



media hub

Woolworths
**media
HUB**
FY18



Engaging customers and driving sales through effective media marketing



media hub



The Media Hub team was established to be one central hub for all supplier marketing initiatives within Woolworths Supermarkets.

Our focus is on developing the most effective marketing campaigns to drive sales and brand exposure across all customer touch points.

Our simplified and structured framework means our supplier partners have access to some of Australia's most valuable media assets and the opportunity to talk to Woolworths customers.



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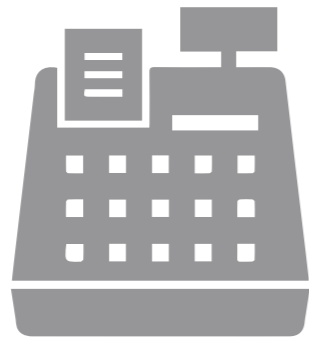
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WOOLWORTHS

ONE OF AUSTRALIA'S BIGGEST MEDIA OWNERS

19M
customer transactions per week



Source: Quantum YTD - 04/04/17

16.3M

unique customers per year



Source: Quantum YTD - 04/04/17

over 970 STORES



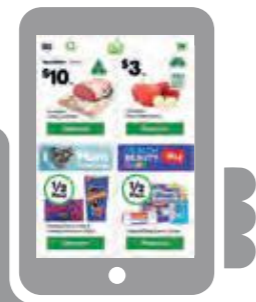
415,000



active online shoppers

1.5 M

Weekly home page visits



280,000 subscribers to EDM

90,000



Weekly orders fulfilled

YOY online growth sales

20%

Source: Adobe Analytics



Over 7M catalogues distributed each week



Most read magazine in Australia

4.13M

readers of Fresh magazine

Source: Emma Data 03/2017

1.2 weekly visits

Our customers shop 1.2 x per week, an increase of 4.3% Vs last year

Quantum YTD - 04/04/17

Fresh Magazine readers mostly shop at least once a week with an average weekly spend of \$164+

Source: Fresh Mag Thinkspot Research - 2017 (March)

Customers:

- 32% Families
- 24% Young Singles / Couples
- 37% Mid-Older Age Singles / Couples
- 7% Retirees

94.9% of all households visit a Woolworths store in a 52 week period

Source: Quantum

CUSTOMER TOUCHPOINTS

The path to purchase for shoppers is no longer a linear process with more touch points than ever available to communicate with our customers.

The best mix of media differs for each activity depending on many factors such as who the audience is and the message being communicated, with no two journeys the same.

Out of home

- National radio
- Retail digital panels
- Pandora radio

At home

- TV
- Press
- Fresh mag

Digital & Social

- Woolworths online
- Mobile
- Digital Fresh mag
- Social

In store:

- Out of aisle**
 - Trolley media
 - In store radio
 - Basket media
 - Till screens
 - Check out dividers
- In aisle**
 - Floor media decals
 - Recipe leaflets
 - Aisle fins
 - Bus stops
 - Experiential / Sampling

SOLUTIONS Inspire me

The Media Hub aims to deliver the right solutions to meet your objectives, with our experienced team matching the most suitable media depending on the target shopper, product, message and objective.



30% Off

\$12.60 OR
SAVE \$5.40

L
LOVABLE

New

LYNX
FIND YOUR MAGIC.

#YOUGOTSOMETHING

Win

OFFICIAL CHOCOLATE OF THE (AFL)

Mars
AFL FOOTY'S BACK

WIN
MATCH DAY TICKETS INSTANTLY

1000s UP FOR GRABS

The customer is at the heart of all we do.

Our communication pillars are based on actual customer needs, be it rational or emotive.

Try this

TRY THE GOODNESS OF WHOLEGRAIN

Maggi *This is going to be good*

Category and Seasonal Events

New

NEW
The chocolate that's made for delicious baking

Educate and Inspire

Shopper Activations

Marvel Heroes

ON NOW

media hub

Value

30% OFF
ALL GENOVIS VITAMINS

New Product launches

New products are important to grocery shoppers, with over half purchasing something new in their last trips. Woolworths shoppers actively look for new things to add excitement to their shop.

Shoppers recognise Woolworths pink as a differentiator



Suggested Media :

Depending on the size, scale and timing of your launch, we can create a bespoke campaign solution - or ask us about our added value packages for 'New'.

Sources: Nielsen Innovation report 2016 (Asia -Pacific), WOW Reality Check Qual Research 2016

CASE STUDY

Teasers New Launch

A four week integrated campaign that utilised all key touch points of the shopper journey

Objective:

Grow brands share of category with range extension

Media Touch Points:

In store:

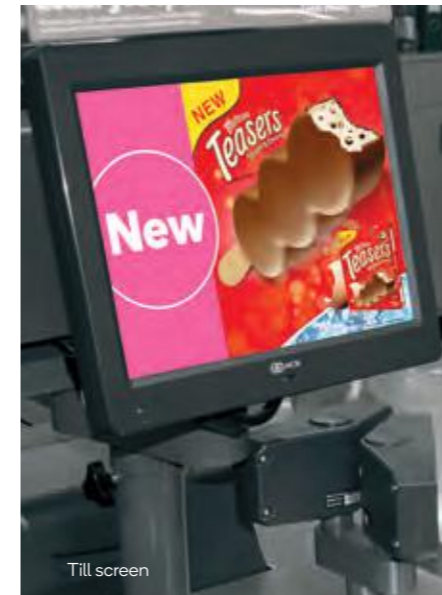
- Floor media graphic
- Door header and sticker
- Aisle fin
- In-store radio
- Till screen advert
- Basket media

Out of store:

- Online homepage banner
- Fresh magazine advert
- Facebook post
- Catalogue advert

Results:

- **33%** total brand sales growth
- The strongest week featured combined in-aisle and out of aisle media
- **60% share of trade** achieved Vs. 40% category average
- Campaign attracted new shoppers to the category and brand switching from core competitors

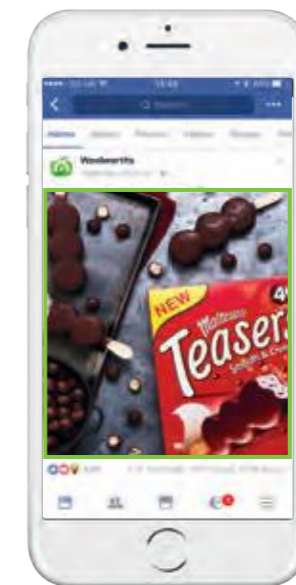


33% total brand sales growth

Floor media graphic, door header & sticker



Fresh Magazine advertisement



Facebook

60% share of trade achieved Vs. 40% category average



Online

Source: Quantum campaign report / IRI Temple

Inspire & educate

Inspiration is vital to differentiate the brand and engage customers hearts, with shoppers increasingly looking for more than just a good product at a good price.

Try this

221%
Weekly Online Sales Uplift

Suggested media :



Aisle fin with 'Take' leaflets



Online Online sampling



Fresh magazine

CASE STUDY

Online Sampling & Recipe Distribution

Cooking sauce brand The Spice Tailor utilised the online shopping channel to distribute samples with booklets to give shoppers inspiration on quick and easy meal solutions.



Results:

- 221% average weekly online sales uplift for the 8 weeks post-sampling for the stores that distributed samples, other stores only had a marginal uplift

Source: Quantum. Vs 6 wk prior avg



Try this

Health & Beauty Insert

This 16 page booklet gave brands the opportunity to tell their stories, educate and inspire customers on their products.

It combined display ads with editorial content spanning across hair care and beauty to vitamins and cold and flu.



CASE STUDY

Fresh Magazine Sponsorship

Working with White Wings, we produced a collaborative integrated feature in the November issue of Fresh magazine including front cover sponsorship, inside recipe and digital video.

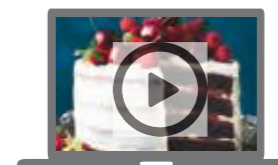
Objective:

- 1) Cement White Wings as the flour brand of choice for Christmas baking needs
- 2) Inspiring shoppers on new recipe ideas
- 3) Encouraging purchase trade up

Results:

- 16% sales uplift year-on-year for featured SKU's
- Drove new/lapsed shoppers to the category (+30%)
- Switching from other brands (+9%)
- Customer trade up from lower priced value flours

Source: Quantum Checkout



16%
Sales Uplift
YOY



Supporting VALUE

Price is the number one driver for our shoppers. With an increasing amount of value messages at any one time, offers can get lost in store but the right media solutions can help.

Suggested Channels :-



TV commercials-
For industry leading offers on popular brands



National radio -
Proven to drive better uplift than just POS



National press -
Proven to drive sales uplift, can also be tied into a relevant theme or event e.g. Footy Finals



In store radio -
Direct shoppers to the aisle - shoppers have told us they want to hear specials on radio in store



POS -
make your offer stand out from competitors and include brand imagery

National Radio



Target the core Woolworths shopper before they visit the supermarket.

Commercial radio listening in Australia is increasing.

72%



of core listeners are influenced to make grocery purchases from hearing an ad.

Research shows there is an average ROI of 17% for FMCG brands advertising on radio.



CASE STUDY

Beauty brand ran a half price promotion across the range, using a national radio advert targeting main grocery buyers across all major stations.

Objective:

Bring new/lapsed shoppers into store and Increase sales.

Results:

- Strong campaign that reached more than **1.4 million** people who heard the advert on average twice
- Sales increase was **50% higher** than previous like-for-like promotion without radio advert. Driven by a **7.3% increase** in customer volumes



Sources: Nielsen Radio Report 2014, Colmar Brunton 2015 Media Spend Study



CASE STUDY

Vitamins range ran a percentage off range promotion using both TV and press adverts as well as shelf edge POS in store.

Objective:

Bring new/lapsed customers to the category.

Results:

- Drove an increase in new customers to Woolworths **up 45%** from the prior 4 weeks
- Sales achieved were **32% higher** than like-for-like promotion with only catalogue support



Source: Quantum campaign report

PRICES DROPPED

TV Commercials



TV advertising has been proven to drive the best ROI for FMCG brands in Australia.

Press Advertising



Press reaches around

78%



of main grocery buyers, and studies have shown Woolworths ads perform above retail average in driving purchase behaviour.

Adverts can also be tied into a seasonal event theme, putting the occasion at the top of customers minds.

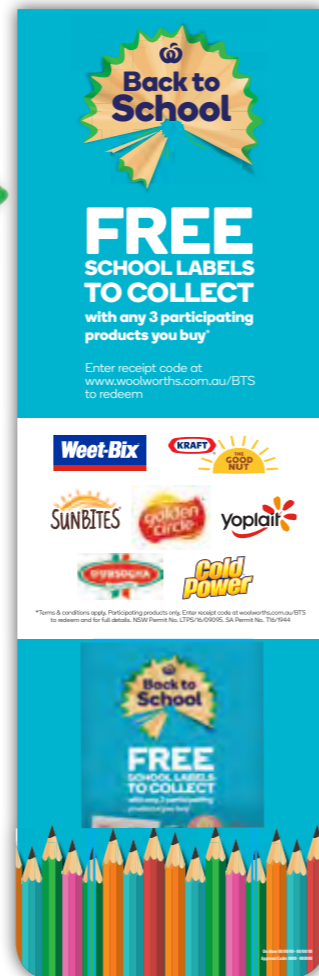
Press can also be state specific, with a recent advert delivering **68% higher sales** in the states it ran than other states.



Source: Scan sales, day of press

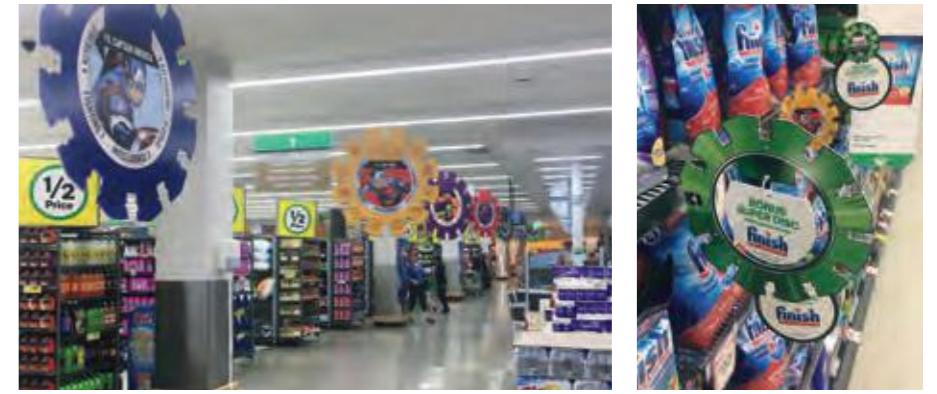
Shopper Activations

Throughout the year, relevant trade partners will be invited to integrate into Woolworths major marketing activations, to build their brand awareness and help drive sales.



Marvel Collectibles

Our collectibles campaigns have been some of Woolworths most famous programmes. These platforms offer edutainment for families by giving something back to our customers and having fun on the way!



Fresh Food Kids

The Fresh Food Kids Hub is the new destination to host Woolworths content & campaigns targeted at young families. Our goal is to make a difference to young families everyday lives through convenient, value driven and fun fresh ideas, inspiration and edutainment. Brand integration opportunities.



Earn & Learn

Earn & Learn is our most recognised community program, allowing consumers to earn points for their chosen school simply by shopping at Woolworths.



Participating brands can align to the campaign to offer extra stickers with each product purchase, supported with a strong media suite both in and out of store.



CASE STUDY

Back To School

We ran a free personalised school labels campaign, giving shoppers the chance to collect labels for school stationery when purchasing any 3 participating brands.

- Media Support / Integration:**
- Participating brands featured on campaign POS, Fresh Magazine feature, catalogue takeover, dedicated online section with branded banners throughout the site
- Results:**
- Up to **206,000** labels claimed
 - Sales uplift for participating brands
 - Brought in new / lapsed shoppers to featured categories

Source: Quantum campaign reports



CASE STUDY

Pepsi Max

Pepsi Max exclusively offered our shoppers a chance to win a once in a lifetime prize, 1 of 4 'Ghostbusters' themed trips to New York, as well as daily minor prize draws of \$500 Woolworths gift cards.

Media Touch Points:

- **In store:**
Aisle fin, A6 info leaflets, Bus stop, Shelf ticket, Display poster
- **Out of store:**
Catalogue advert, Woolworths online banner advert & branded product group page

Objective:

- Upweight shoppers average weight of purchase (buy 2 to enter)
- Bring lapsed shoppers back to the brand and category
- Grow Woolworths market share and the brands share of category



Results:

- **399,000 additional units** sold versus comparable average periods based on promotional/baseline sales
- Total Pepsi brand also increased 24%
- Market share grew to **47.5%**, 10% higher than prior 4 weeks
- Increase in units per shop (1.8 average), and visits per customer resulting in a **12% higher spend** per customer
- A 15% increase in both new to category shoppers, and brand switchers



Source: Quantum Campaign Report / IRI Temple

CASE STUDY

Big Night In

Where customers are encouraged to host their own big night in during the winter months, with weekly draws for family holidays with 3 eligible product purchases.

Media:

Media covered the full customer journey including catalogue, weekly EDMs, Online home page banners, in store fins with info leaflets

Results:

- Over **95,000** entries
- Brought new and lapsed shoppers back to impulse category who purchased again post-campaign
- Participating brands see sales **uplifts of up to 29%** from prior weeks

Source: T Garage Qual survey, 2015



Competitions offer shoppers excitement and a reason to purchase other than price, and are proven to drive sales.

One in every two shoppers entering at least one company promotion monthly. A successful competition should have fantastic prizes, be exclusive to Woolworths, easy to enter and of course be communicated clearly to grab the shoppers attention and then let them know how to participate.

Suggested Media :

- **In store**
POS - Aisle fin with 'Take' leaflets
- **Online**
Themed product group, Category/Keyword banners



SEASONAL EVENTS

Seasonal events are key sales drivers for Woolworths and present opportunities for your brands to leverage our campaigns and put your product top of mind at the right time of year.



CASE STUDY In store radio

Through our partnership with Pandora we launched the themed radio station 'Songs of Summer' to further tap into summer senses. A drinks brand used an in-store radio advert to position the drink to 'beat the heat' and provide superior hydration and achieved a **69% sales uplift** Vs prior weeks at comparable price, without any POS support.



Footy Finals

Our Footy Finals activation allowed relevant brands to leverage the Woolworths major brand campaign. Footy related products were top of mind for supporters looking to stock up on big game essentials. **69% of the population** watched the AFL at home during September. This presents a significant sales driving opportunity for Woolworths and brands.

Source: Quantum customer report 2014



CASE STUDY

Participating soft drink brand utilised POS, press, online, display & catalogue:

Results:

- **57% unit sales increase** of focus product group for the 4 week campaign period Vs prior 4 weeks
- **159,000 additional unit sales** uplifts over and above benchmarks based on comparable weeks sales across 3 featured products
- **Drove increases of new shoppers** to the category (+71%) and brand switching (+55%) who hadn't purchased in the past 30 weeks

Source: Quantum campaign report



The overall campaign resonated well with shoppers - in particular the creative and inspirational messaging - which translated into strong sales for featured products.



CATEGORY EVENTS

Category events are important growth drivers to help draw new and lapsed shoppers in and also trial new products.

Pet Event

Pet owners love Woolworths pet events where up to 200,000 additional customers visit the aisle during the 4 week period to stock up on all their animal needs.

Participating brands are integrated into the campaign both in aisle and out of store and can capitalise on the increased footfall of engaged shoppers.

Key Media:



- POS - Campaign themed and brand POS



- Online dedicated page, category banners



- Themed catalogue



2.4M shoppers during event



Sources: Quantum Campaign Reports

CASE STUDY

Health, Beauty & Baby Sale

These events continue to grow and gives customers a chance to stock up on all their health, beauty and baby essentials in one shop at industry leading prices.

Participating brands integrate with targeted media to help drive shoppers into store and reinforce brand messaging along with price at point of purchase.

Key Media:



- Themed solus EDM with brand features

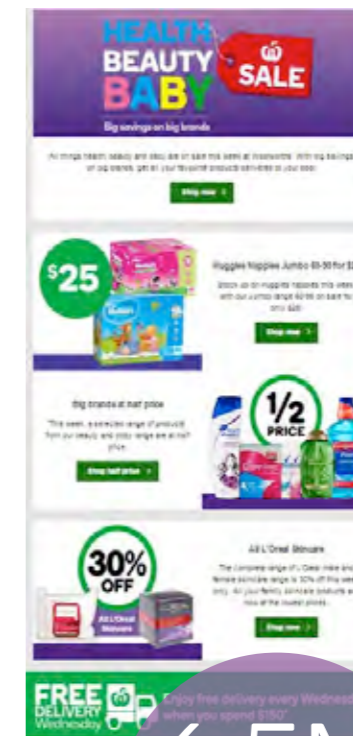
- Online specials section, home page and category banners



- 8 page feature in catalogue



- Various in aisle POS - themed and branded



6.5M shoppers during event



Recent Event Results:

- Over **6.5 million** customers shopped during event
- **53%** of Woolworths customers shopping during the period bought into the event
- Increased units per basket and visits per customer resulting in strong sales growth for the category

POST CAMPAIGN ANALYSIS

Woolworths Media Hub have partnered with Quantum to offer post-campaign evaluation reports on all Media Hub activity.

Through this partnership, Media Hub can offer Quantum reports at a substantially discounted rate to their market value and offer a range of reports with different metrics to help understand the success of your campaign.



Reporting: overview and output

REPORT DETAILS

Available at any level of Media Hub spend

Two types of report: NPD and General

KEY QUESTIONS

- Did the media drive incremental sales?
- Has the campaign driven any additional customers?
- Which customers were most responsive to my campaign?

EXAMPLE INSIGHTS

- Media helped drive XX additional unit sales
- The campaign drove XX% additional customers
- Proportion of customers who switched from my competitors

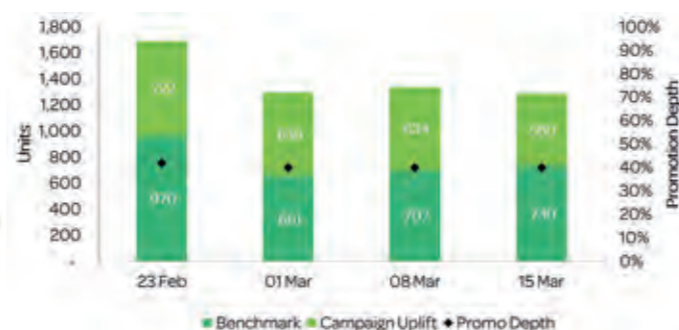
METHODOLOGY

- ✓ Campaign measured against pre and / or post period*
- ✓ Results drawn from total sales and Rewards customer data
- ✓ Analysis for chosen Hero and Brand** SKUs

HOW CAN IT HELP YOUR BUSINESS?

- ✓ Understand which customers to target in future campaigns
- ✓ Analysis and insights to inform your wider marketing strategy
- ✓ Justify media spend

Unit uplift over campaign period for Target SKU(s)



EXAMPLE OF OUTPUTS



* Basic reporting offers pre-campaign analysis in general reports and post campaign in NPD reports. Standard reporting offers pre and post campaign analysis for both general and NPD reports
** Standard report only



Minor and Major report options to suit requirements



Simple briefing and booking process via Media Specialist



Two week turnaround time from briefing



Utilises sales and customer data to give a complete, holistic view



Key sales drivers and customer metrics included

OVERVIEW OF MEDIA

Below is a snapshot of our core media channels.

Speak to us also about more bespoke media solutions and new opportunities we have.



POS & In-store

- Fins & fin take
- A6 pad
- Bus stop
- Landscape ticket
- Floor media
- Decals
- Gondola header
- Checkout dividers
- Till screens
- Baskets & trolleys
- In store radio
- Fresh magazine



Online

- Home page banner
- Category banner
- Keyword card
- eDM banner
- Recipe
- Sampling
- Online catalogue



ATL

- TV
- Radio
- Press
- Digital screens



Social

- Facebook



Fresh Magazine

- Full page ad or advertorial
- Half page ad or advertorial
- iPad video advertorials



CONTACT MEDIA HUB TEAM

BOOKING



Please contact your Media Hub Category Specialist to ask questions, discover more information and make your bookings.

Please visit www.woolworthsmediahub.com.au to access all contact details.

PRODUCTION



For Major Marketing Campaigns & Category Events, the Media Hub team will manage the full creative process including design, internal approval, printing and production.

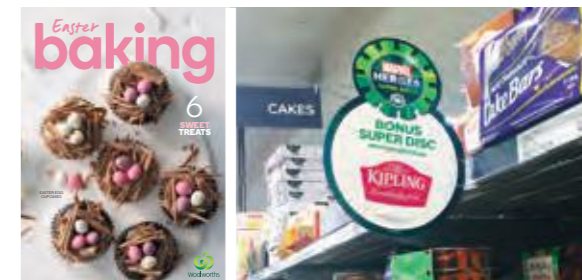
Please visit www.woolworthsmediahub.com.au for more information.

IMPLEMENTATION



The Woolworths Field Support team will manage all implementation requirements in store ensuring execution excellence.

The Media Hub team will manage all communications and briefings for every campaign.





media hub

Effective, customer focused
media where it counts

www.woolworthsmediahub.com.au