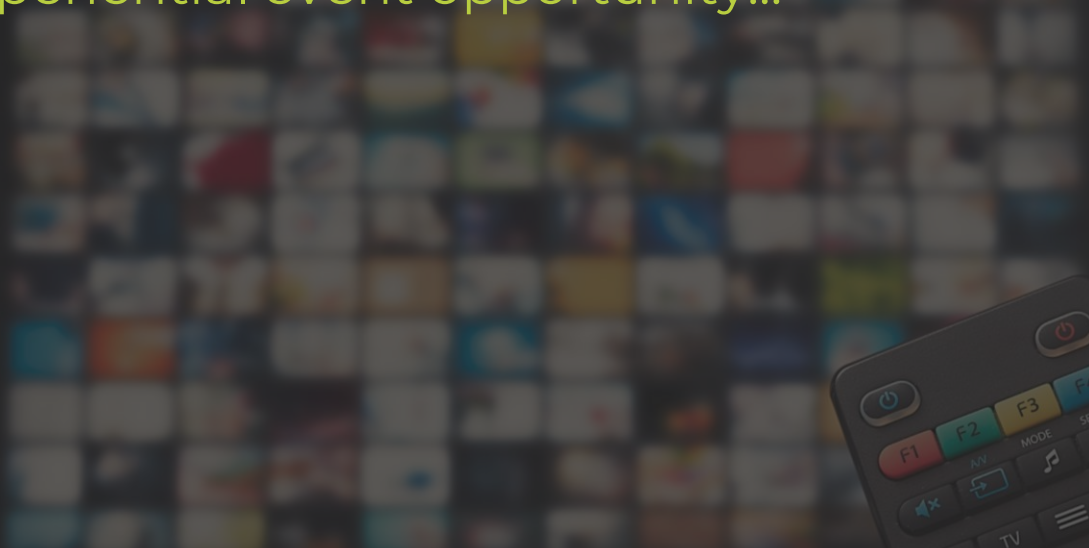


Tier 1  
Event

# Big Night In Event 2022

The full experiential event opportunity...



**ASDA** Media  
Partnerships

In partnership with



RETAIL

# We've made some exciting changes to how we deliver events this year...

## 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  
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



RETAIL

# 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**.

Event template available for fully branded or pack-shot & price creative.



## 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.

# Big Night In



1/3

of consumers prefer to stay home rather than going out.<sup>1</sup>



of people look to brands and retailers for inspiration when shopping.<sup>2</sup>

## Key themes for Big Night In:



### Dining at Home

1/4

of households are now spending more time cooking together and recreating the dining out experience at home.<sup>3</sup>

43%

Mealtimes now account for 43% of all at home drinking occasions.<sup>4</sup>



### Pamper Nights

In recent years, focus has shifted from out-of-home salon visits, to at-home 'self-care' treatments.<sup>5</sup>

19%

like to light candles to help them relax when having a night in.<sup>6</sup>



### Games Night

Video & board games became increasingly popular with households during lockdown and it remains a popular night-in activity.<sup>7</sup>

80%

of people consume snacks and drinks whilst gaming.<sup>8</sup>



### Movie Night

63%

of Brits prefer to stay at home & watch a film on TV rather than go out to the cinema.<sup>9</sup>

+6%

As we continue to enjoy a snack in front of the TV, sales of sharing snacks continue to grow (+6.0% YoY)<sup>3</sup>



Staying in has become increasingly popular over the past few years – even before the pandemic, more people were choosing to socialise at home rather than going out. The rise of on-demand TV and Film streaming services was a driving factor, as well as the need to save money.

84% of Brits say that they are looking for ways to spend less money and one way they are doing so is by opting to stay home. With the cost of living rising, it's likely that this will only continue.

Whether it's a quiet night in in front of the TV, or hosting a dinner party with friends, shoppers will be looking for inspiration to make the most of their Big Night In. Get involved in ASDA's BNI event and promote your products to shoppers as they browse the aisles looking for meal solutions, snacks and cosy night in essentials!

# Supplier Opportunities



## Dining at Home

- Main Meals
- Ready Meals
- Frozen Meal Solutions
- Dairy
- Chips, Potatoes & Veg
- Rice & Pasta
- MFP
- Cheese
- Cooked Meats
- Pies, Salads & Dips
- Condiments & Cooking
- Cakes
- Desserts / Ice Cream
- Beverages
- Soft Drinks
- Wines
- Spirits
- Beers
- Kitchen & Housewares



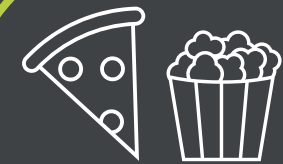
## Pamper Night

- Toiletries
- Bath / Beauty
- Electrical
- Beauty Appliances
- Home
- Desserts / Ice Cream
- Beverages
- Soft Drinks
- Wines
- Spirits
- Beers



## Games Night

- Electronics
- Toys & Hobbies
- Snacks
- Confectionary
- Desserts & Ice Cream
- Ready Meals
- Beverages
- Soft Drinks
- Wines
- Spirits
- Beers



## Movie Night

- Snacks
- Cakes
- Confectionary
- Desserts / Baking
- Frozen desserts / Ice Cream
- Biscuits
- Beverages
- Soft Drinks
- Wines
- Beers
- Spirits
- Pizza Counter
- Frozen Meal Solutions
- Ready Meals
- Electronics / Entertainment
- Home



# ASDA's Big Night In Event – inspiring and delighting shoppers

**BIG  
NIGHT IN**

## Event Objectives:



INSPIRE ASDA SHOPPERS  
as they look for inspiration



DRIVE CONSIDERATION  
- footfall down aisle



DRIVE PURCHASE  
- conversion

## Key Messages:



Range



Value



Quality

# Unique In-Store Media Opportunities



Asda Big Night In – Fakeaway door drop

- In the lead-up to the Big Night In promotion period, a targeted door drop will land in local households across the country. The door drop will be designed in the style of a typical takeaway menu with a twist 'Asda Fakeaway Menu'. The creatively clever menu folds out to feature brand partners and showcases tasty products which are available at their local store – with a CTA to visit their local store to purchase everything they need for the perfect, big night in.
- From a targeting perspective, using a combination of various data sets, we would be able to identify and overlay, bespoke ASDA store catchments (each store participating in the in-store retailtainment will have its own primary catchment area designated by distance, drive-time and competitor locations), ASDA Shoppers – people that use ASDA as their primary/main shop, people that regularly purchase/have take-aways and people that purchase 'take-away' items in-store.



Asda Big Night In – The Quote Conundrum

A fun and challenging game in store, tasking shoppers to cast their minds back to famous movies and remember where the quote comes from. Brands gain maximum exposure when partnering with this game, the digital screen itself, a quote within the game, the homepage, and surrounding graphics.

Participants who put themselves to the test will receive a packet of tasty popcorn (again featuring brand partners) to enjoy at home plus lucky spot prize winners will receive a golden movie ticket – they simply scratch to reveal a £2 voucher to spend in store. What's more, all participants will be entered into a prize draw for their chance to win a Samsung TV!

Fake-Away Door Drop

The Quote Conundrum

Please note: images are for visualisation purposes only – event creative template is subject to change.



# Unique Online Media Opportunities

Sponsored products you might like

ASDA product grid showing sponsored items:

- King Pot Noodle King Beef & Tomato Noodle (114g) - £0.90
- King Pot Noodle King Bombay Bad Boy (114g) - £0.90
- Kellogg's Crunchy Nut Breakfast Cereal (500g) - £2.50
- Pot Noodle Beef & Tomato (90g) - £0.75
- MAX Pure Paprika (90g) - £0.75

ASDA product grid showing sponsored items:

- Pot Noodle Original Curry (90g) - £0.75
- Pot Noodle Piri-Piri Chicken Instant Snack Noodle (90g) - £0.75
- M&M's Peanut Chocolate More to Share Pouch Bag (268g) - £2.00
- Snickers Chocolate Snack Size Bars Multipack (9x35.5) - £2.00
- Walkers Great Value 22 Pack (90g) - £0.75

ASDA website homepage featuring a 'BIG NIGHT IN' promotion:

- Header: ASDA groceries, Search for products and requests, Register, Sign In, £0.00
- Navigation: Home, Recipes, Offers, Favourites, Delivery Pass, Dropped & Locked, Price Match, Summer
- Main Banner: BIG NIGHT IN, Coca-Cola, Butterfingers, Shop now
- Section: We Think You'll Love (Product grid with prices and 'Add' buttons)
- Section: Save a trip, it's the same price. (Product grid with prices and 'Add' buttons)
- Section: RollBack, BIG SAVINGS EVENT, Multibuy, Jubilee Celebration (Promotional banners)
- Footer: Dropped & Locked, Price Match, Offers



Homepage Takeover



Homepage Promo Banner



Category Takeover



Expandable Leaderboard



Prisms



# Standard Media Opportunities



## In-Store

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

## Online

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

# Key Dates

## Big Night In Event Dates:

\* In-store: 6 – 26 Oct | Online: 6 – 26 Oct

## Holdout Week:

Week 40 (6 – 12 Oct)



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 1 Aug	Tues 2 Aug
Gondola End*	8 weeks	Mon 8 Aug	Tues 9 Aug
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Fri 26 Aug	Weds 31 Aug
Shippers	5 weeks	Mon 8 Aug	Tues 9 Aug
POS Barkers & Bubbles	5 weeks	Tues 30 Aug	Fri 2 Sep
ASDA FM	5 weeks	Mon 15 Aug	Mon 22 Aug
Digital 6 Sheets	4 weeks	Mon 5 Sep	Mon 12 Sep
Online Media	-	-	Fri 26 Aug

Speak to your Account Manager to get involved with ASDA's Big Night In Event

**Event Briefing Form to be completed and returned to AM by COP 11<sup>th</sup> July**

\*Feature space must be agreed with the trading team. It cannot be booked directly with your Account Manager.



# Invest in ASDA's Big Night In Event and...



Inspire ASDA households with solutions for the perfect night in



Associate your brand with this key consumer trend



Engage with shoppers and drive incremental sales for your brand

# Thank you.

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