

Tier 1  
Event

# Halloween Event 2022

The full experiential event opportunity...



**ASDA** Media  
Partnerships

In partnership with

**GIG**

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



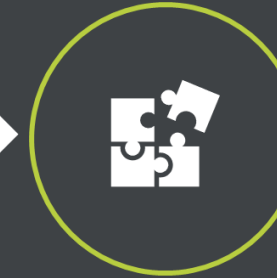
### Event Packs

- 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



# 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.

# Halloween

**£600 million**

was spent in the UK on Halloween props, food, and clothing in 2021.<sup>1</sup>



**40%** of people purchased **confectionary**.<sup>2</sup>



**14%** bought **spooky decorations**.<sup>2</sup>



**11%** splashed out on special **food & drink**.<sup>2</sup>

## How do people celebrate Halloween?



**63%** of people plan to **hand out sweets to trick-or-treaters**.<sup>4</sup>



**43%** of Brits aged 18 to 24 celebrate Halloween by **having a party**.<sup>4</sup>



**39%** of households plan to celebrate Halloween by **watching a scary film at home**.<sup>5</sup>



**Halloween has become one of the largest spending holidays in the UK<sup>6</sup>, so it's a key time of year to engage with shoppers and promote your products.**

Halloween is typically seen as a celebration for young families, with 85% of parents with children under 5 spending the most on the occasion.<sup>7</sup> However, the commercial opportunity is now far wider, with all ages getting involved in the celebrations - the next big spenders after parents are young millennials, with 77% of them spending on costumes, make-up and confectionary for the occasion.<sup>7</sup>

28% of consumers start their Halloween shopping in September and 41% at the beginning of October<sup>4</sup> so engaging with shoppers ahead of the occasion is key. Book your Halloween campaign at ASDA and put your products in the forefront of our shoppers' minds as they plan to celebrate the scariest day of the year.



# Supplier Opportunities



## Trick-or-Treat

- Festive & Halloween – Fancy Dress/Decorations
- Confectionary
- Cakes
- Biscuits
- Snacks



## Halloween Parties

- Festive & Halloween – Fancy Dress /Decorations
- Snacks
- Cakes
- Confectionary
- Desserts/Baking
- Frozen desserts/Ice Cream
- Biscuits
- Beverages
- Soft Drinks
- Wines
- Beers
- Spirits
- Cheese
- Cooked Meats
- MFP
- Rice/Pasta
- Bread
- Condiments & Cooking
- Pies, Salads & Dips
- Chips/Potatoes & Veg
- Pizza Counter
- Main Meals
- Frozen Meal Solutions
- Ready Meals



## Scary Movie Night

- Festive & Halloween – Fancy Dress /Decorations
- Electronics / Entertainment
- Snacks
- Cakes
- Confectionary
- Desserts/ Baking
- Frozen desserts/ Ice Cream
- Biscuits
- Beverages
- Soft Drinks
- Wines
- Beers
- Spirits
- Pizza Counter
- Frozen Meal Solutions
- Ready Meals

# ASDA's Halloween 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

# Unique Foyer Media Opportunities



**Welcome**  
to your local ASDA

Discover **ASDA** ASDA

**Asda Trick or Treat Trail – Front of store**

The spookiest hunt shoppers will experience this Halloween. The Asda trick or treat trail! Shoppers kick off their hunt at the front of store, greeted by a Brand Ambassador dressed as a witch who invites them to scan the QR code to start the hunt (if they dare!). The backdrop, floor graphic and additional POS all highlight the brand partners and their products.

**Asda Halloween – The Scareometer**

Also at the front of store, creating the ultimate Halloween experience for shoppers this season, the unmissable Scareometer! Shoppers are welcomed into store by a Brand Ambassador dressed as a witch, ghoul or vampire inviting shoppers to perform their best scare for their chance to win! Standing in front of the digital screen, which is draped in cobwebs and spiders and brand partner branding, they strike their best scare – the Scareometer will grade their scare, can they beat the top score? Across the Scareometer brand partners and their products are featured, with shoppers predicting where their scare will score. Shoppers are stopped in their tracks with pre-recorded messages such as 'Boo!' 'Show us your best scare to win', witchy cackles and scary music.

All shoppers who take part will receive a spooktacular branded giveaway which further showcases brand partners. What's more, they will be automatically entered into a prize draw to win 1 of two family passes to Thorpe Park to experience Fright Night & a stay in the Shark Cabins.

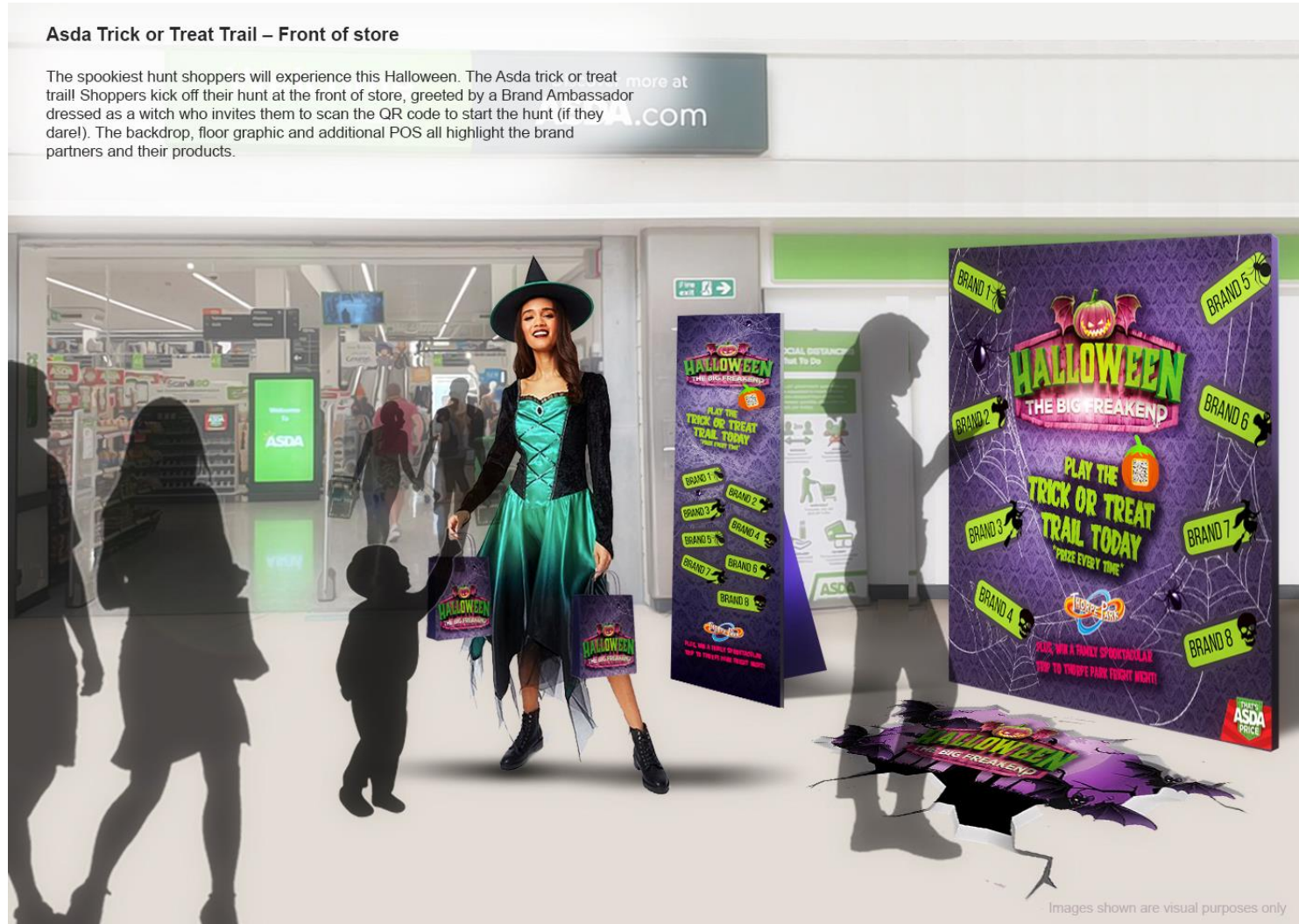
Images shown are visual purposes only



# Unique Foyer Media Opportunities

## Asda Trick or Treat Trail – Front of store

The spookiest hunt shoppers will experience this Halloween. The Asda trick or treat trail! Shoppers kick off their hunt at the front of store, greeted by a Brand Ambassador dressed as a witch who invites them to scan the QR code to start the hunt (if they dare!). The backdrop, floor graphic and additional POS all highlight the brand partners and their products.



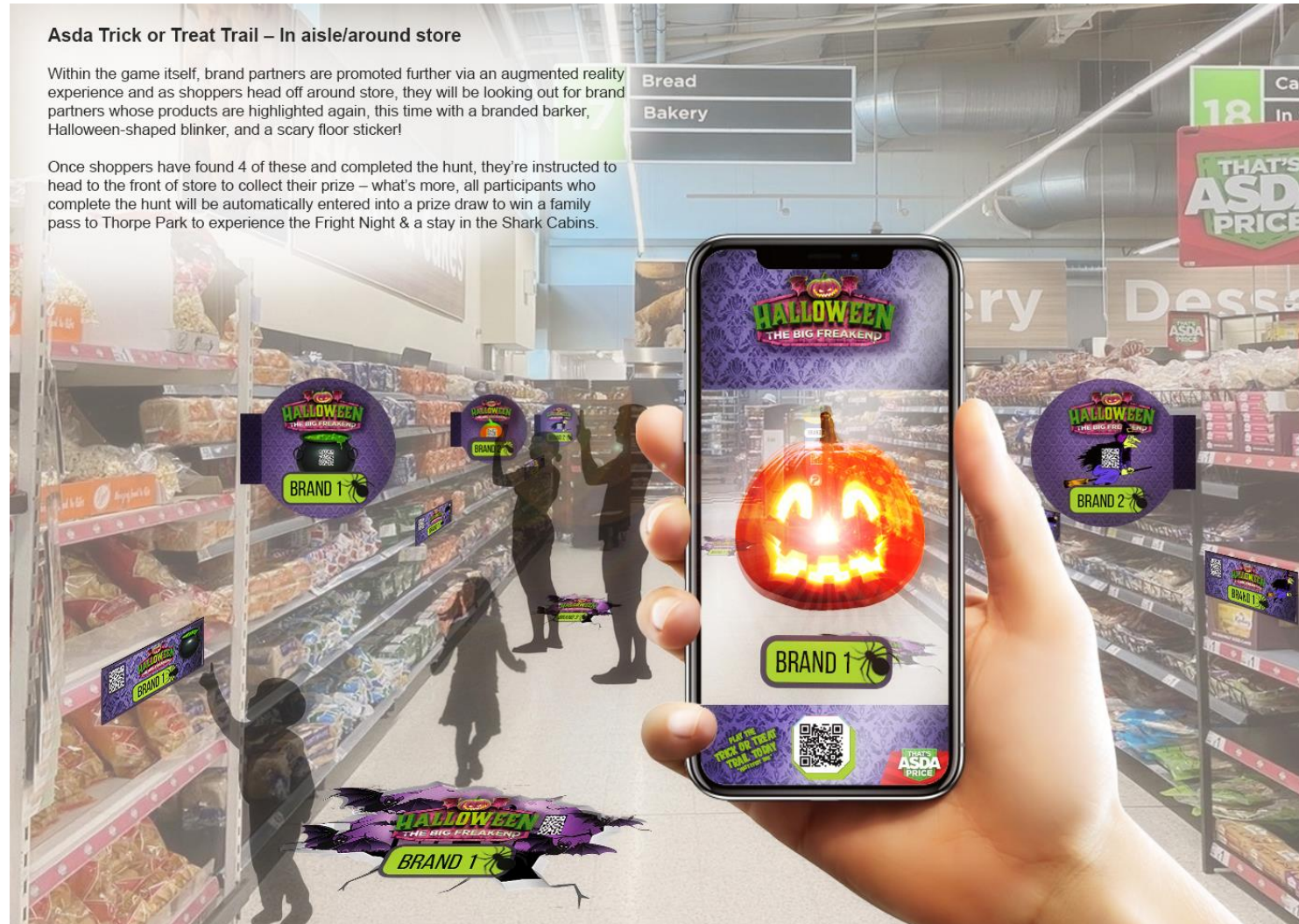


# Unique In-Store Media Opportunities

## Asda Trick or Treat Trail – In aisle/around store

Within the game itself, brand partners are promoted further via an augmented reality experience and as shoppers head off around store, they will be looking out for brand partners whose products are highlighted again, this time with a branded barker, Halloween-shaped blinker, and a scary floor sticker!

Once shoppers have found 4 of these and completed the hunt, they're instructed to head to the front of store to collect their prize – what's more, all participants who complete the hunt will be automatically entered into a prize draw to win a family pass to Thorpe Park to experience the Fright Night & a stay in the Shark Cabins.



# Unique In-Store Media Opportunities

## Asda Halloween – The Scareometer

At the front of store kicking off The Big Freakend festivities, a Brand Ambassador engaging with shoppers dressed as a witch, ghoul or vampire inviting shoppers to perform their best scare for their chance to win! Standing in front of the digital screen, which is draped in cobwebs and spiders and brand partner branding, they strike their best scare – the Scareometer will grade their scare, can they beat the top score? Across the Scareometer brand partners and their products are featured, with shoppers predicting where their scare will score.

Shoppers are stopped in their tracks with pre-recorded messages such as 'Boo!' 'Show us your best scare to win', witchy cackles and scary music.

All participants who take part will receive a spooktacular spot prize to take away on the day, plus they will be automatically entered into a prize draw to win a family pass to Thorpe Park to experience the Fright Night & a stay in the Shark Cabins.





# Standard Entrance Media Opportunities



## In-Store

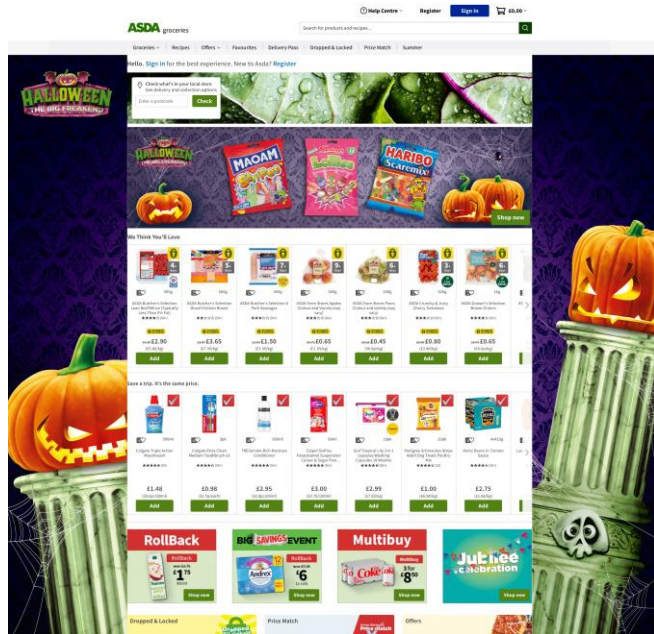
- Bollard Covers
- Security Covers
- Digital 6 Sheets
- Gondola End
- Shippers
- Blinkers
- POS Barkers
- POS Bubbles
- ASDA FM

## Online

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



# Unique Online Media Opportunities



Homepage Takeover



Homepage Promo Banner



Category Takeover



Expandable Leaderboard



Prisms

# Key Dates

## Halloween Event Dates:

29 Sep – 02 Nov

## Holdout Week:

Week 41 (13 – 19 Oct) Week 42 (20 Oct – 26 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 25 Jul	Tues 26 Jul
Gondola End*	8 weeks	Mon 01 Aug	Tues 02 Aug
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 22 Aug	Weds 24 Aug
Shippers	5 weeks	Mon 22 Aug	Tues 23 Aug
POS Barkers & Bubbles	5 weeks	Tues 23 Aug	Fri 26 Aug
ASDA FM	5 weeks	Mon 22 Aug	Mon 29 Aug
Digital 6 Sheets	4 weeks	Mon 29 Aug	Mon 05 Sep
Online Media	-	-	Fri 02 Sep

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

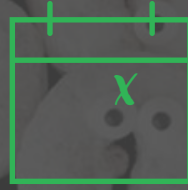
Event Briefing Form to be completed and returned to AM by COP **22nd July**

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

# Invest in ASDA's Halloween Event and...



Inspire ASDA households  
as they shop for the  
Spookiest time of the year



Associate your  
brand with this key  
seasonal event



Engage with shoppers  
and drive incremental  
sales for your brand



# Thank you.

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