

Tier 1
Event

Back to School Event

The full experiential event opportunity...



ASDA Media
Partnerships

In partnership with

GIG

RETAIL

Tier 1 Events - Process

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:

Veganuary
Valentine's Day
Mother's Day
Easter
Platinum Jubilee
Women's Euro's
Back to School / Routine
Big Night In
Halloween
World Cup



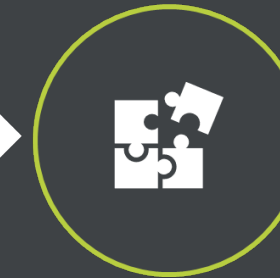
Event Packs

- 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.

In partnership with



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.

Back to School

£1.7bn

Is spent on BTS shopping in the UK each year.¹

On average, parents spend **£191 per child.**²

It's important to appeal to both parents and kids as they shop for the new school term...

Price is a key priority to parents, as is practicality & convenience.

Whereas kid's want items that are fun and look cool.³



of BTS shopping is done in Supermarkets – one of the most popular destinations for the occasion.⁴

75%

of school children eat a packed lunch daily⁵, with the lunchbox sector valued at £5.5 billion.⁶

40%

of households look to brands and retailers for meal inspiration when shopping.⁷



Family recipe ideas, quick and easy lunch solutions and larger family-sized packs are likely to appeal to Back-to-School shoppers.



It's that time of year again - families are preparing for the return to routine, as the summer holidays end and the new school term begins. Clothes, shoes, stationery and books are all key items on parents' BTS list, but they will also be searching for everyday essentials such as laundry detergent and toiletries, whilst also looking for quick and easy meal solutions for the whole family.

71% of pre-prepared meal occasions occur on a weekday – particularly prevalent amongst working parents,⁴ so evening meal inspiration could have great impact amongst the BTS audience. Breakfast ideas and lunch-box inspiration is also hugely relevant, as 61% of parents say that packing lunch is the most stressful part of the BTS period.⁵

ASDA's Back to School event is a one-stop shop that enables families to find everything they need in one convenient location. Book your BTS campaign today and put your brand at the forefront of parents' minds as they shop.

Category Opportunities



Packed Lunch / Snacking

- Snacks
- Salads
- Fruit/Nuts
- Healthy Biscuits
- Cheese
- Cooked Meats
- Bread
- Dairy – Milk / Yoghurt
- Food to Go
- Beverages
- Soft Drinks



Family Meals

- Breakfast:**
- Fruit/Nuts
- Bread / Morn Goods
- Cereals
- Dairy (Milk, Yoghurt)
- Beverages

- Evening meal:**
- Main Meals
- Pies, Salads & Dips
- Chips, Potatoes & Veg
- MFP
- Cheese
- Rice & Pasta
- Savoury & Canned
- Condiments & Cooking
- Ready Meals
- Frozen Meal Solutions



School Supplies

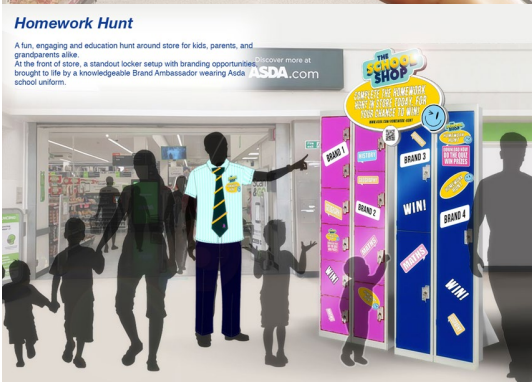
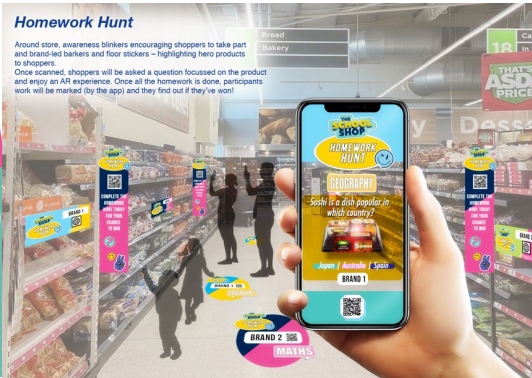
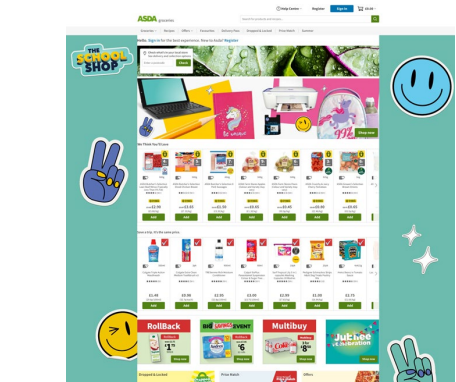
- Stationary
- Footwear
- Schoolwear
- Kids Essentials
- Sporting Goods



Back to Routine

- Toiletries
- Laundry
- Paper
- Pharmacy & Health
- Cleaning & Kitchen

ASDA's Back to School 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

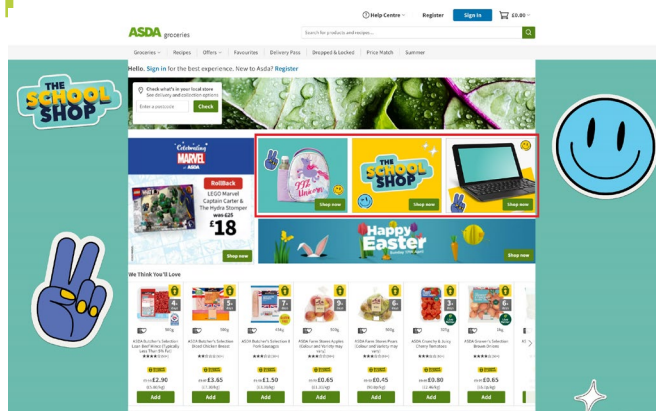


Value

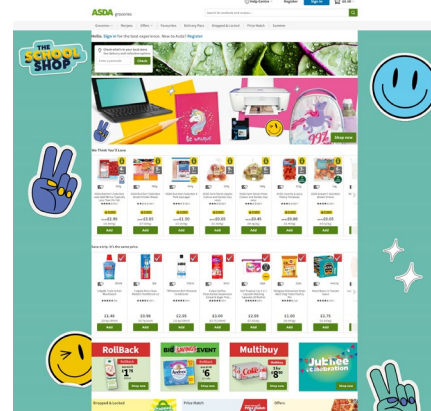


Quality

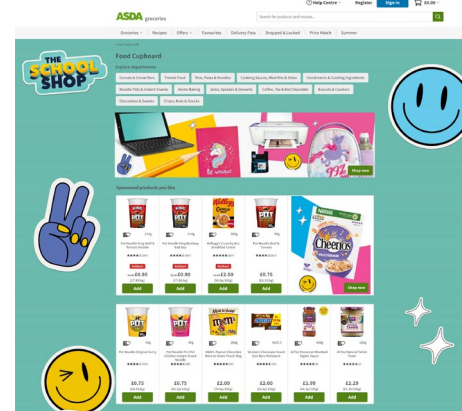
Supplier Opportunities



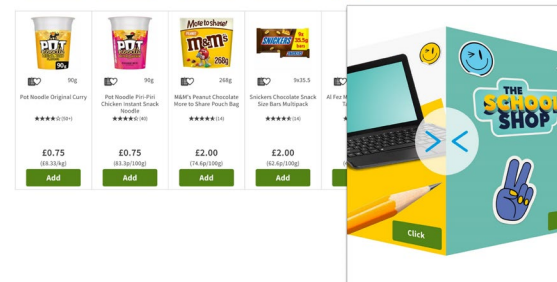
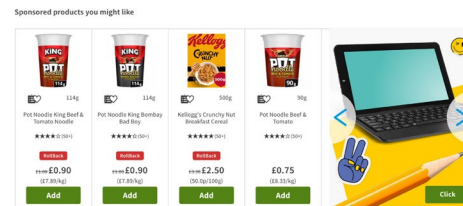
Homepage Promo Banner



Homepage Takeover



Category Takeover



Prism



Expandable Leaderboard

Event Branded Store Media

- Blinkers
- Bollard Covers
- Security Covers
- Digital 6 Sheets
- Gondola End
- Shippers
- POS Barkers
- POS Bubbles
- ASDA FM






Event Branded Digital Media

- Leader-board Banners
- Promo Banners
- Department Nav Banner
- Category Nav Banner
- Inserts (PLA)
- Social Media

Unique Store Opportunities

- Homework AR Hunt
- Kids Vs. Parents Gamification
- Lunchbox on Wheels retailtainment

Unique Digital Assets

-  Homepage Takeover
-  Homepage Promo Banner
-  Category Takeover
-  Expandable Leaderboard
-  Prisms

Unique Store Opportunities

In-store

Homework Hunt

A fun, engaging and education hunt around store for kids, parents, and grandparents alike. At the front of store, a standout locker setup with branding opportunities, brought to life by a knowledgeable Brand Ambassador wearing Asda school uniform.

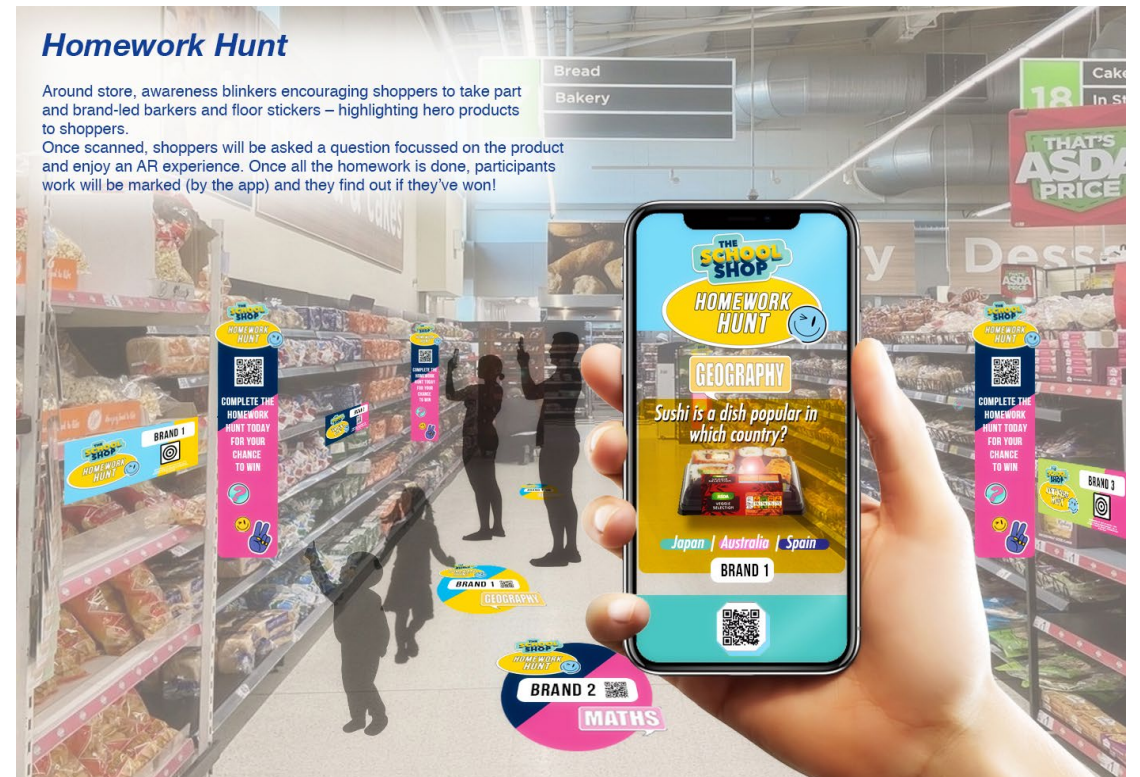
Discover more at [ASDA.com](https://www.asda.com)



Homework Hunt

Around store, awareness blinkers encouraging shoppers to take part and brand-led barkers and floor stickers – highlighting hero products to shoppers.

Once scanned, shoppers will be asked a question focussed on the product and enjoy an AR experience. Once all the homework is done, participants work will be marked (by the app) and they find out if they've won!



Unique Store Opportunities

Kids vs Parents

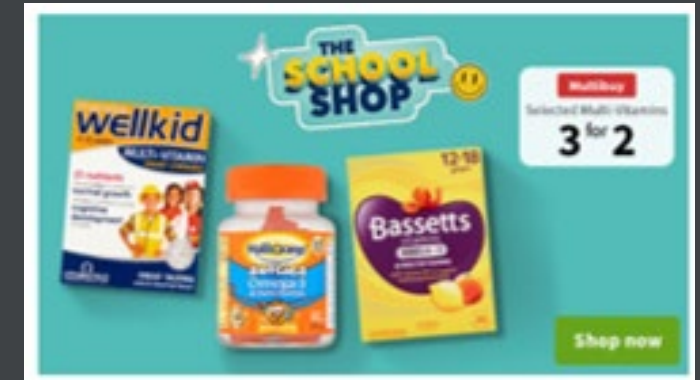
Challenge kids against their parents to find out who really needs to go back to school!

The digital Kids vs Parents game sits in pride of place at the front of store and invites shoppers and their children to answer a set of questions, whilst standing on a gameshow style contestant marker.

After completing the test and finding out who needs to go back to school, participants receive a branded gift for taking part!



All campaigns aligned to the event will use the supplied toolkit/creative template.



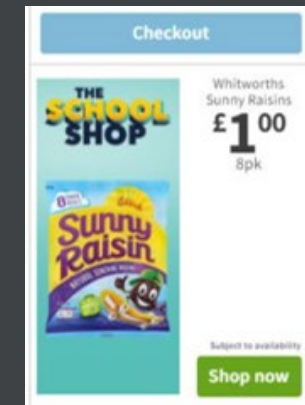
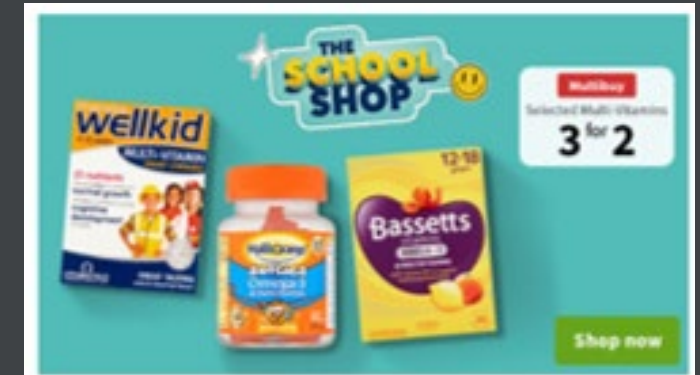
Unique Store Opportunities

Lunchbox on Wheels

A larger-than-life lunchbox on wheels is touring the UK, coming to Asda stores near you! The lunchbox is packed full of tasty products for shoppers and children to try and an exciting giveaway is stocked with helpful menu ideas, meal inspiration and an at-home challenge for children to complete for their chance to win! (Whilst helping mum and dad in the kitchen!)



All campaigns aligned to the event will use the supplied toolkit/creative template.



Unique Digital Assets

Online

Homepage Promo Banners

The screenshot displays the ASDA groceries homepage. At the top, there are navigation links for 'Help Centre', 'Register', 'Sign In', and a shopping cart icon showing '£0.00'. A search bar is located below the navigation. The main content area features several promotional banners:

- A 'THE SCHOOL SHOP' banner with a blue background and a peace sign icon.
- A 'Check what's in your local store' banner with a location input field and a 'Check' button.
- A 'Celebrating MARVEL by ASDA' banner featuring a LEGO Marvel set with a 'RollBack' price tag of £18.
- A '99% Unicorn' banner with a unicorn illustration and a 'Shop now' button.
- A 'Happy Easter' banner with a bunny and eggs, dated Sunday 17th April.

Below the banners is a 'We Think You'll Love' section displaying a grid of products with their prices and 'Add' buttons:

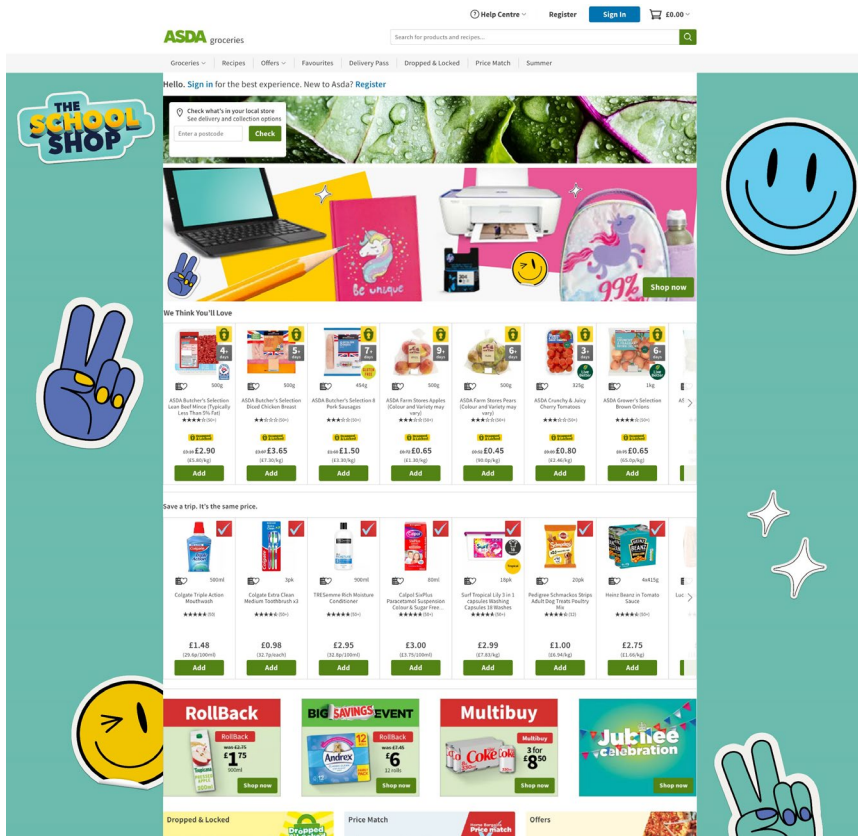
Product	Weight	Price	Unit Price
ASDA Butcher's Selection Lean Beef Mince (Typically Less Than 5% Fat)	500g	£2.90	(£5.80/kg)
ASDA Butcher's Selection Diced Chicken Breast	500g	£3.65	(£7.30/kg)
ASDA Butcher's Selection 8 Pork Sausages	454g	£1.50	(£3.30/kg)
ASDA Farm Stores Apples (Colour and Variety may vary)	500g	£0.65	(£1.30/kg)
ASDA Farm Stores Pears (Colour and Variety may vary)	500g	£0.45	(90.0p/kg)
ASDA Crunchy & Juicy Cherry Tomatoes	325g	£0.80	(£2.46/kg)
ASDA Grower's Selection Brown Onions	1kg	£0.65	(65.0p/kg)

Unique Digital Assets

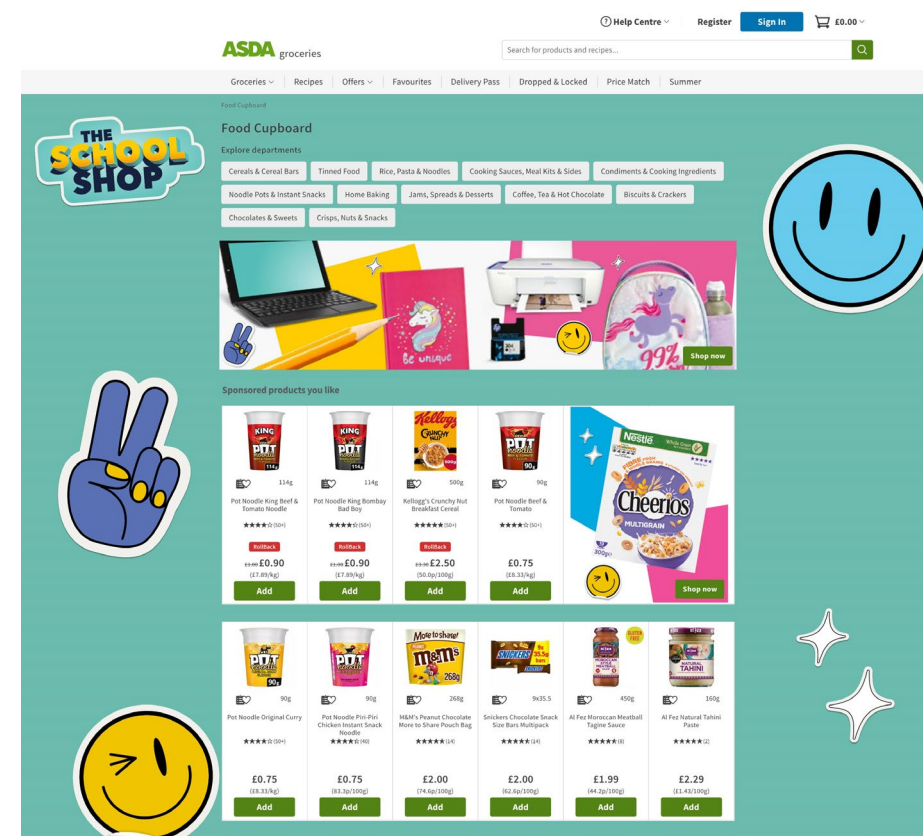
Online

Homepage Takeover

Feature on our Homepage takeover where every customer will have visibility of your product.



Category Takeover



Unique Digital Assets

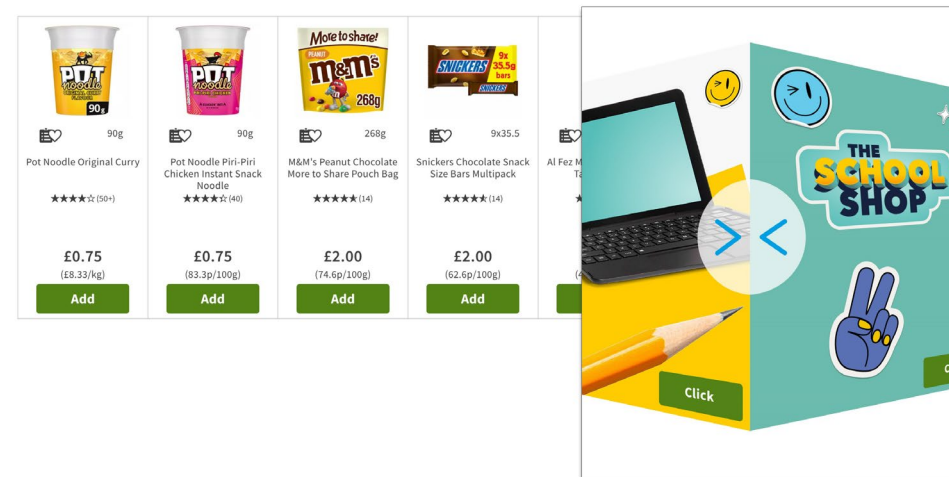
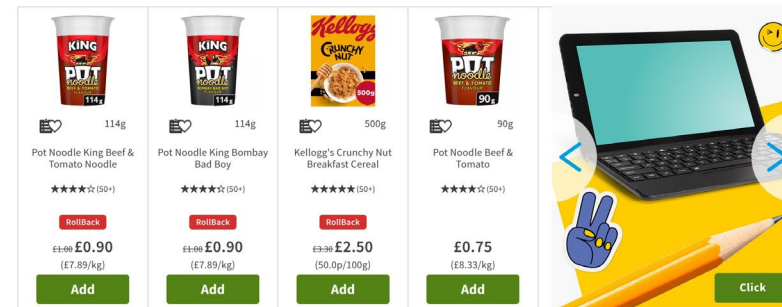
Online

Expandable Leaderboard



Prisms

Sponsored products you might like



Key Dates

Back to School Event Dates:

* In-store: 21 Jul – 21 Sep | Online: 18 Jul – 21 Sep

Holdout Weeks:

Week 33 (18 – 24 Aug) & Week 34 (25 – 31 Aug)



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 16 May	Tues 17 May
Gondola End	8 weeks	Mon 23 May	Tues 24 May
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 13 Jun	Weds 15 Jun
Shippers	5 weeks	Mon 13 Jun	Tues 14 Jun
POS Barkers & Bubbles	5 weeks	Tues 14 Jun	Fri 17 Jun
ASDA FM	5 weeks	Mon 13 Jun	Mon 20 Jun
Digital 6 Sheets	4 weeks	Mon 20 Jun	Mon 27 Jun
Online Media	-	-	Fri 17 Jun

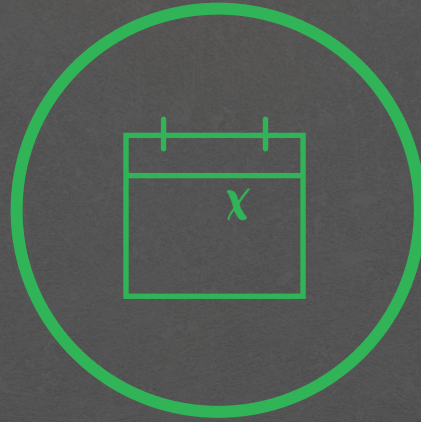
Speak to your Account Manager to get involved with ASDA's Back to School Event

Event Briefing Form to be completed and returned to AM by COP 3rd June

Invest in ASDA's Back to School Event and...



Inspire ASDA households and help them find everything they need to get back to routine



Associate your brand with this key seasonal event



Engage with shoppers and drive incremental sales for your brand

Thank you.

ASDA Media Partnerships

In partnership with

