaderboard / MPU
- Search Mid Leaderboard / MPU

OBJECTIVES

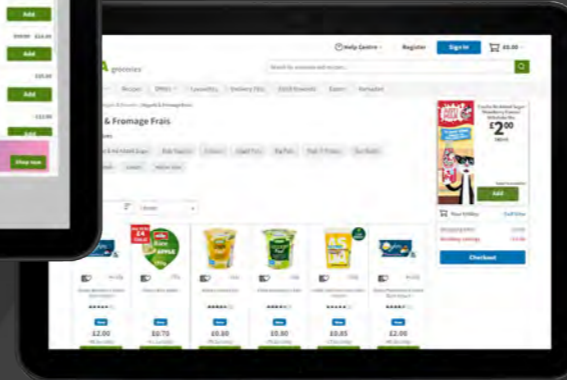
Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	Targeted Search Results
Objective	Sales
Message	Value, Quality, Range, Competition, New



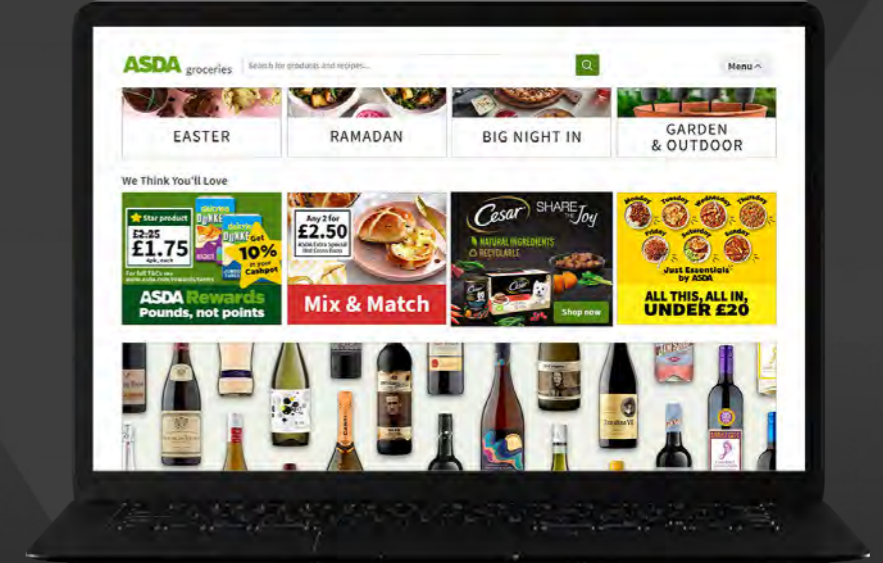
Top Leaderboard



EAC (Enhanced Auto Complete)



Basket / Checkout Mini Trolley



Homepage Promo MPU

Audience Package



REACH

Dependent on audience segment brief



DURATION

Dependent on campaign



LEAD TIME

4 weeks



OVERVIEW

This package is aimed at specific users, allowing you to define segments of customers to reach throughout their shopping journey. We will work with you to plan media to reach your specific desired audience.

FORMATS

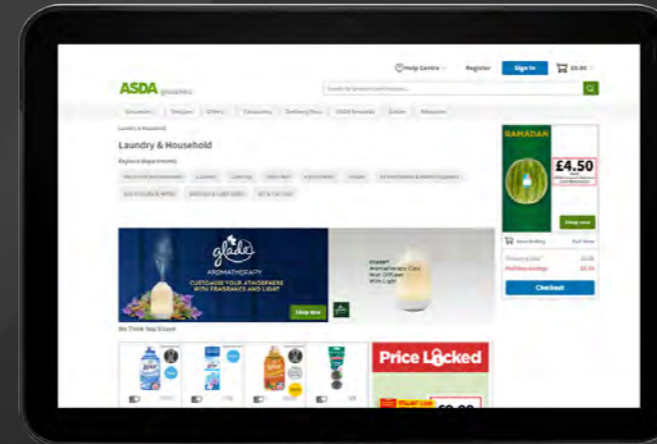
- Audience Top Leaderboard / MPU
- Audience Bottom Leaderboard / MPU
- Audience Basket / Checkout Mini Trolley
- Audience Homepage Promo MPU
- Audience Search EAC (Enhanced Auto Complete)

OBJECTIVES

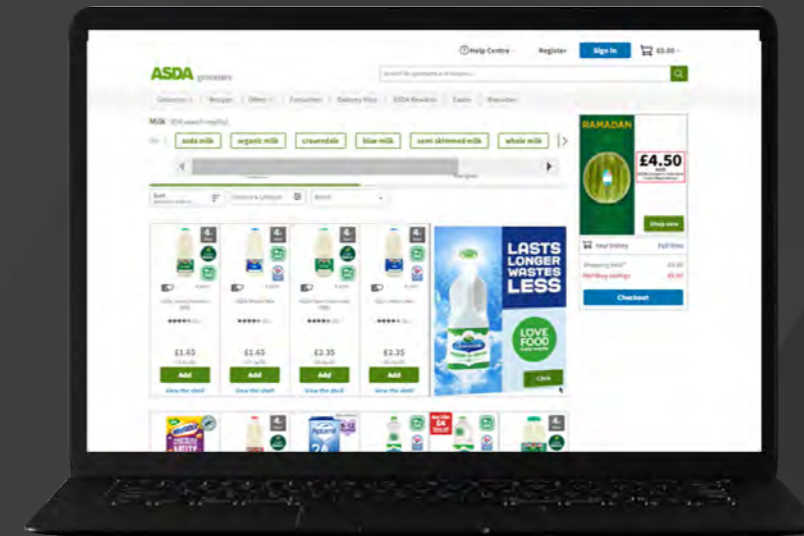
Campaign Type	Promotion, NPD, Brand Awareness
Location	Targeted Audience Segment
Objective	Brand Participation, Category Participation
Message	Brand, Quality, Range, Competition, New



Expandable Leaderboard



Taxonomy Video Billboard



Taxonomy Ad Flipper



Rich Media Package



REACH

Dependent on campaign



DURATION

Dependent on campaign



LEAD TIME

4 weeks



OVERVIEW

This package is designed to attract and engage users with unique media which stands out from the page, driving consideration of your products while they are shopping in relevant categories online.

FORMATS

- Taxonomy Expandable Top Leaderboard
- Taxonomy Video Billboard
- Homepage Expandable Bottom Leaderboard
- Taxonomy Ad Flipper

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Contextual
Objective	Sales, Consideration, Category Participation, Brand Participation
Message	Value, Quality, Range, Competition, New, Brand

Sponsored Products



REACH
.....

Dependent on campaign



COVERAGE
.....

Dependent on campaign



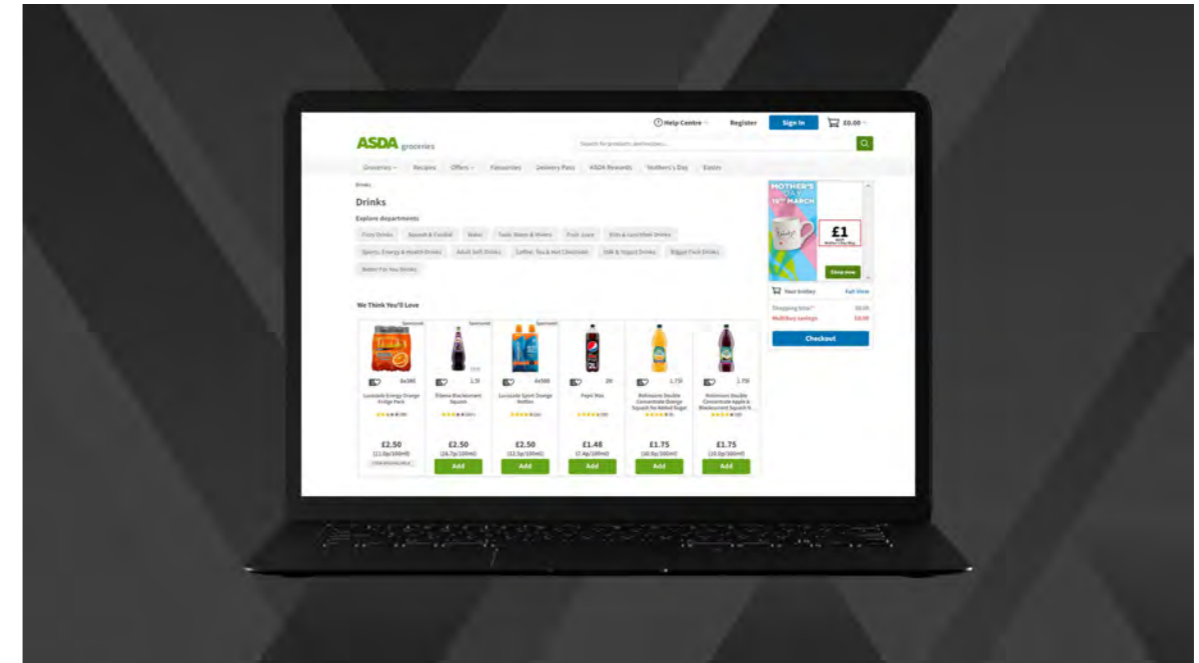
LEAD TIME
.....

1 week



OVERVIEW
.....

Sponsored Product ads are worked seamlessly into the user's shopping journey, appearing on relevant product and search product listings, at the point of users adding products to their basket. Such a native format can deliver excellent conversions and performance.



FORMATS

.....

- Sponsored Product Placement

OBJECTIVES

.....

Campaign Type	Promotion, NPD, Supplier
Location	Run of site
Objective	Sales, Brand Participation
Message	Value, New

Takeovers



REACH
.....

Up to 500,000 per week, dependent on level bought



DURATION
.....

Weekly sponsorship



LEAD TIME
.....

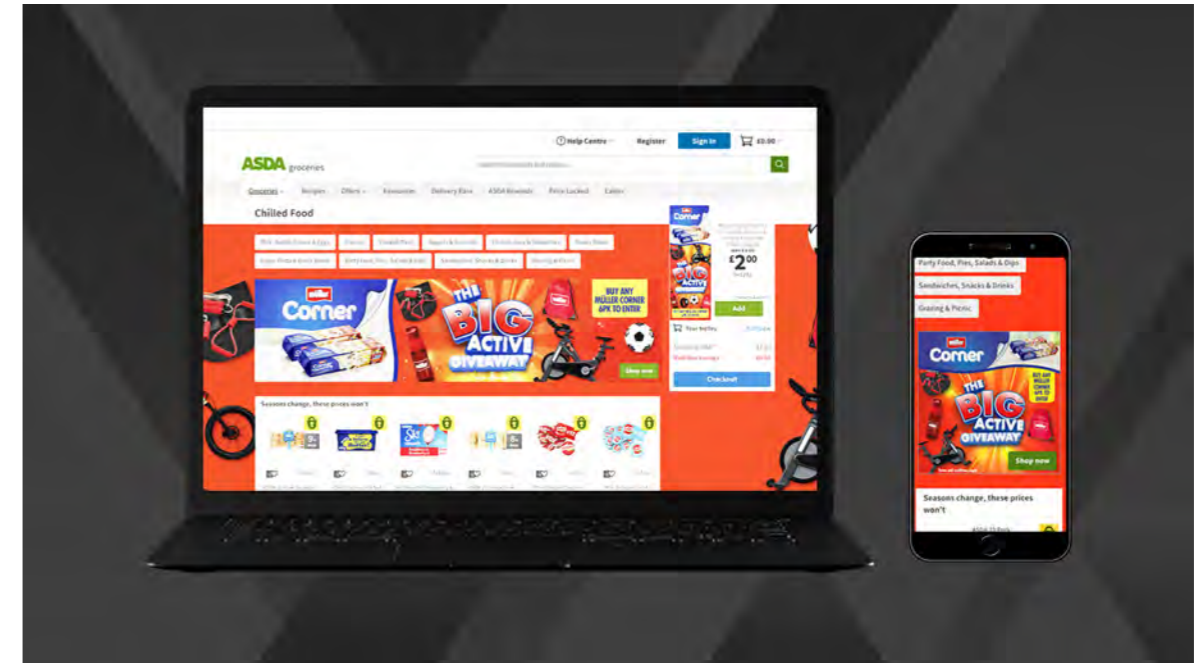
4 weeks



OVERVIEW
.....

Takeovers are high-impact, high engagement formats that give suppliers ownership of the page through bespoke brand page skins + all navigation and promo banners. The shoppable takeover includes an interactive lifestyle image, allowing the shopper to click on products to reveal further information, including 'Add to basket' functionality.

- Available at Shop Groceries, Category & Department levels
- Desktop and mobile
- Concept approval needed



FORMATS
.....

- Shop Groceries Homepage Takeover
- Category Takeover
- Department Takeover

OBJECTIVES
.....

Campaign Type	New / Exclusive only for category bookings, brand messaging at dept or aisle
Location	Relevant to product
Objective	Consideration: Drive shoppers to aisle, Purchase: Drive conversion
Message	Range, New, Events, Educate/Inspire

Brand Zones

REACH
.....

Scalable dependent on traffic drivers

DURATION
.....

Up to 10 weeks for Simple Brand Zone
Up to 20 weeks for Complex Brand Zone

LEAD TIME
.....

6 weeks for Simple Brand Zone
16 weeks for Complex Brand Zone

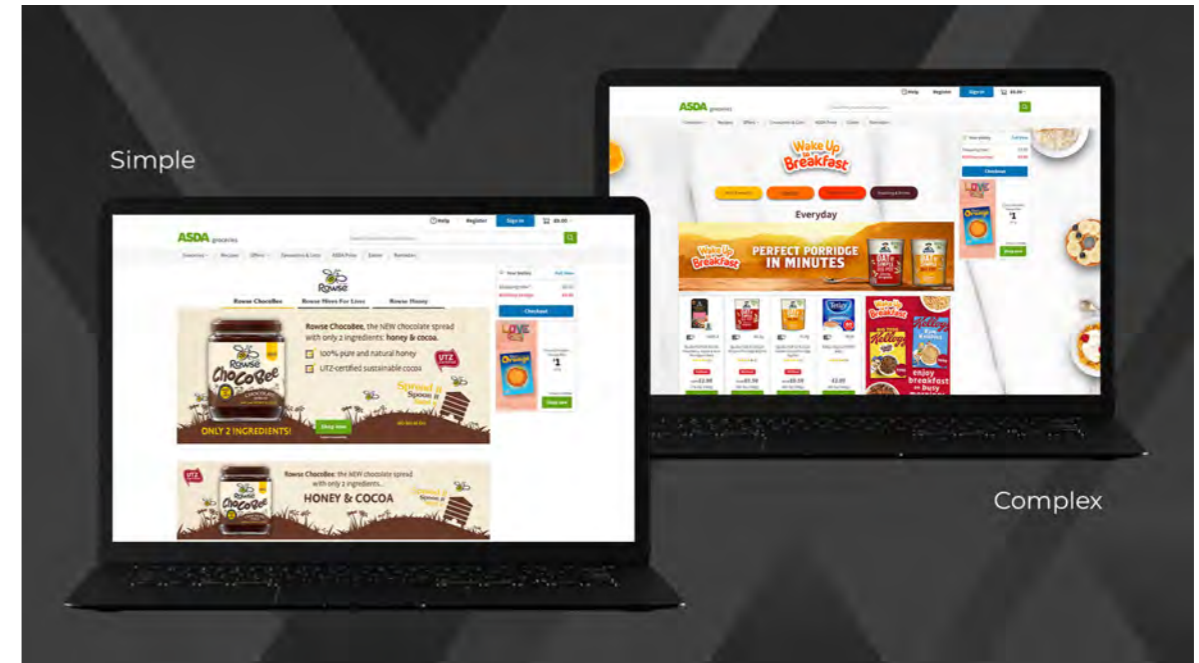
OVERVIEW
.....

Brand Zones are ideal for brands wanting to give added value to online campaigns through additional content and product information. They are an interactable piece of media which are situated on their own dedicated page with a custom URL. Features include unique backgrounds, video content, image carousels, brand / product information and much more.

Simple Brand Zones have a fixed layout, with three tabs that can be activated using the navigation buttons.

Complex Brand Zones are a fully bespoke and customisable media solution which can span over multiple pages. The layout will be agreed, during the build phase, between the supplier and ASDA.

- Responsive, desktop and mobile.
- Concept approval needed.



FORMATS
.....

- Simple - includes Link Builder, Search Redirect, Cat Nav Logo
- Complex - includes Link Builder, Cat Nav Logos, Search Redirect

ADD-ONS
.....

- Link Builder - Daily
- Category Event Banner
- Featured Brand logo
- Search Redirects - Daily

OBJECTIVES
.....

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on targeted driving media
Objective	Sales / Trial Appraisal, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Service, Brand, Competition

Branded Page



REACH

Dependent on impressions booked



DURATION

Dependent on promo period (min. 3 weeks)



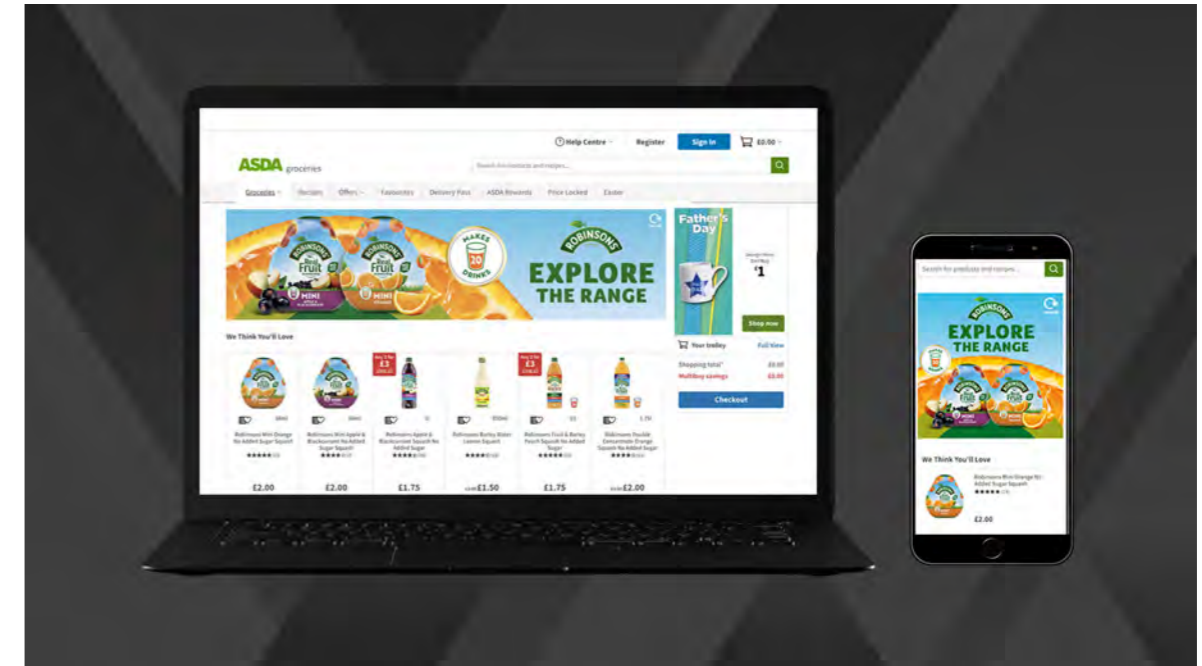
LEAD TIME

4 weeks



OVERVIEW

Branded Pages are a fantastic way to showcase your brand's product range to shoppers on ASDA.com. Accessible through bookable driving media, your Brand Page can feature a static or animated header at the top of the page, with Product Listing ads below to show the product range available to purchase.



FORMATS

- Static Header + PLAs
- Animated Header + PLAs

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on targeted driving media
Objective	Awareness, Category Participation, Brand Participation
Message	Range, Quality, New, Competition, Educate/Inspire

Prism



REACH
.....

Dependent on campaign



DURATION
.....

Dependent on campaign



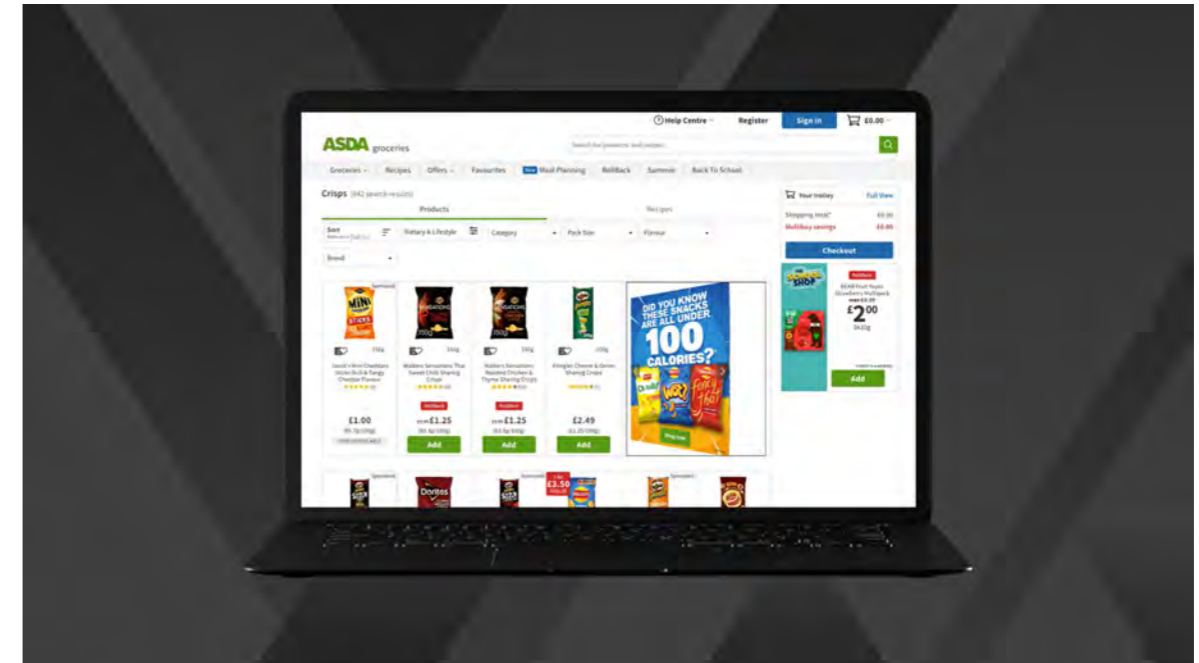
LEAD TIME
.....

6 weeks



OVERVIEW
.....

An auto-rotating creative perfect for showcasing a range of products. With native ad placement and eye-catching motion, the ad produces strong engagement figures to encourage conversion. As such we recommend this media for multiple SKUs, and to showcase a range of deals or new products.



FORMATS

.....

- Desktop, Tablet & Mobile

OBJECTIVES

.....

Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	Run of site
Objective	Awareness, Category Participation, Brand Participation
Message	Range, Quality, New, Competition, Educate/Inspire

Brand Burst

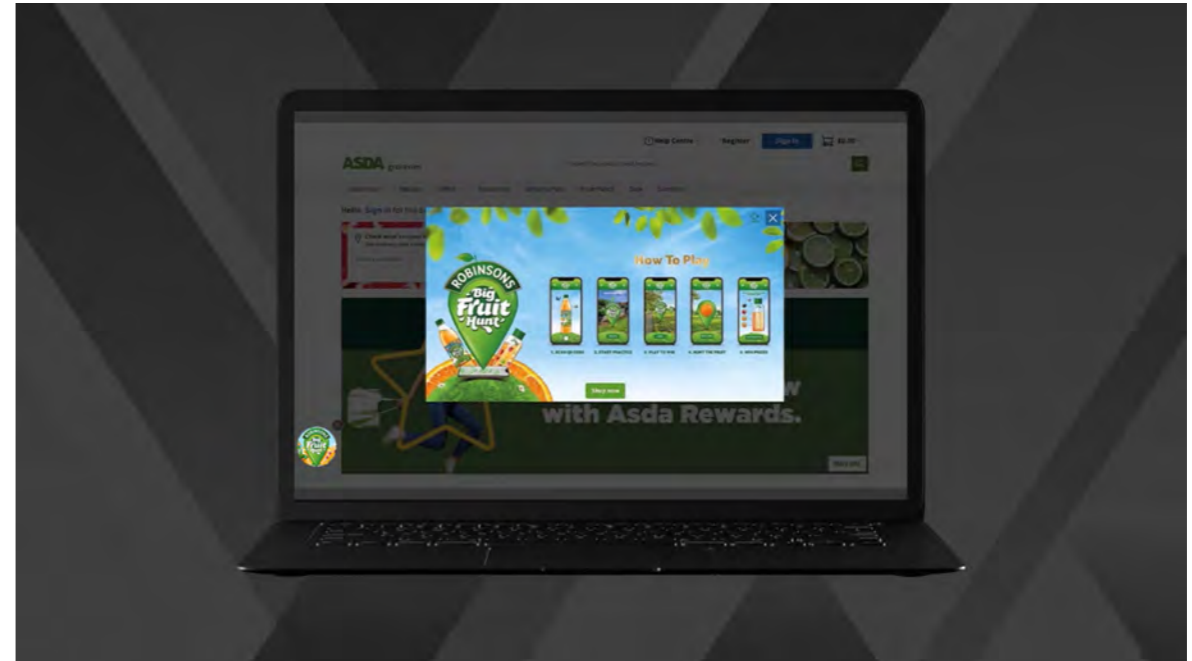
- REACH

Dependent on campaign
- DURATION

Dependent on campaign
- LEAD TIME

6 weeks
- OVERVIEW

Brand Bursts generate both a strong CTR & ROI, with performances on search often generating the best overall results. Expandable from a branded roundel, the large ad space is best used to play video, or to share large amounts of information with multiple click-outs. Recommended for competitions, NPD and range campaigns.



FORMATS

- Desktop, Tablet & Mobile

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	Run of site
Objective	Awareness, Category Participation, Brand Participation
Message	Range, Quality, New, Competition, Educate/Inspire

Parascroll



REACH

Dependent on campaign



DURATION

Dependent on campaign



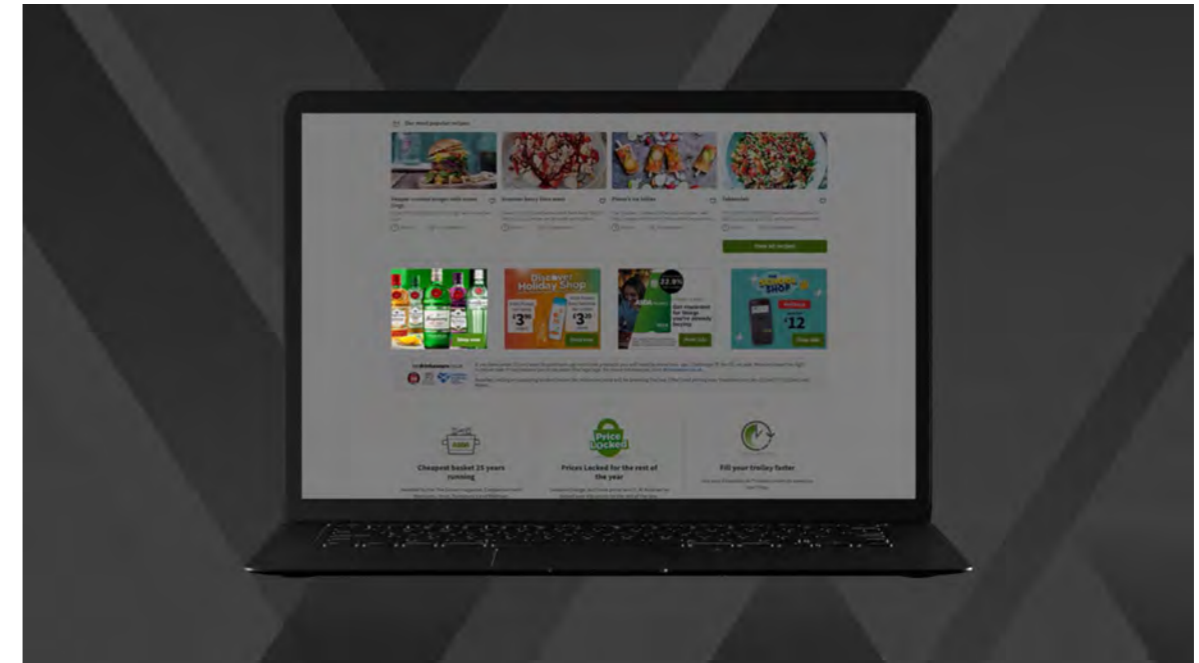
LEAD TIME

6 weeks



OVERVIEW

High-impact mobile-first format. Creative parallaxes website content by user scroll. Creative can include branding, product imagery, multiple click-outs, video.



FORMATS

- Desktop, Tablet & Mobile

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	Run of site
Objective	Awareness, Category Participation, Brand Participation
Message	Range, Quality, New, Competition, Educate/Inspire

Competitions



REACH

Dependent on impressions booked



DURATION

Dependent on promo period (min. 3 weeks)



LEAD TIME

4 weeks

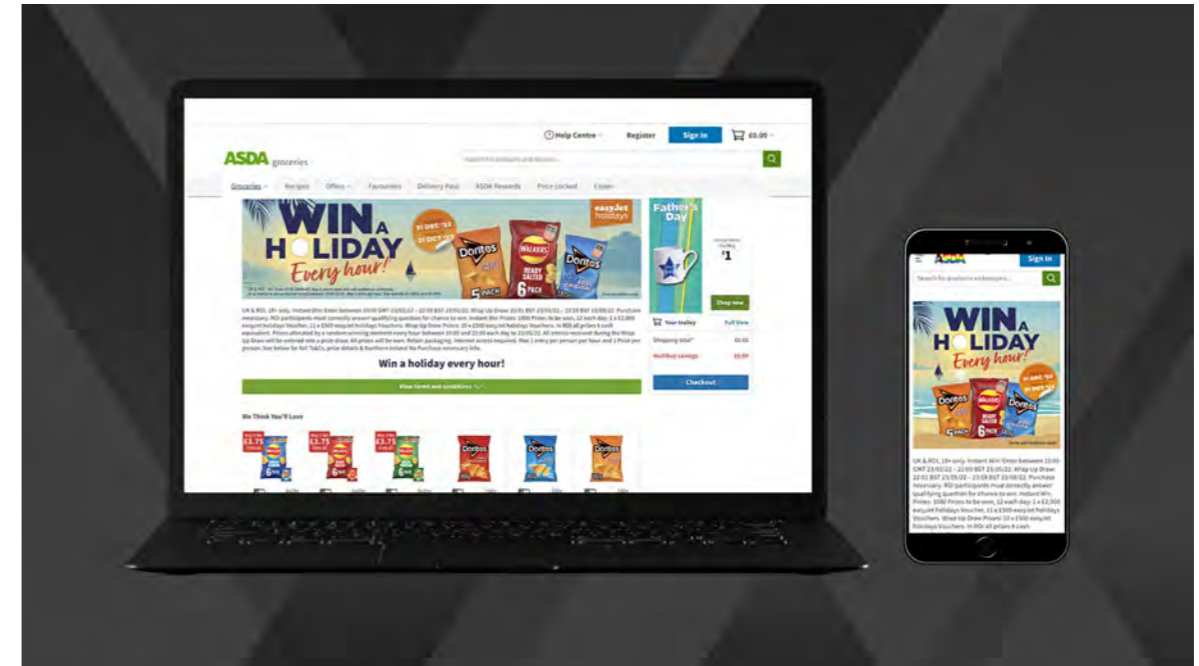


OVERVIEW

Competitions are a great way to engage with ASDA shoppers whilst driving awareness for your brand, product, and campaign. Competitions will be hosted via their very own Branded Page, which is accessible to shoppers through driving media. Competitions pages are also accessible via the URL: asda.com/win

There are two different types of Competitions available on the ASDA GHS site:

- **On Pack Competitions**
 - Promote an existing competition that features on your brand's packaging to ASDA's online customers to gain further traction and engagement for your campaign.
- **ASDA Exclusive Competitions**
 - Launch a competition exclusively for ASDA shoppers - entrants must enter their details in an online contact form for a chance to win. A third-party agency will collate the data and select the winner - suppliers must then fulfil the prize(s) in line with the agreed T&Cs.



FORMATS

- On-pack Competition
- ASDA Exclusive Competition
- TXT to Win

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on targeted driving media
Objective	Awareness, Category Participation, Brand Participation
Message	Range, Quality, New, Competition, Educate/Inspire

Online Grocery Sampling



REACH

Dependent on booking (up to 25k per week)



DURATION

1 week



LEAD TIME

4 weeks



OVERVIEW

Grocery Home Shopping sampling is an ideal way of engaging with the ASDA online shopper in their home. We can target large numbers of shoppers with a single leaflet or a range of chilled, non-edible or ambient samples, handed directly to the customer, individually or packaged in a branded box, upon delivery of their online grocery order. Opportunity for brands to drive brand equity and showcase packaging, whilst customers can try the product in the comfort of their own home.



FORMATS

- Single sample
- Leaflet
- Sample with leaflet
- Sample box

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on booking (Leeds and Nottingham HSC only)
Objective	Awareness, Trial / Appraisal
Message	Range, Quality, New, Competition, Educate/Inspire

Personalised Sampling



REACH

Up to 500k impressions (Tier 3 package)



DURATION

3 weeks for Sampling Banners
2 weeks for Targeting Banners



LEAD TIME

5 weeks (6 weeks for BWS)

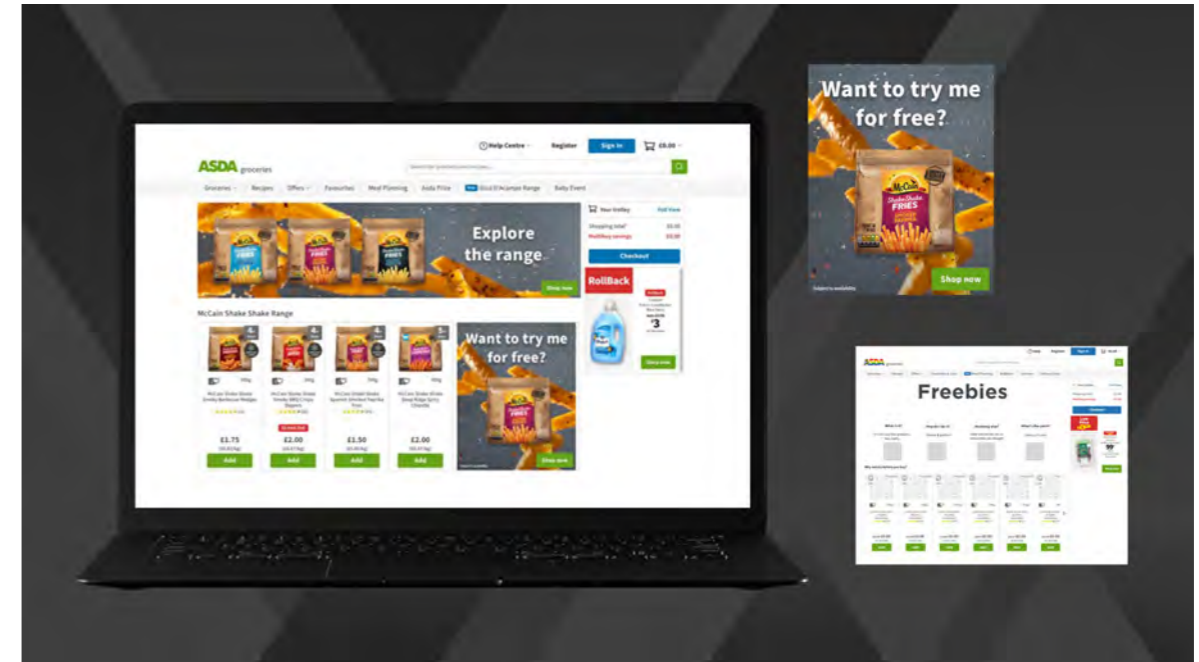


OVERVIEW

Personalised Sampling is an opportunity to provide free, full-sized product samples to relevant ASDA customers when they purchase online, with multiple media touchpoints and varied messaging.

Promo Banner on site drives to a Branded Page featuring related products, Branded Header and Promo Banner. The second Promo Banner then drives to a free sample page where the shopper can add the sample to basket.

The second Promo Banner is removed from the page once all free samples have been given away, but awareness media remains live to fulfil impressions and encourage purchase of similar products.



FORMATS

- Sampling Banner - 'Try me for free'
- Targeting Banners - 'Rate & review' and 'Buy me again'

OBJECTIVES

Campaign Type	Promotion, NPD, Supplier, Brand
Location	Dependent on booking (Leeds and Nottingham HSC only)
Objective	Awareness, Trial / Consideration, Category Participation, Brand Participation
Message	Range, Quality, New, Educate/Inspire

Social Media Campaigns



REACH
.....

Dependent on targeting



FREQUENCY
.....

Dependent on campaign



DURATION
.....

1 week



LEAD TIME
.....

8 weeks



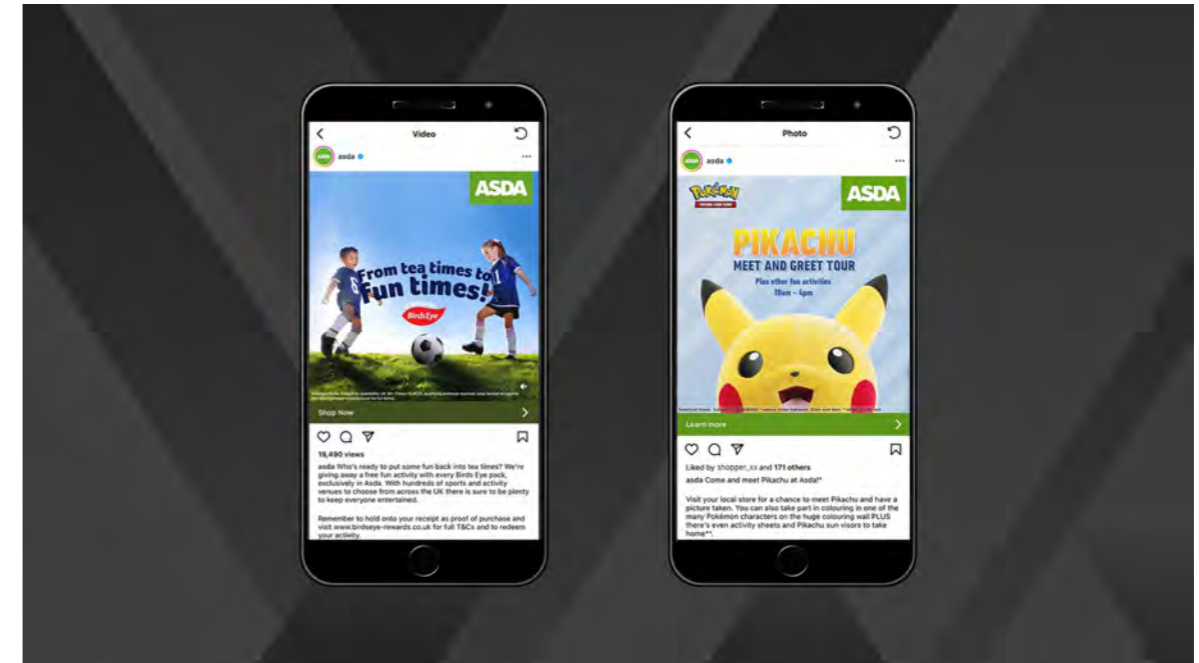
OVERVIEW
.....

Enables brands to efficiently reach their chosen target audience across Facebook and Instagram. Most relevant users matched to the desired target audience/campaign KPIs.

Creative can feature across:

- Facebook feed
- Facebook & Instagram feed
- Both feeds + Instagram Stories

Combining Facebook and Instagram increases reach to desired audience and potential traffic back to ASDA website.



FORMATS

- Video
- Static Image & Text
- Carousel

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Chosen Audience (Facebook / Instagram)
Objective	Awareness, Trial / Appraisal, Category Participation
Message	Quality, New, Brand, Competition

STORE MEDIA

Engage with ASDA's audience
as they shop in store

AWARENESS

Drive footfall to ASDA

- ASDA Magazine

CONSIDERATION

Drive footfall to aisle

- Security Covers
- Bollard Covers
- ASDA Radio
- Trolley Panels
- Digital 6 Sheets
- ATMs
- Experiential

PURCHASE

Drive conversion

- Shelf Barkers
- Shelf Talkers
- Shelf Booklets
- Blinkers
- Branded Info Panels
- Hot Spots
- Branded Gondola Ends
- Branded Side Stacks
- Branded Shippers
- Action Alley Value Bay
- Seasonal Branded Bay
- In-store Sampling

Why Store Media?

As consumers become increasingly omnichannel in their shopping habits, it is important that brands influence decisions at every step in their path to purchase, both in-store and online.

83% of shoppers still prefer to shop in-store.*

40%

of shoppers are visiting the supermarket at least once a week.**

30%

purchase from the supermarket up to 2-3 times per week.**

The Purchase Funnel



AWARENESS

Drive footfall to ASDA

Put your brand or product at the forefront of shoppers' minds with impactful, high reaching, broadly targeted media.



CONSIDERATION

Drive footfall to aisle

Target and engage shoppers through relevant messaging that drives them to visit your products location, with motivation to buy.



PURCHASE

Drive conversion

Ensure that your product stands out from your competitors at point of sale, with an impactful reason to choose your brand.

ASDA Magazine



REACH

3 million readers per issue



COVERAGE

1 million copies in circulation



FREQUENCY

Monthly



LEAD TIME

12 weeks for display ads. 14 weeks for advertorial.



OVERVIEW

ASDA Magazine is a 100-page publication, packed with the latest food, drink, fashion, home, and general merchandise products - supported by editorial lifestyle, community and wellbeing content.

Content is split into three sections: 'Love to Eat', 'Get the Look' and 'Feel Good', with stories that are curated to resonate with ASDA shoppers. There is now an even bigger focus than ever before on people as ambassadors, with real life reader recipes and quotes, plus features from some special guests and experts too.

ASDA Magazine was the first supermarket retailer magazine and we are proud to be back sharing content to inform and inspire customers, one trolley-dash at a time. Our content will tap into seasonal trends and must-haves, and we will show customers exactly what to buy and where to get it!



ADVERTISING FORMATS

- Double-page Display
- Full Page Display
- Half Page Horizontal Display

CONTENT THEMES

- Feature
- Food
- Home
- Fashion / Lifestyle
- Value
- Rewards

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	In-store pick-up
Objective	Awareness, Trial / Appraisal
Message	Quality, Value / Pack-Shot & Price, New, Range, Service, Brand, Competition

Security Covers



REACH

Up to 18 million shoppers



COVERAGE

Up to 377 stores



DURATION

1 week



LEAD TIME

5 weeks



OVERVIEW

Large, eye-level security gate covers clearly communicate your message as customers walk into a store, whilst driving footfall to specific aisles. Ensures your promotion is at the front of customers' minds as they enter the store. Tiered options available. Bespoke designs are available for Merchant's Den winners.



FORMATS

- Standard format
- Die-cut (only available to Merchant's Den winners)

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	Number of Stores
Objective	Consideration, Trial / Appraisal, Category Participation, Brand Participation, Sales
Message	Value, Range, New & Exclusive, Extra Special

Bollard Covers



REACH

Up to 16 million shoppers



COVERAGE

In our top 338 stores



DURATION

1 week



LEAD TIME

5 weeks



OVERVIEW

An opportunity each week to advertise your product on a minimum of four bollards per store. Bollards used are located closest to the store entrance to help drive customers to your product in-store. Option to include four different creatives per store.



FORMATS

- Standard format
- Die-cut (Merchant's Den winners only)

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	Number of stores
Objective	Consideration, Trial / Appraisal, Category Participation, Sales
Message	Value, Range, New & Exclusive, Extra Special

ASDA Radio



REACH

Up to 18 million per week



FREQUENCY

30 second package - plays 2x per hour
10 second package - plays 4 x per hour



COVERAGE

Up to 377 stores



LEAD TIME

5 weeks



OVERVIEW

Up to 18 million ASDA customers per week on the only live, in-store supermarket radio station in the UK. BBC Radio 1, by comparison, has a reach of 9.2 million listeners.

- 45% say radio adverts catch their attention.
- 64% say they notice ASDA Radio when shopping.
- Time-target specific stores to ensure you speak to the most relevant customers for your brand.
- Items advertised on ASDA Radio had a +2.4% sales uplift & +1.2% uplift in total store sales.



FORMATS

- 10 second sweeper
- 30 second audio advert
- DJ read
- Show takeover

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on store selection
Objective	Sales, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Service, Brand, Competition

Trolley Panels



REACH

Up to 12.5 million shoppers



COVERAGE

Up to 100 stores



DURATION

4 weeks



LEAD TIME

5 weeks



OVERVIEW

Trolley Panels enable brands to be present throughout the entire shopping journey, from car park to checkout – typically over 45 minutes of exposure. 100% compliance guaranteed. They drive and direct shoppers to the relevant aisle – resulting in ad coverage across the entire store.



FORMATS

- Fully Branded

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on store selection (max. 100 stores)
Objective	Category Participation, Brand Participation, Sales
Message	Quality, Value, New, Range, Service, Brand, Competition

Digital 6 Sheets



REACH

Dependent on volume booked



FREQUENCY

Plays 960 times per day



DURATION

1 - 3 weeks



LEAD TIME

4 weeks (1 week for fully branded artwork)



OVERVIEW

Digital 6 Sheet screens are situated in two key locations - at the front of store and in the foyer, to maximise visual impact and place your brand or product front of shoppers' minds as they enter the store.

The screens allow for repetition of message or sequential messaging whilst enabling you to direct shoppers to your products. A range of targeting options mean you can reach your desired audience at your chosen location or during specific seasons / moments in time.



FORMATS

- Static
- Part-motion
- Full motion
- Wrapped (Only available to Merchant's Den winners and for External D6s.)

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on store selection
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, Quality, Range, New, Brand, Competition

ATMs



REACH

Up to 13.5 million ATM ad views



DURATION

Dependent on length of campaign



LEAD TIME

5 weeks



OVERVIEW

ASDA has a network of ATMs across its store portfolio, reaching a huge audience on a 1-2-1 basis. Each advert is served during the transaction, meaning the audience is 100% focused on the screen for an average of 43 seconds, and therefore audience impact can be guaranteed.

- 60% spontaneous ad recall.
- 82% prompted ad recall.



FORMATS

- Location targeting
- Gender targeting
- Day part targeting
- Weather thermal targeting
- Customer survey/questions

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	Dependent on store selection
Objective	Category Participation, Brand Participation, Awareness, Sales
Message	Value, Range, New, Brand

Experiential



REACH

Dependent on format booked (Up to 160 stores)



DURATION

Dependent on format booked



LEAD TIME

6 - 12 weeks



OVERVIEW

Experiential offers suppliers the opportunity to express the true identity of a brand by offering a high-impact and unique customer experience at the front of ASDA stores.

Immerse customers in your brand with a game, a small event, competitions, or giveaways at the front of ASDA stores - a great way to grab attention, engage and educate customers when they are in shopping mode. Engage shoppers looking for inspiration and create a unique and memorable campaign.



FORMATS

- Food Truck
- Trike
- Inflatable Dome
- Photo Booth
- Digital Screens
- Web App / AR Hunt
- Costume Character visits

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	Carpark, Foyer, In / Around store (dependent on format booked)
Objective	Awareness, Category Participation, Brand Participation, Sales
Message	Value, Quality, Range, New, Brand, Service, Competition

Shelf Barker



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



DURATION

3 weeks



LEAD TIME

5 weeks



OVERVIEW

Create standout from your competitors on the shelf, to influence the customer's purchasing decision at this pivotal moment in the customer journey.

Barkers can combine a product's branding with informative and quality messaging whilst hitting the purchase funnel objective: drive conversion. Branded barkers provide one of the last opportunities to influence customers at the vital point of purchase, where 76% of all buying decisions are made.

Maximum of 3 Barkers per bay.



FORMATS

- Info Barker (branded or packshot)
- LTTT Barker
- Rewards Barker
- New/New & Exclusive Barker

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier
Location	In-Run
Objective	Sales, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, Quality, Range, New, Brand, Service

Shelf Talker



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



DURATION

3 weeks



LEAD TIME

5 weeks



OVERVIEW

Shelf Talkers are a high-impact format that allows brand creative, combined with key promotional messaging or 'New' callouts in SKU dense areas of the store (where we couldn't usually fit a Barker), to create physical standout and make your brand pop out from the shelf at a pivotal moment in the customer journey.

Things to bear in mind:

- Maximum of three Shelf Talkers per bay
- Cannot be placed on the bottom shelf
- Cannot be implemented in Frozen Aisles



FORMATS

- Half-branded with pricing and toolkit, or toolkit only
- Packshot with pricing and toolkit, or toolkit only
- Event template with pricing and toolkit, or toolkit only

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	In-Run
Objective	Sales, Category Participation, Brand Participation
Message	Value, New, Brand

Shelf Booklets



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



DURATION

3 weeks



LEAD TIME

5 weeks



OVERVIEW

Branded booklets influence customers at point of purchase and encourage further customer engagement through recipe ideas or competitions. Booklets offer x50 double sided tear-off pages.



FORMATS

- Recipe
- Competition

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier
Location	In-Run
Objective	Sales, Trial / Appraisal, Category Participation, Brand Participation
Message	Quality, Value, Range, New, Brand, Competition, Service

Blinkers



REACH

Up to 16 million shoppers every week



COVERAGE

Up to 377 stores



DURATION

Per promo period depending on campaign



LEAD TIME

9 weeks



OVERVIEW

Blinkers grab the shopper's attention from the moment they enter the aisle, guiding them to your product's location on the shelf. With a choice of creative formats and messaging options, Blinkers are a great way to stand out from your competitors whilst giving shoppers a good reason to choose your brand.



FORMATS

- Part branded (New/New & Exclusive only)
- Pack-shot & Price
- Rewards Blinkers
- Event Branded
- Event Pack-shot

NB: Blinkers only bookable through Cat Ex

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On
Location	In-Run
Objective	Sales, Awareness, Category Participation, Brand Participation
Message	Value, New, Range, Brand

Branded Info Panels



REACH

Up to 16 million shoppers every week



COVERAGE

Up to 377 stores



DURATION

12 weeks



LEAD TIME

5 weeks



OVERVIEW

Info Panels are an educational form of POS that enable brands to provide shoppers with additional information about their product(s) (i.e. benefits of product, how-to guides etc.)

As a variant of Blinkers, Info Panels are designed capture shoppers' attention in aisle, and guide them to your product's location on the shelf.

- Panels will be implemented to the left of the bay
- Creative is single-sided
- QR codes are permitted
- Rule of thirds template principles to apply
- Creative concept shared and agreed ahead of booking



FORMATS

- Fully-branded only

OBJECTIVES

Campaign Type	Always On, Supplier, Brand
Location	In-Run
Objective	Sales, Awareness, Trial / Appraisal, Service
Message	Range, Brand

Hot Spots



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



DURATION

Per promo period depending on campaign



LEAD TIME

10 weeks



OVERVIEW

Hot Spots create a highly visible branded placement on the shelf, providing stand out from your competitors.



FORMATS

- Fully branded or branded with pricing and toolkit
NB: Only bookable through Cat Ex

OBJECTIVES

Campaign Type	Promotion, NPD, Always On, Supplier, Brand
Location	In-Run
Objective	Sales, Awareness, Trial / Appraisal, Brand Participation
Message	Quality, Value, New, Range, Brand

Branded Gondola Ends



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



DURATION

Per promo period depending on campaign



LEAD TIME

6 weeks



OVERVIEW

Gondola Ends are large format, high impact advertising sites in key locations, to encourage impulse purchases and brand awareness.



FORMATS

- Single Brand
- Category-Led
- Cross Category-Led

NB: Only bookable through Cat Ex

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	In-Run, Feature Space
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, New, Range, Brand, Quality, Competition

Branded Side Stacks



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



DURATION

Per promo period depending on campaign



LEAD TIME

6 weeks



OVERVIEW

Side Stacks are a similar format to Shippers, but they appear on the side of a Gondola End, and are attached to the shelving, rather than free-standing. They are positioned in areas where footfall and opportunity to see are high. The sides, shelf edges and header can all be fully branded for maximum impact.



FORMATS

- Fully Branded Only
 - includes in-run facing side panel, shelf stripping and barkers
 - NB: Only bookable through Cat Ex

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	In-Run, Feature Space
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Brand, Competition

Branded Shippers



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



DURATION

Per promo period depending on campaign



LEAD TIME

6 weeks



OVERVIEW

Shippers provide eye-catching, in-run standout for brands, usually linked to NEW or seasonal promotions. The sides, shelf edges and header can be fully branded for maximum impact.



- NB: Only bookable through Cat Ex
- Shippers are to be printed by the supplier

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Always On, Supplier, Brand
Location	In-Run, Feature Space
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Brand, Competition

Action Alley Value Bay



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



LEAD TIME

6 weeks



OVERVIEW

Action Alley Value Bay is a large format, high impact site in a key location at the end of the aisles to encourage purchases and drive brand awareness.

Branding opportunities:

- 1 out of 3 bays
- 3-bay brand takeover
(at relevant customer moments/seasonal events)



FORMATS

- Headers
- Stripping
- Pallet Wrap (for 3-bay takeovers only)

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	Out of Aisle
Objective	Sales, Awareness, Trial / Appraisal, Category Participation, Brand Participation
Message	Value, Range, Brand, Quality

Seasonal Branded Bay



REACH

Up to 16 million shoppers per week



COVERAGE

Up to 377 stores



LEAD TIME

10 weeks



OVERVIEW

Seasonal Branded Bays enable suppliers to further engage with shoppers during seasonal moments, with more brand-focused messaging / artwork within the seasonal space. Available for up to 2 suppliers per seasonal aisle event. The brand must occupy a full bay in GM and a minimum half bay in Food aisle.



FORMATS

- Bay Headers
- Blinkers (2 per bay)
- Stripping

BOLT-ONS

- 3D Hotspots (when relevant)
- Arches at entrance to Seasonal Aisle (Tier 1 Events)
- Floor Stickers in front of the bay
(Event duration must be a minimum of 4 weeks)

NB: Seasonal Bays only bookable through Cat Ex

OBJECTIVES

Campaign Type	Event, Promotion, NPD, Supplier, Brand
Location	In-Run, Feature Space
Objective	Sales, Awareness, Trial, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Brand, Competition

In-store Sampling



REACH

Dependent on stores / days booked



COVERAGE

Up to 160 stores (dependent on booking)



LEAD TIME

6 weeks



OVERVIEW

A unique opportunity to engage with shoppers through human interaction, sampling offers a powerful way to drive trial of your product whilst educating, inspiring and influencing purchase. Capture valuable feedback directly from shoppers through a bespoke customer attitude survey.

Branding opportunities:

- Sampling Stand Poster
- Sampling Stand Header
- Brand Ambassador T-Shirt



FORMATS

- Brand in hand
- Single-product active sell and sampling
- Multi-product active sell and sampling
- Active sell and sampling: multi-strand

OBJECTIVES

Campaign Type	Promotion, NPD, Supplier, Brand
Location	On aisle, Out of Aisle, Foyer
Objective	Sales, Awareness, Trial, Category Participation, Brand Participation
Message	Quality, Value, New, Range, Brand, Competition



Start planning your campaign...

Get in touch today to
discuss opportunities and
to book ASDA Media.



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