

countdown



Countdown

Media Kit FY23





We are *Cartology*

Cartology gives you access to some of New Zealand's most valuable and unique media assets. We position your brand where it needs to be on the customer's path to purchase, including the critical final step of the shopping journey.

Our marketing solutions are built on rich and detailed customer data, giving you unprecedented insights into campaign effectiveness and bespoke solutions to meet your brand objectives.

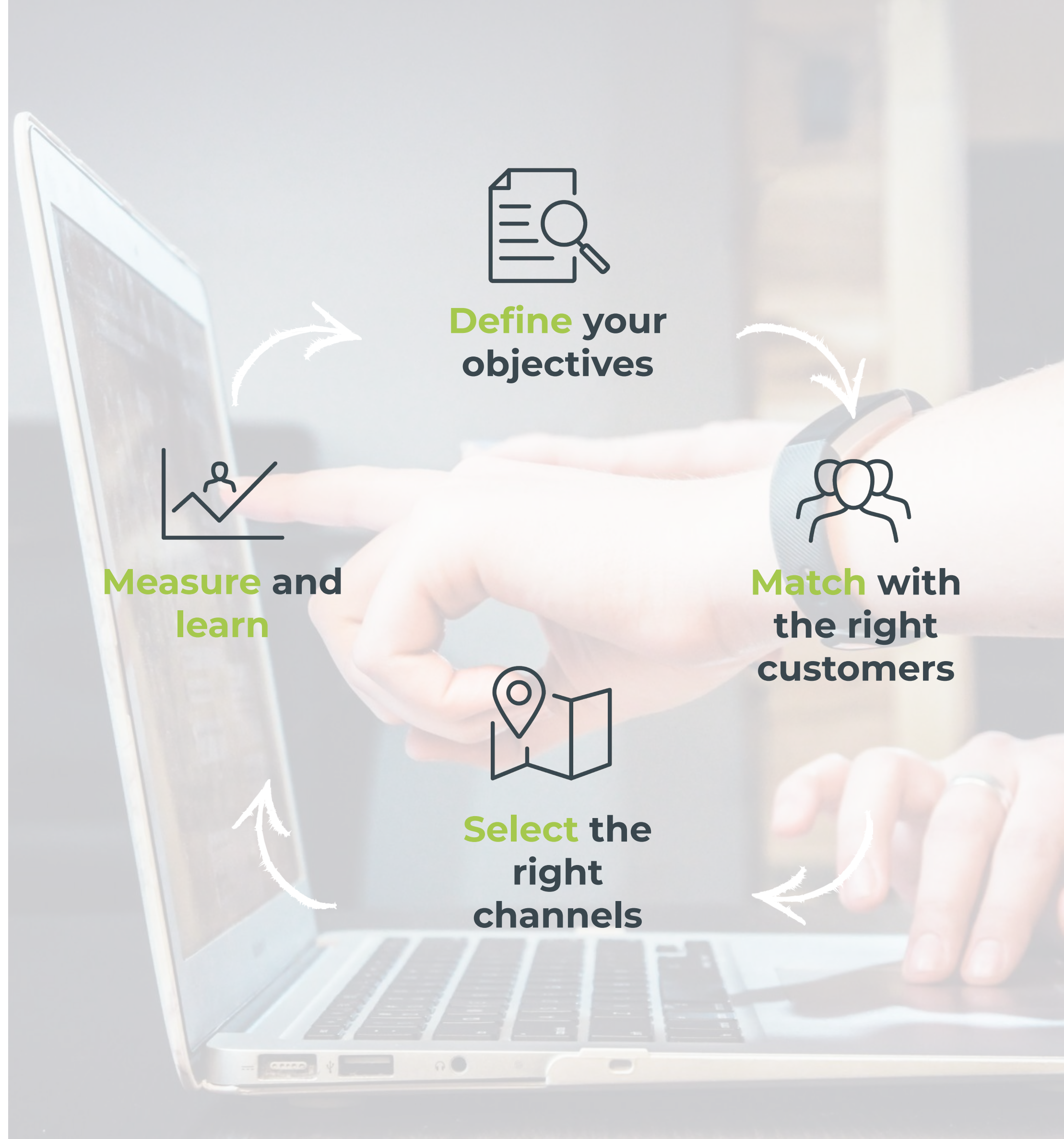
How We Work

The Cartology team is fully integrated into the Countdown Category and Marketing teams, whilst working in unison with all of our client partners.

This enables us to build effective plans that align with the Countdown strategy, run in conjunction with category priorities and deliver against individual client campaign objectives.

We provide our clients access to some of New Zealand's most valuable media channels and the opportunity to talk to a captive audience, both in our stores and online.

Cartology provides a comprehensive, full-service marketing solution, from campaign conception, to execution & evaluation





Connect and impact 100% on target FMCG customers



198

Countdown stores

3m

visits weekly (in-store and online)



19%

YOY eCommerce sales growth



4.5m+

Searches per week for grocery products on shop.countdown.co.nz



1.6m

Active Onecard members



1

Visits per week made by the average Countdown shopper



2.7m+

Personalised eDMs sent weekly



13-16%

Online shopping penetration



Cartology helps brands grow by driving real customer impact in the *moments that matter most.*

Unless it ends in a *customer* does any of it matter?



Want to drive awareness, consideration and purchase?

Our omni-channel media solutions enable brands to reach customers at every step along the shopper journey, providing unique opportunities to influence their purchase decisions.

Cartology connects you to Countdown customers, at the moments that matter most





Customer Communication Pillars

The message you communicate to customers is just as important as the touchpoints you use.

Our customer communication pillars are used across all media channels. They provide customers with relevant and recognisable messaging throughout their shopping experience and enable suppliers to deliver clear and consistent communications across multi-channel campaigns.

<p>Inform, Inspire & Educate</p>	<p>Introduce & Highlight NPД</p>	<p>Drive Trial & Excitement</p>
<p>Remind customers of product benefits, unique selling points and provide inspiration and suggestions on product use.</p>	<p>New products are important to our customers, with over 50% purchasing something new.</p>	<p>Reach our most valuable customers through exclusive competitions that engage and excite the shopper.</p>



A photograph of a woman with blonde hair and a young girl with glasses smiling together. The woman is wearing a white t-shirt and a blue button-down shirt. The girl is wearing a yellow sweater. They are sitting on a couch in a bright, indoor setting. The image is partially overlaid by a dark blue geometric shape on the left side.

Out of store

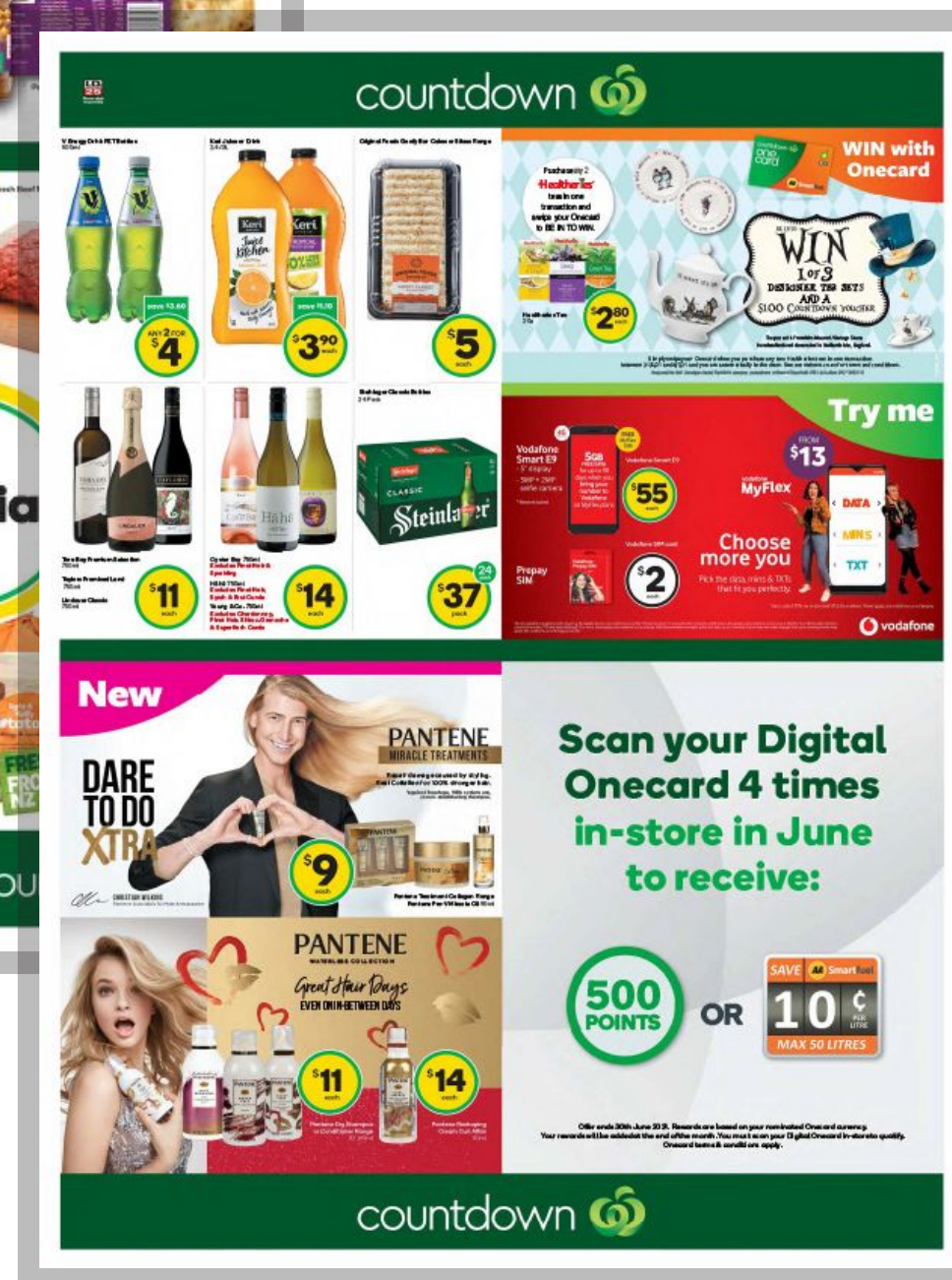
Letterbox Broadsheet

Drive customer **engagement** and **sales** through a trusted, valued and recognised medium. New Zealanders' use this channel to inform their shopping decisions weekly.

Reach	1.3 Million NZ Households
Audience	National
Formats	Half & Full Page Ads
Duration	1 Week
Overview	Communicate value, product & brand messages to a significant NZ audience, driving awareness & encouraging trial of your product.

The Benefits

- 74%** Believe it is a helpful shopping tool
- 64%** Discover new products via this channel
- 57%** Utilise this channel to keep up-to-date on products and prices





81%
of consumers will purchase a new product after receiving a free sample

Online Delivery Sampling

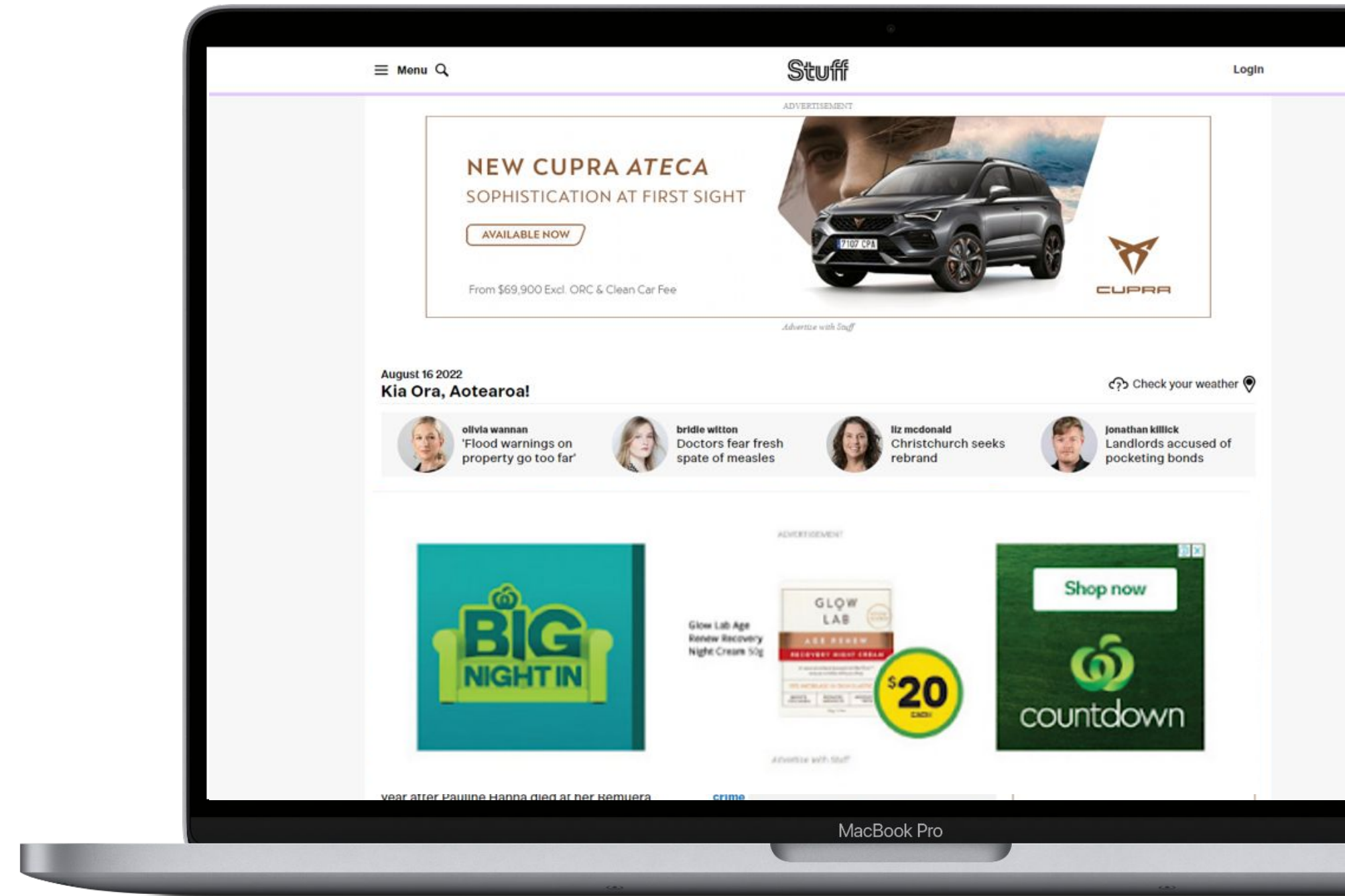
Give highly engaged customers the chance to **trial your product with a free sample** and reach a receptive audience who are already purchasing similar products on countdown.co.nz. Reach new customers either through store/region targeting or based on a particular products that the customer has purchased to trigger the online sample. Customers who have received free samples will be retargeted the next time they shop on countdown.co.nz with the **'items you've sampled' carousel** visible before check out. This can include multiple related products such as other flavours within the same product range increasing awareness of your product and or range.

Reach	Campaign Dependent
Audience	National or Targeted
Formats	Product Sample, Product Sample & Flyer
Duration	Campaign Dependent
Overview	<ul style="list-style-type: none">• Build brand perception by providing online shoppers with a free sample• Reach a receptive audience already purchasing similar products• Remarket to customers who have received your sample on the 'Have you forgotten' page before customers checkout with the 'Item's you've sampled' carousel

External Digital

Targeted advertising via multiple display networks.

Reach	Campaign Dependent
Audience	Targeted - Household shoppers 25-54 or Bespoke Audience Segments
Formats	Digital Display - Standard or Bespoke
Duration	Campaign Dependent
Overview	<ul style="list-style-type: none">• Communicate product & price messages within the Countdown communication pillars• Opportunities to reach specific customer segments through targeted programmatic ad buying• Scalable medium that can be successful at any budget level



Social Media

Connect with the Countdown social community to captivate, educate and inspire our customers.

Drive consideration of your brand to grow awareness amongst an engaged social audience.

Create thumb stopping content for your brand to encourage interaction with Countdowns' engaged social community. Includes stop-motion and cinemagraph editing styles.

The Process

1. Choose your product
2. Brief us
3. Provide your product for photography

Facebook in-stream video

Facebook in-stream video is an optimised ad placement that specialises in increasing your brand's visibility, message, awareness and reach.

- In-stream advertising allows brands to deliver 15 second videos before, during or after video content.
- Over 70% of in-stream impressions are viewed to completion.



70% of Facebook and Instagram users watch Stories daily

66% of audiences are responsible for grocery shopping



Facebook & Instagram stories

Stories are an immersive creative format that enable Facebook, Instagram and Messenger users to view and share everyday moments.

Social Media

Stop motion

Tell a short story or introduce a new product with stop motion, a high impact execution.

Frame #1

Opening shot of product styled in foreground and packaging styled in background

Frame #2

Stop motion action of hero product

Final Frame

CTA - Click through from Facebook to Countdown website



73%
of Kiwis'
use social
media

Social Media

Clickable Recipe Stop Motion

A compelling format that shows the versatility of your product.

Frame #1

Hero recipe shot
(no packshot included)

Frame #2

Hero product appears with 1 x key unique fact about the product. Hero super "Secret ingredient" appears.

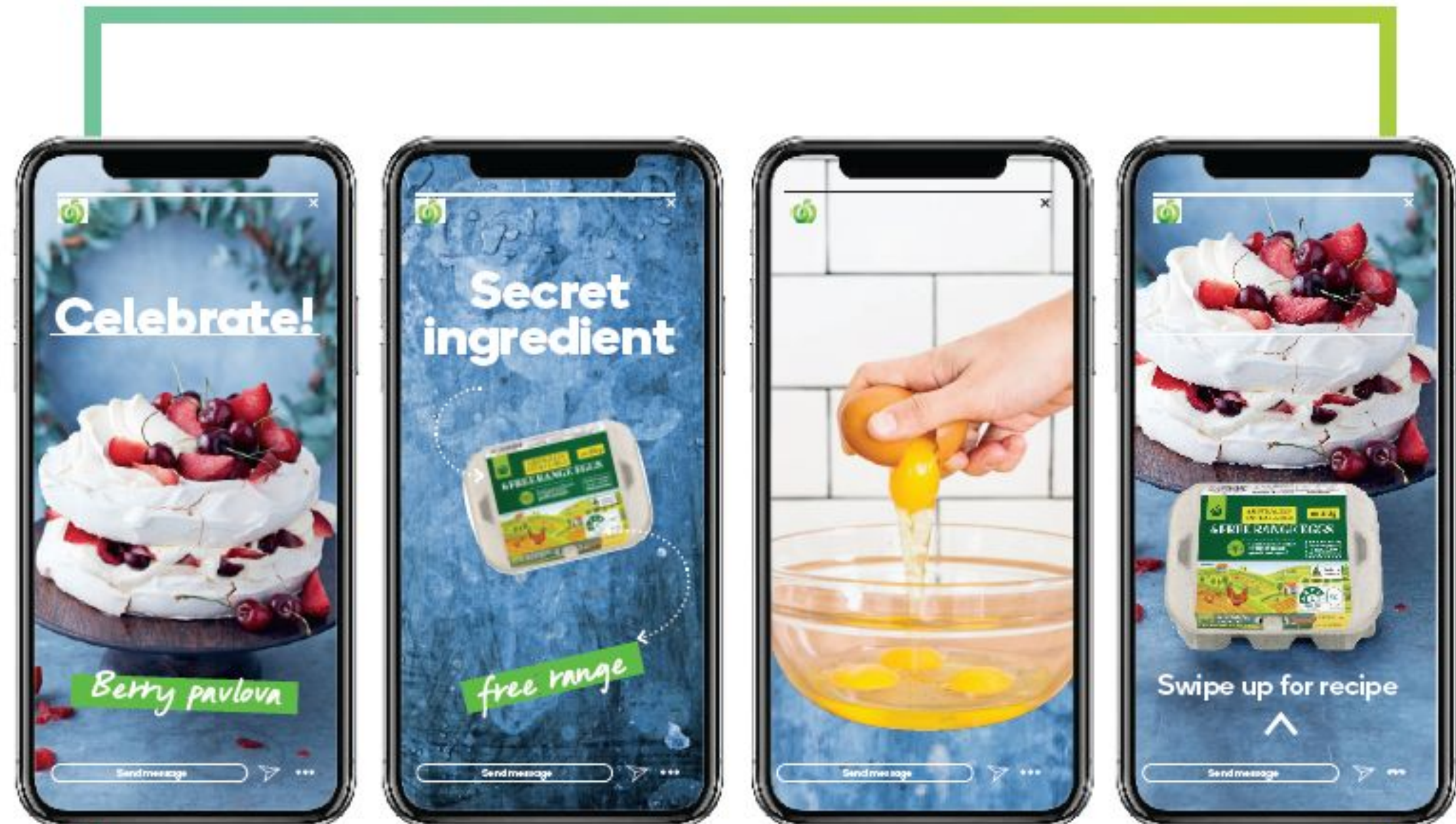
Total 5 sec

Frame #3

Stop motion of hero product in action being used eg: cracking an egg.

No packshot.

Total 5 sec



Clickable Recipe Stop Motion Clicks Through to shop.countdown.co.nz

*The above are examples only.

Social Media

Eye catching cinemagraph

A thumb stopping cinemagraph to capture your product.

Star product serving suggestion

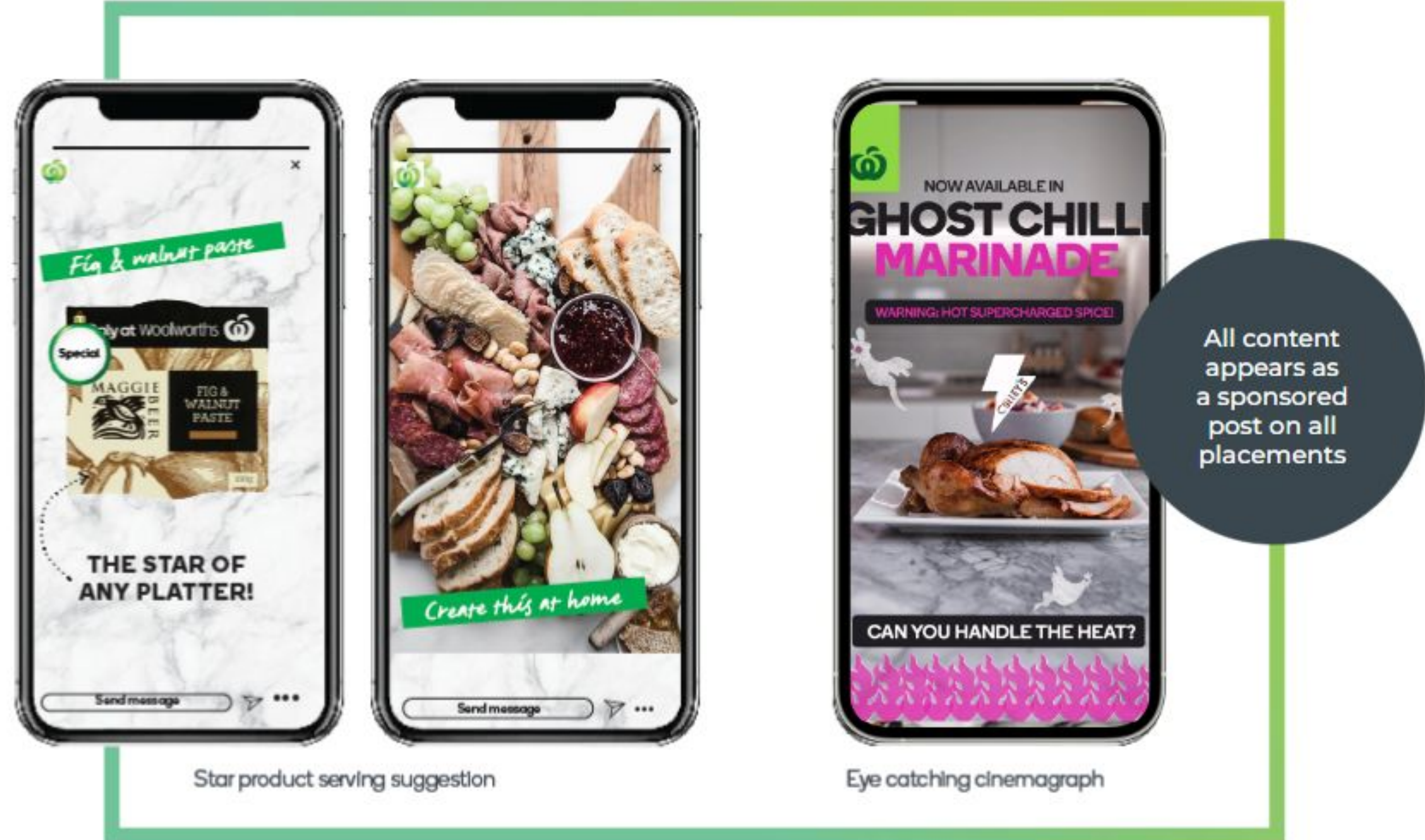
Showcase your product as the hero of an entire meal or entertaining platter.

Frame #1

Hero pack shot appears with product name and headline.
Total 5 sec

Final Frame

Inspiration shot of product in use appears with packshot and call to action to shop now.
Total 5 sec



*The above are examples only.

Social Media

Competitions & Giveaways

Countdown's social media platforms are a live, modern and dynamic way for brands to interact with New Zealanders, with industry leading content, that is customer relevant and thumb stopping..

Competition & Giveaways are a proven way to **amplify engagements**

Build a **strong following and communities**

Raise **brand awareness** for existing and new products

Ensure **trial of a new product**

Boost engagement with comments, shares and likes

Acquire **new customers**

Incorporate into broader campaign to **boost awareness and engagement**

Everyday Countdown **connects with millions of New Zealanders** across our social channels, Facebook and Instagram.



+133%

Uplift in engagements*

+1161%

Uplift in interactions*

+578%

Uplift in shares*

BE IN TO WIN

L'ORÉAL PARIS
REVITALIFT FILLER [HA]

PLUMPER LOOKING SKIN WITHOUT THE INJECTIONS
ENRICHED WITH HYALURONIC ACID

INNOVATION ANTI-AGEING MASK
L'ORÉAL PARIS
REPLUMPING MASK
REVITALIFT FILLER [+Hyaluronic Acid]
Instantly Replumps & Smooths
Locks-in Moisture for 24H
ULTRA THIN SHEET MASK
Perfect fit for maximum hydration
30g e
Lot No. & date

REVITALIFT FILLER [HA]

REVITALIFT FILLER [HA]

1.5% HYALURONIC ACID SKIN





Personalised 1:1 eDM

Drive **awareness**, **trial** and **repeat purchase** behaviour with 1:1 communications reaching highly engaged, valuable customers powered by New Zealand's largest customer personalisation engine.

Reach	1 Million+ Email Subscribers
Audience	Extensive targeting options
Engagement	eDM offers - 39% Open Rates & 8.3% Redemption rates
Formats	Solus Email, myCountdown Banner, myCountdown Key Message
Duration	1 Delivery Per Activity

Reach

Relevant customer segments more likely to engage with your brand.

Encourage

Trial through the use of targeted offers & promotions

Automatically

Load offers to the customers Onecard through our targeted offer platform



Hi <FirstName>,

Try the new look, new taste V Pure. A crisp and refreshing energy drink made from six natural ingredients and nothing artificial - apple juice*, sparkling water, lemon juice*, guarana seed extract, caffeine from green coffee beans and natural V flavour.

Pick it up at your local Countdown today.

The Countdown Team.

*Apple and lemon juice is reconstituted



The Benefits

Highly targeted segmentation options to connect with the right customer at the right time

- Life Stage (New Family/s, Older Singles/Couples etc)
- Location (Upper North Island, Lower North Island etc.)
- Interests (Vegetarian, Non-vegetarian, Dairy Free, Alcohol friendly etc)
- Purchase Behaviour (by sku, category, season etc)



Front of store



Front of Store **Digital Screens**

Cartology screens are a key touch-point on the path to purchase delivering brands unrivalled **proximity, contextual relevance and customer impact** in the supermarket environment.

Reach	Campaign Dependent
Audience	National - 162 Stores Targeted - Min 50 Stores
Formats	Static or Animated Digital content on 65" UHD Panels
Duration	1 Week
Overview	The screen network is perfectly placed at store entrance to drive awareness at scale, allowing your brand message to reach 100% on target shoppers

The Benefits

- Capture attention and prime customers as they start their shop with unrivalled proximity
- **80%** of shoppers plan less than **50%** of their in-store spend, digital screens are a great way to get your product into their baskets
- **37%** of in-store shoppers agree that digital screens help them notice products they might not have seen previously



New Zealand's most impactful
retail media solution for building brands
and driving awareness



Online Homepage Banner

Drive **awareness** and **engagement** for your brand with visually rich and engaging placements to influence Countdown online shoppers, the **fastest growing** customer group.

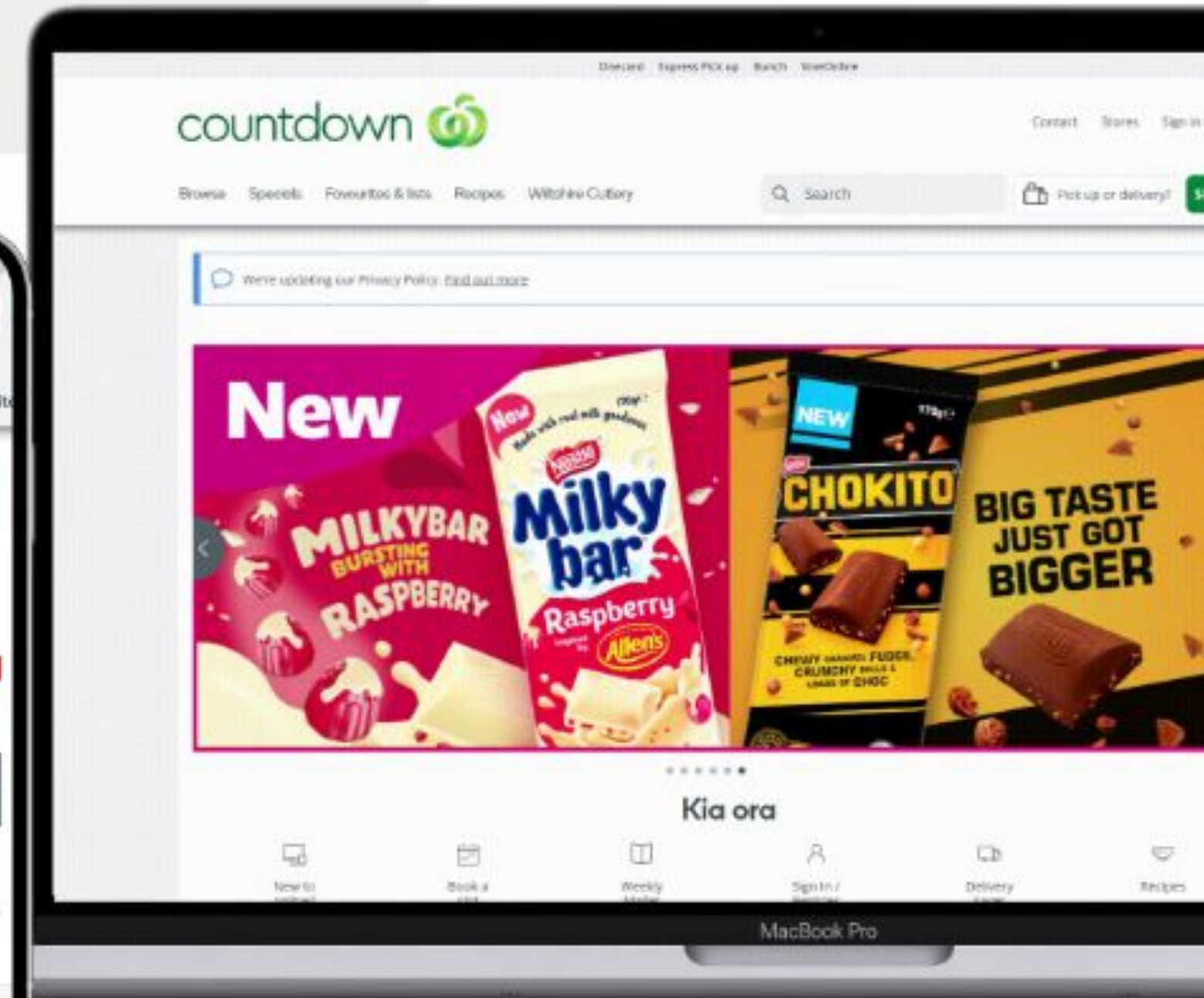
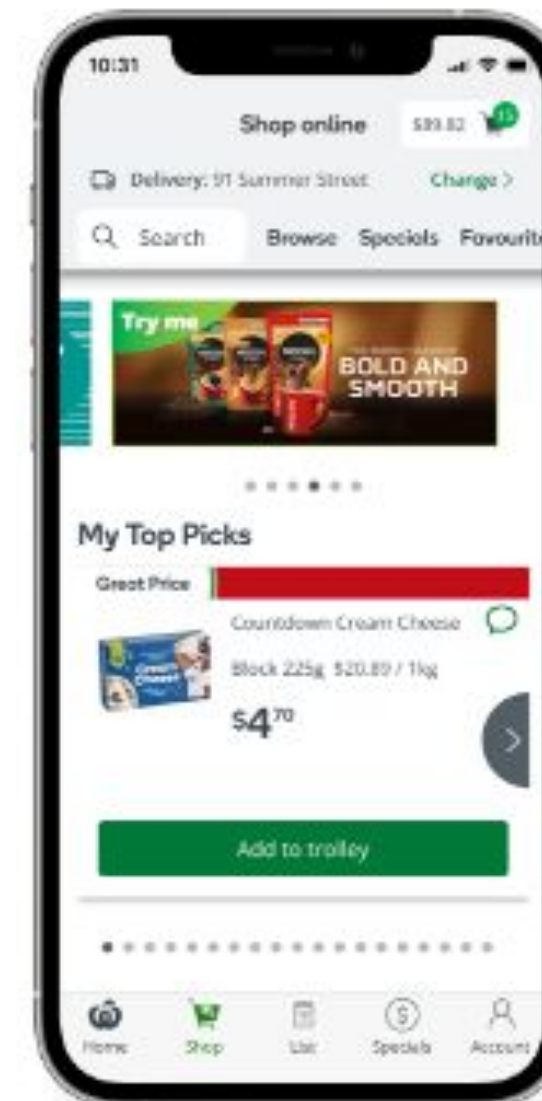
Reach	900k+ Unique Weekly Views
Audience	National
Duration	1 Week

The Benefits

- Reach a significant audience on New Zealand's' #1 grocery shopping website
- Capture the attention of our customers as they start their shop on the highest traffics area of the site
- High impact visibility on the homepage, positioning your brand in a contextually relevant eCommerce environment

Digital drives in-store traffic and engagement

64%
of customers shop in-store within 4 days of visiting shop.countdown.co.nz



Digital Mailer

Drive brand awareness to a highly engaged audience.

Showcase your brand using high impact, full-page ads, videos or banners with powerful 'shop now' functionality to maximise sales conversion.

Maximise shopper response with a high impact ad

5m+
Weekly
page
views

Reach 5 Million+ Weekly Page Views

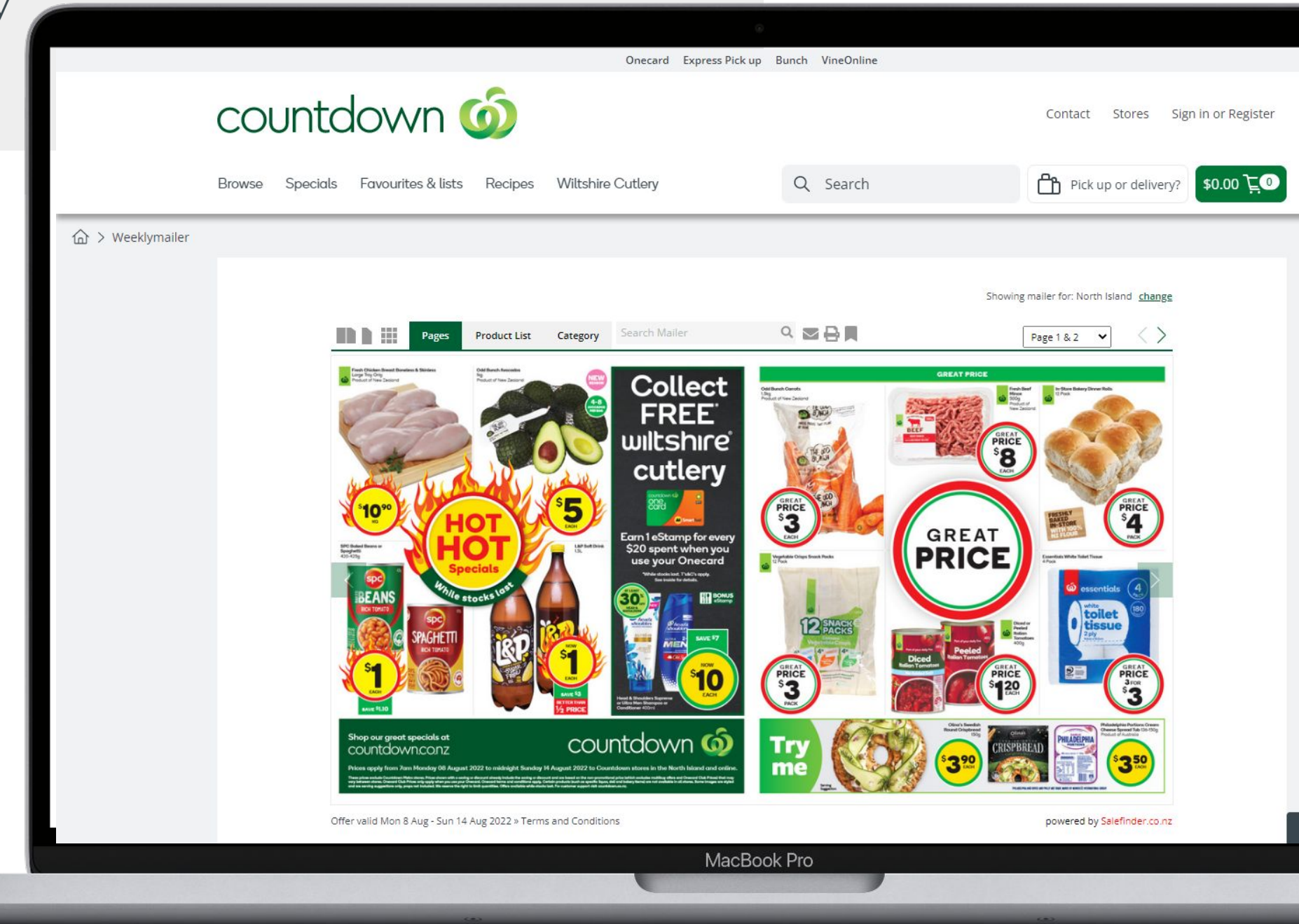
Audience National

Format Full Page - Display, Advertorial & Video Banner Ad

Duration 1 Week

The Benefits

- Position your brand and products in a contextually relevant environment
- Capture attention and drive consideration during the planning phase
- Seamless eCommerce integration allowing add to cart with a few clicks





Tell your brand story,
communicate a promotional message
or direct customers to your product on a
national level

In-Store Radio

Connect with and **inspire customers** through the in-store audio network that has been designed to **provide an enhanced in-store ambience and shopping experience** for customers.

Reach	2 Million+ Shoppers
Audience	National
Format	30 Second Spot
Duration	1 Week

The Benefits

- Immersive audio content to tell your brand story to active FMCG customers
- Build brand awareness and affinity with contextually relevant audio at scale
- Broadcast your message across the total store environment to build awareness

Checkout Media

With over 2.9 million transactions through Countdowns' tills every week, this is the last opportunity to communicate with customers before they exit the store.

Reach	2 Million+ Shoppers
Audience	National
Format	Checkout Wrap Checkout Bar
Duration	4 Weeks

The Benefits

- Stand-alone medium, not competing with any other communications
- Ideal for products with a lower frequency of purchase
- Last message before the shopper completes their transaction



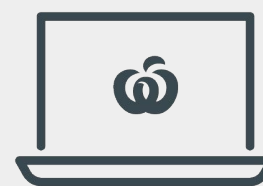
In Aisle



Online - Browse

Department Banner

Banners provide the opportunity to communicate brand messaging at the department level, and **are ideal for cross-selling** in a complimentary category.



67%

of visitors to an online aisle will make a purchase

In aisle media can drive awareness of your brand, *signpost your range* and support conversion *with category buyers* or aisle browsers

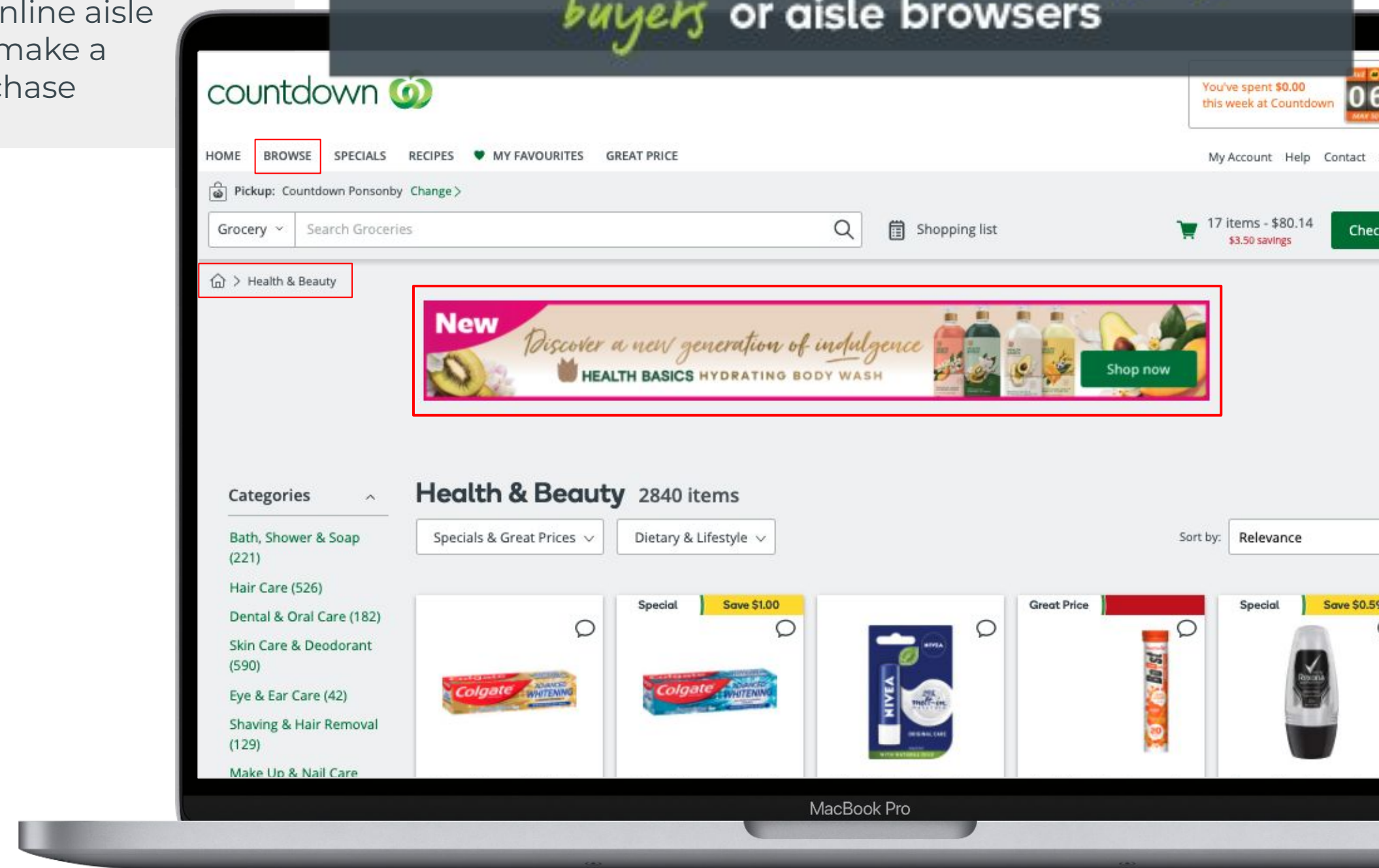
Reach 30,000+ Unique Average Weekly Views

Audience National

Duration 1 Week

Overview

- Located at Department level & navigated via the 'Browse' function
- Carousel banner - 1 of 8 SOV (7 paid banners in total)
- 5 Second rotations



Online - Browse

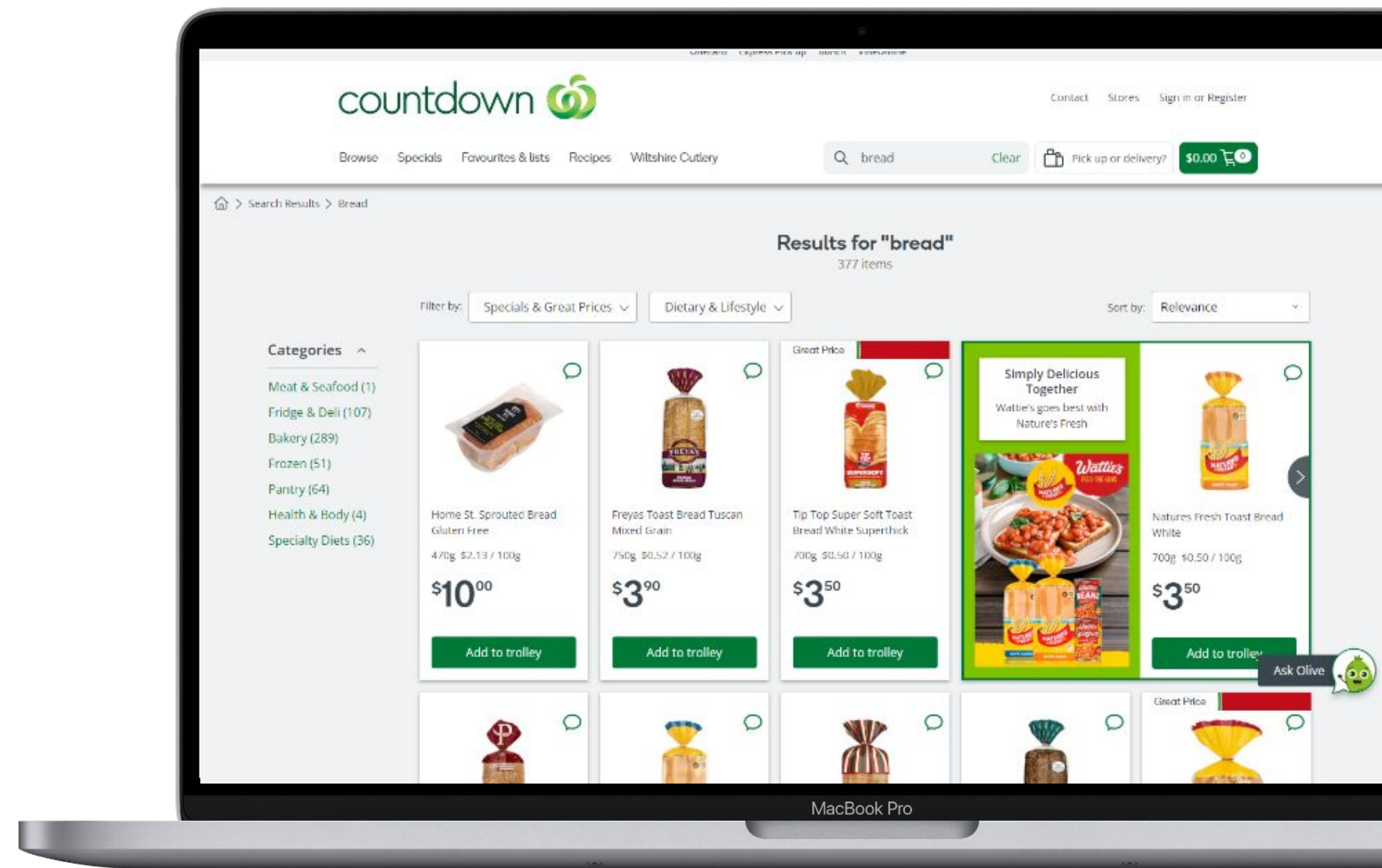
Department Branded Tile

Communicate a key brand message whilst the customer shops the whole category.

Reach	30,000+ Unique Average Weekly Views
Audience	National
Duration	1 Week
Overview	<ul style="list-style-type: none">• Tile remains in position 5 throughout all levels of the department hierarchy• Tile can link through to a product group, branded shop or recipe

The Benefits

- Exclusive ownership within the online department for activity period
- Capture attention and prime customers with relevant messaging and content throughout their shopping journey
- Position your brand in a contextually relevant eCommerce environment



Online Branded Shop

Leverage the visitation to shop.countdown.co.nz to bring your brand to life and educate shoppers with more detailed information, including videos on how to use and consume products.

Branded shops offer a **great opportunity to point multiple media channels to one information hub**, and showcase your full range. Curate content, deliver brand value proposition - all within our shoppable platform.

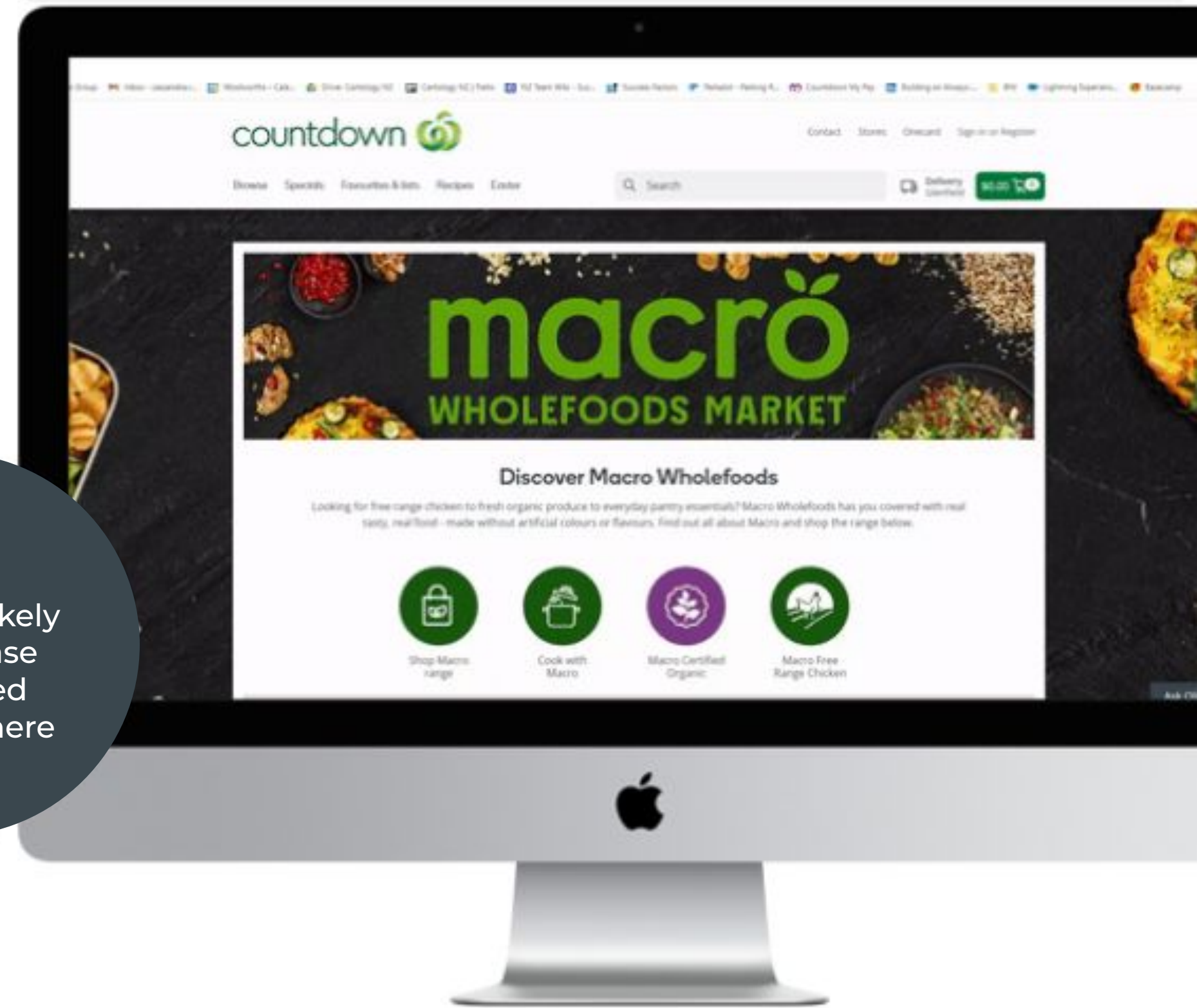
Traffic drivers

- Display banners, branded tiles, eDM
- [Brand suggestions](#)
- [SEM packages](#)

The Benefits

- Contextually relevant branded experience within the Countdown digital ecosystem
- Drive awareness and educate customers on your brand and products
- Tell your brand story and seamlessly integrate eCommerce functionality

Create a **highly branded and customised online destination** to showcase your brand and product range



Aisle Fins

Drive consideration for your brand utilising **impactful POS solutions** as customers scan the shelves. With 30,000 SKUs in-store, Point of Sale will direct customers to your category and **inspire them to choose your brand.**

Reach 2 Million+ Shoppers

Audience National

Format Aisle Fins / Aisle Fins & Tear Away Pads Small - 150mm x 450mm
Large - 150mm x 900mm

Duration 4 Weeks

- Place your brand at the forefront of the shoppers mind at the shelf edge.
- Highly visible throughout the aisle
- Inspire and educate shoppers at the point of purchase with the added option of including tear away pads for shoppers to take home with them

Overview





Floor Graphics

High **impact** media that grabs the customers **attention** in aisle.

Reach	2 Million+ Shoppers
Audience	National
Format	Small - 300mm x 1000mm Regular - 600mm x 1000mm Medium - 600mm x 1800mm Large - 1200mm x 1800mm
Duration	4 Weeks

The Benefits

- Disrupt the shopper journey in aisle
- Highlight product location and navigate shoppers to your brand
- Multiple positioning options available



Category Specific Media

Bread Aisle Header / Fin

Category **specific** opportunities **throughout** the store.

Reach Campaign Dependent

Audience National

Format Bread Aisle Header
Bread Aisle Fin

Duration 4 Weeks

- Overview**
- Bespoke opportunities, tailored to location and in-store space
 - High stand-out media in specific areas of the store
 - Available in selected stores, dependent on format



Category Specific Media

Upright Freezer Decal

Category **specific** opportunities **throughout** the store.

Reach Campaign Dependent

Audience National

Format Upright Freezer Decal

Duration 4 Weeks

Overview

- Bespoke opportunities, tailored to location and in-store space
- High stand-out media in specific areas of the store
- Available in selected stores, dependent on format





Category Specific Media

Freezer Door Window Decal

Category **specific** opportunities **throughout** the store.

Reach	Campaign Dependent
Audience	National
Format	Upright Freezer and Coffin Freezer Decal
Duration	4 Weeks
Overview	<ul style="list-style-type: none"> • Bespoke opportunities, tailored to location and in-store space • High stand-out media in specific areas of the store • Available in selected stores, dependent on format

The Benefits

- Increase at shelf visibility with engaging and impactful point of sales solutions
- Drive conversion at the final moment of purchase
- Communicate new product information, price promotions or product attributes



Category Specific Media

Liquor Chiller Door Decal

Category **specific** opportunities **throughout** the store.

Reach	Campaign Dependent
Audience	National
Format	Liquor Chiller Door Decal
Duration	4 Weeks

Overview

- Bespoke opportunities, tailored to location and in-store space
- High stand-out media in specific areas of the store
- Available in selected stores, dependent on format





In-Store **Sampling**

Encourage shoppers to **trial** your product when they are in a buying mindset.

Reach	Campaign Dependent
Audience	National or Targeted
Format	Demonstration
Duration	1 Session
Overview	<ul style="list-style-type: none"> • Drive trial and conversion • Introduce shoppers to NPD or new SKU variations • Educate customers on product features and benefits

The Benefits

- In-store sampling has been proven to deliver sale uplifts of over 250%
- Shoppers will often make future purchases sampled in-store, meaning sales continue after the activity has ended
- Builds advocacy and awareness as shoppers will share experiences which drives word-of-mouth marketing



At Shelf



Cartology

Promoted Products

There are over **4 million product searches** on shop.countdown.co.nz each week. 92% of the top 200 site searches are performed using generic terms at a product, aisle & category level. **90% of all customers only visit the first page of the search results.**

Our advanced marketing platform **places your brand on the first page of search results** for keywords related to your product, increasing 'on-shelf' visibility in the online shopping environment.

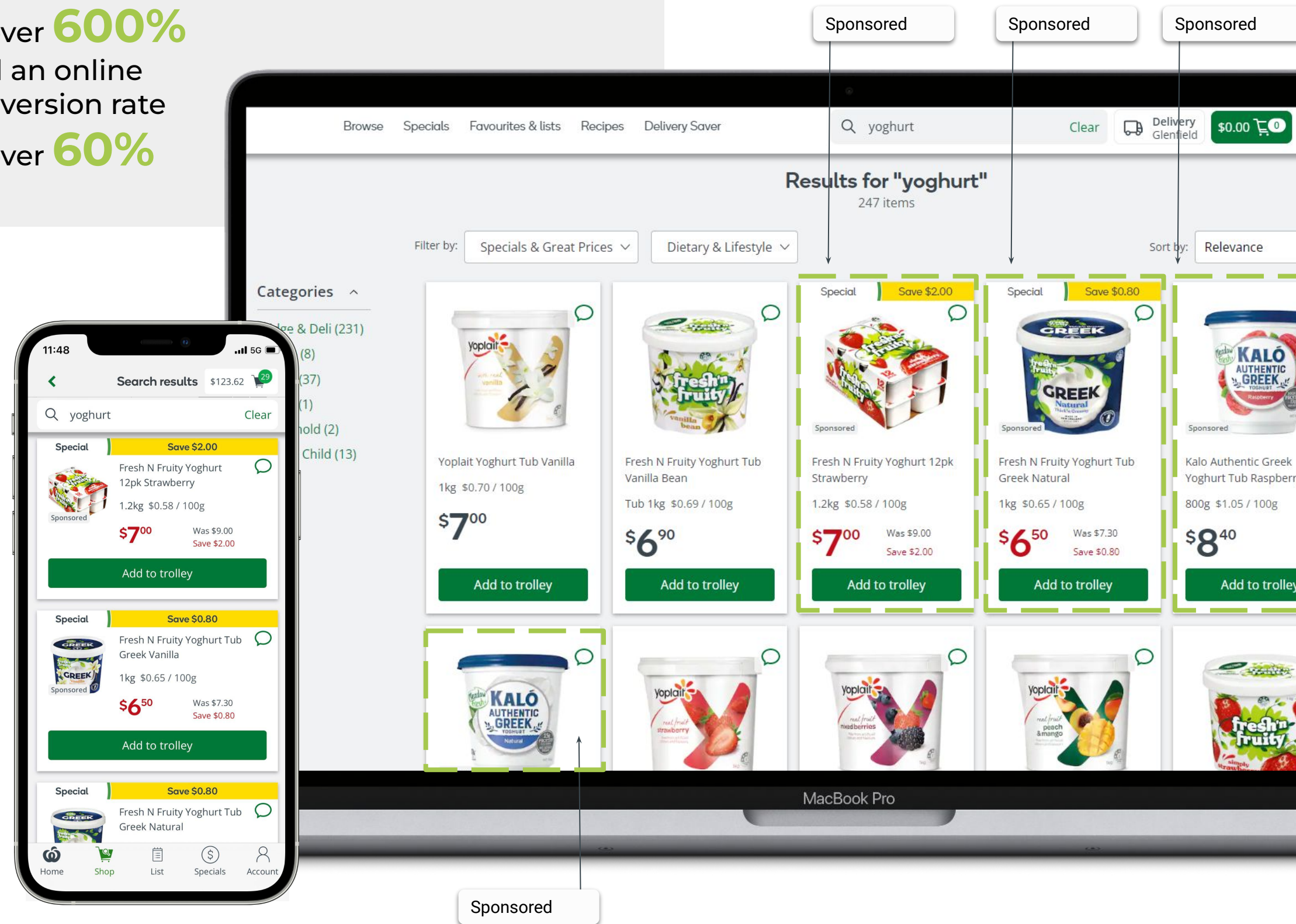
The **self serve digital media platform** enables clients access to launch, optimise and edit campaigns in-flight and delivers **real-time performance results.**

The Benefits

- Increased digital on-shelf visibility to support sales conversion
- High performance cost-per-click advertising solution
- Real time keyword bidding and dashboard reporting

Cartology Promoted Products deliver an average return on ad spend

of over **600%**
and an online
conversion rate
of over **60%**



Online - Search Banner

Communicate a **key brand and product message**, linked to a relevant search term, via a banner placement.

70% of Countdown online shoppers use the site search function during their visit

Reach Campaign Dependent

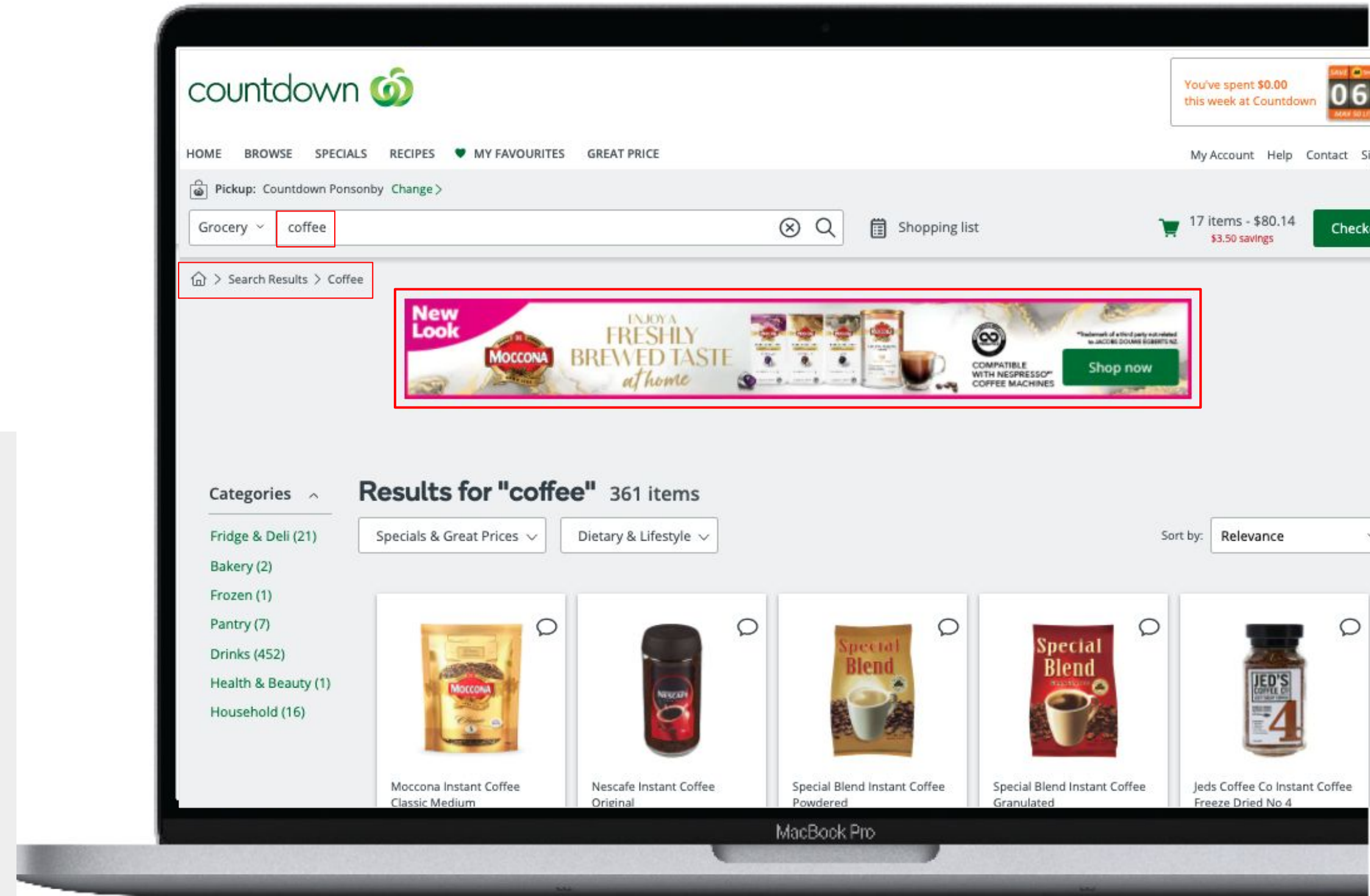
Audience National

Format Search Banner & 1x Search Term
Search Banner & 2x Search Term
Search Banner & 3x Search Term

Duration 1 Week

Overview

- Exclusive ownership of search term for duration of activity
- Located on product group page linked to search term
- 'General' search terms capture all searches containing the chosen word



Online - Search

Branded Tile

Communicate a **key brand and product message**, linked to a **relevant search term**, via a branded tile placement.

Reach Campaign Dependent

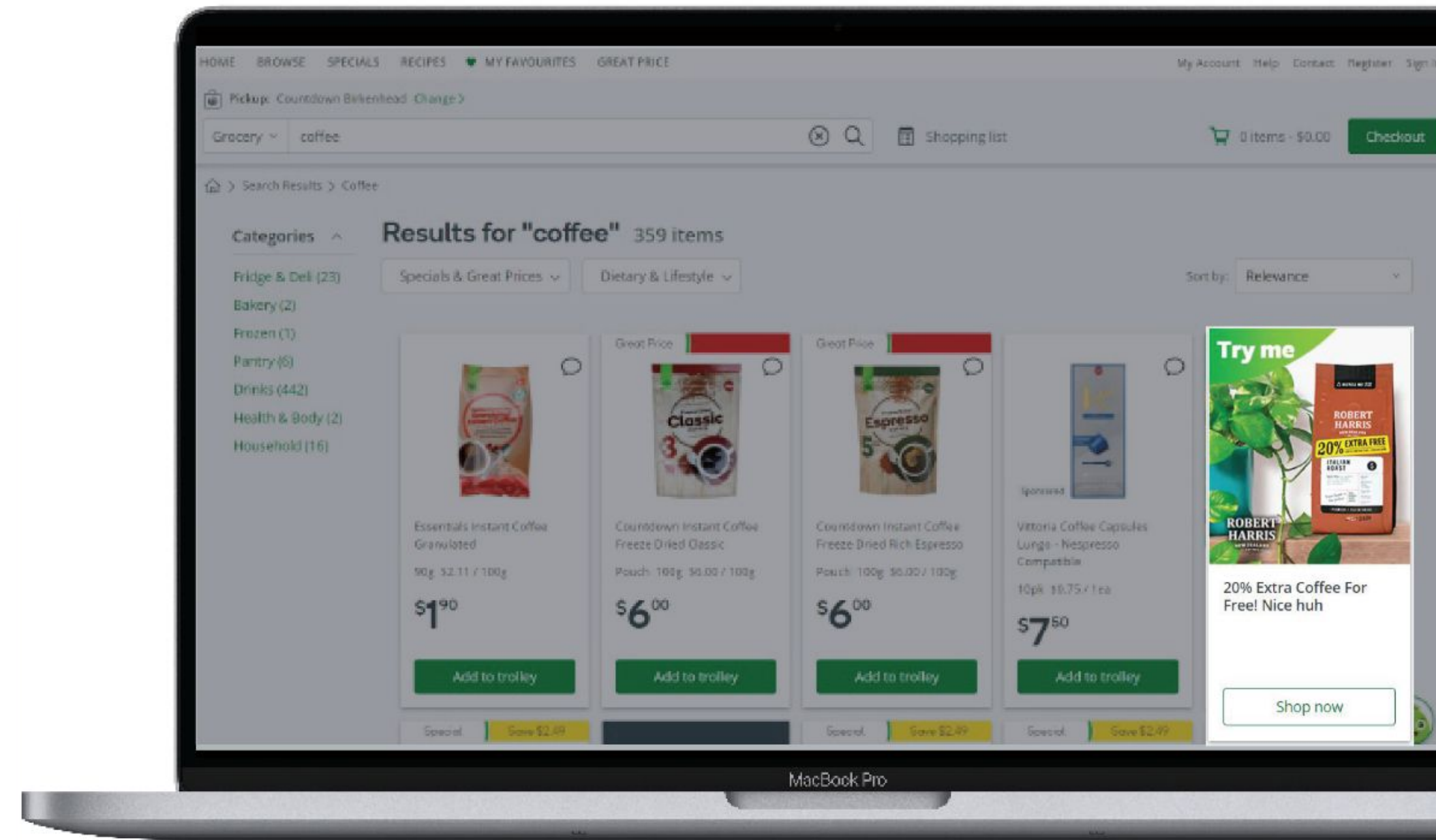
Audience National

Format Search Branded Tile & 1x Search Term Search Branded Tile & 2x Search Term Search Branded Tile & 3x Search Term

Duration 1 Week

Overview

- Tile appears in position 5 of the product group page and can link through to a product group, branded shop or recipe
- Exclusive ownership of search for duration of activity
- 'General' search terms capture all searches containing the chosen word



Deal of the Week Tile

Specials Hub

Showcase your **product** on the **Specials Hub** on shop.countdown.co.nz and get more eyes on your product with increased ATCs

Reach Campaign Dependent

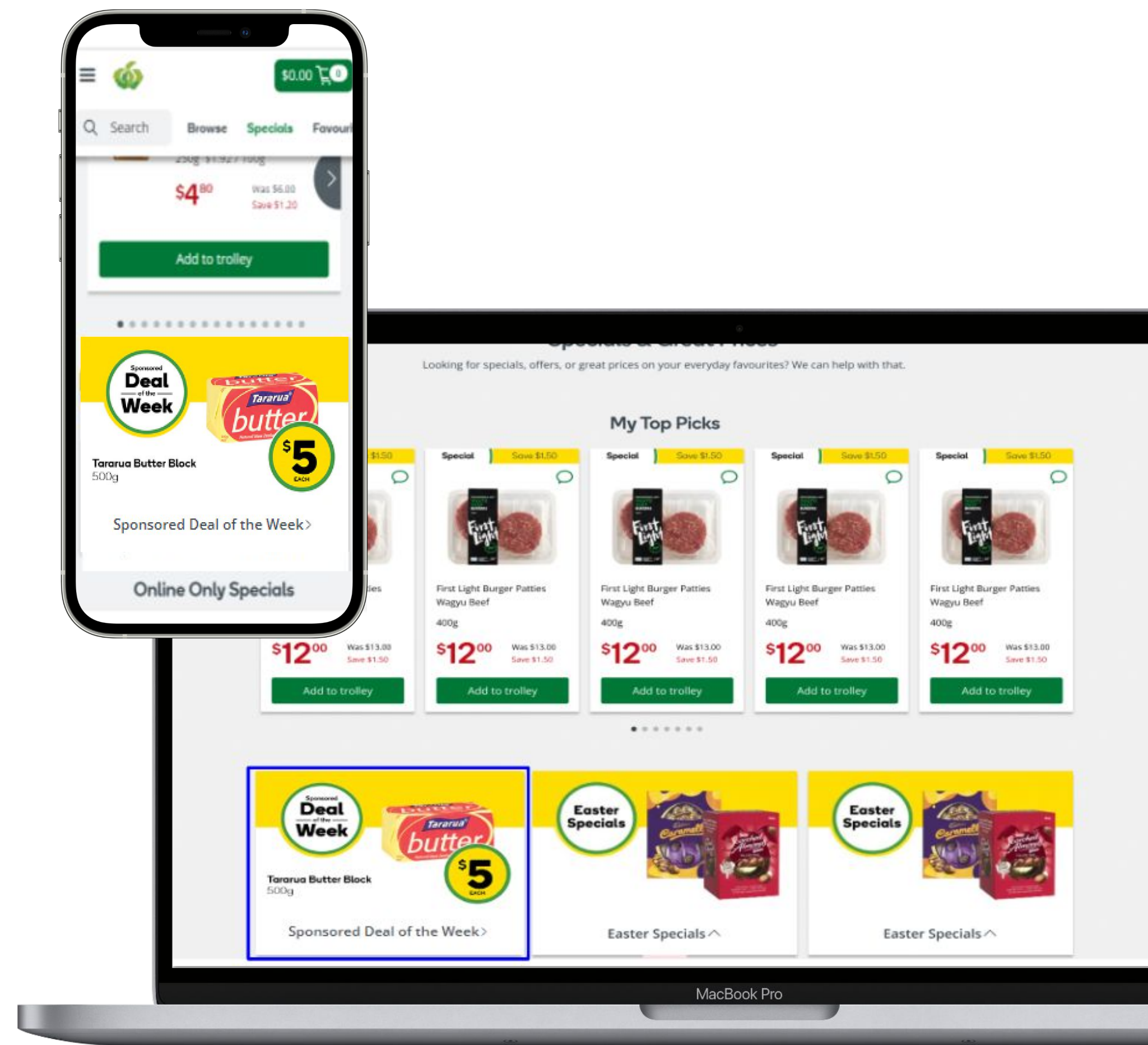
Audience National

Format SKU(s) required 2 weeks out from go-live date

Duration 1 Week

Overview

- Exclusive ownership (only one opportunity per week)
- Communicate price, product and range messages, to customers actively looking for value
- To access the DOTW opportunity, the product must feature in the Letterbox broadsheet in the respective week
- No artwork required - supply SKU code and ensure product images are up to date on the site



Have you forgotten New Product Tile

2nd Highest traffic page on the shop.countdown.co.nz website

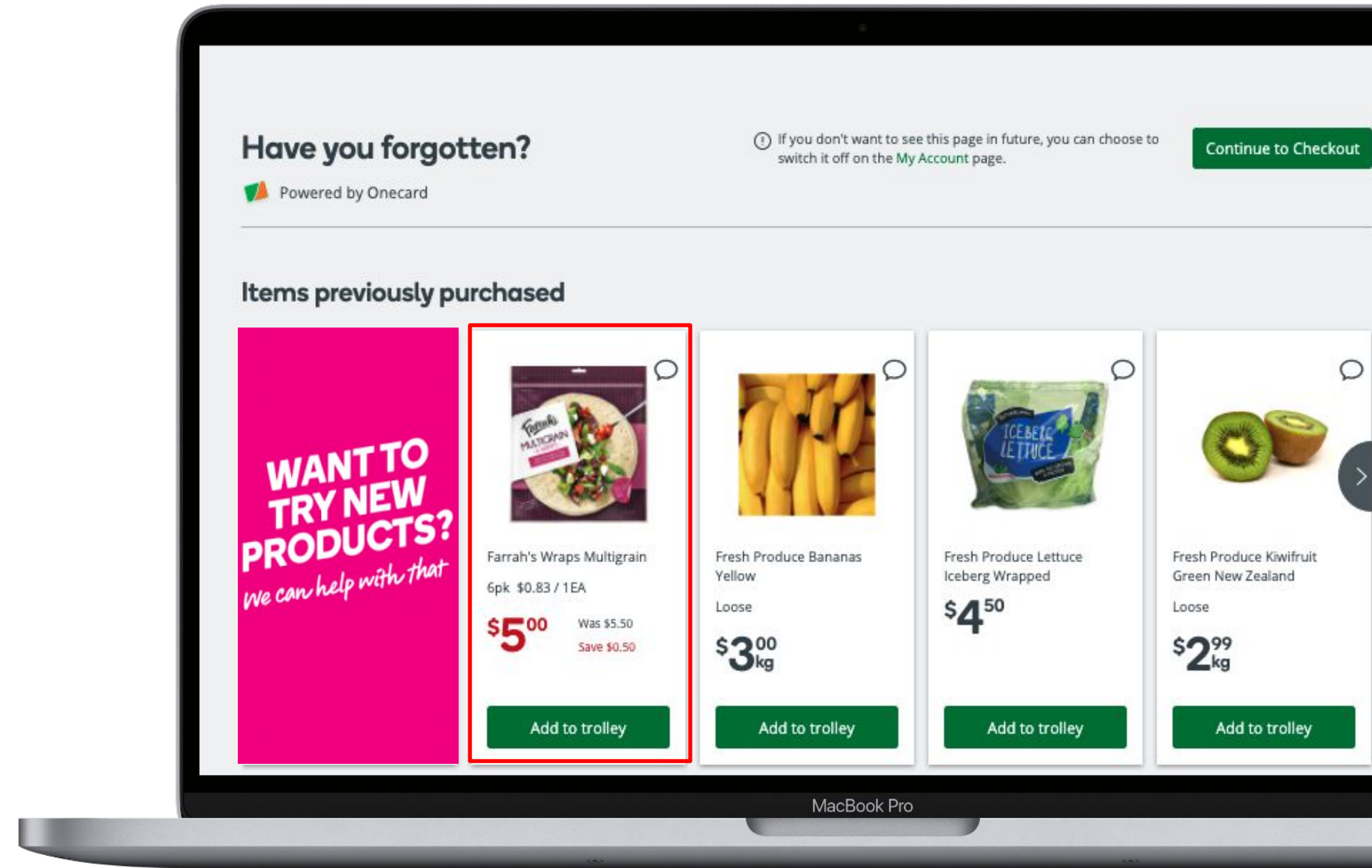
Reach Campaign Dependent

Audience National

Duration 1 Week

Overview

- Communicate New products
- Served to customers prior to checkout on the Have You Forgotten Page
- Located on the 3rd carousel of the page
- 1 of 4 SOV (4 tiles per week)
- No artwork required - supply SKU code and ensure product images are up to date on the site



Have you forgotten 'You might like' Product Tile

2nd Highest traffic page on the shop.countdown.co.nz website.

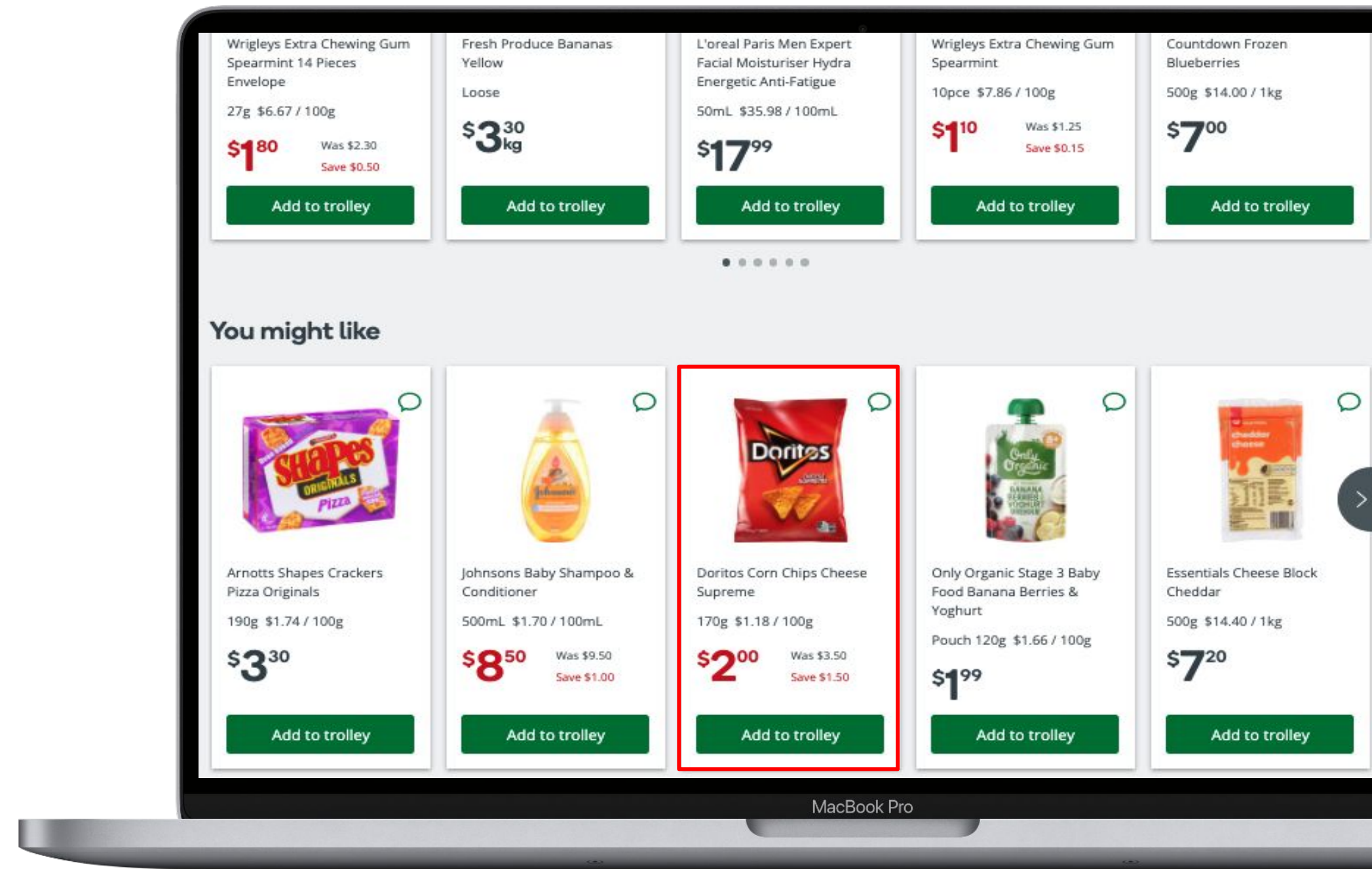
Reach Campaign Dependent

Audience National

Duration 1 Week

Overview

- Served to customers prior to checkout on the Have You Forgotten Page
- Located on the 2nd carousel of the page
- 2 opportunities per week - Position 3 or 9
- No artwork required - supply SKU code and ensure product images are up to date on the site



Sponsored Recipes

Located within the 'Recipe' section of the website, position your brand/product within a recipe suggestion, providing inspiration and solutions to customers

Reach

Campaign Dependent

Audience

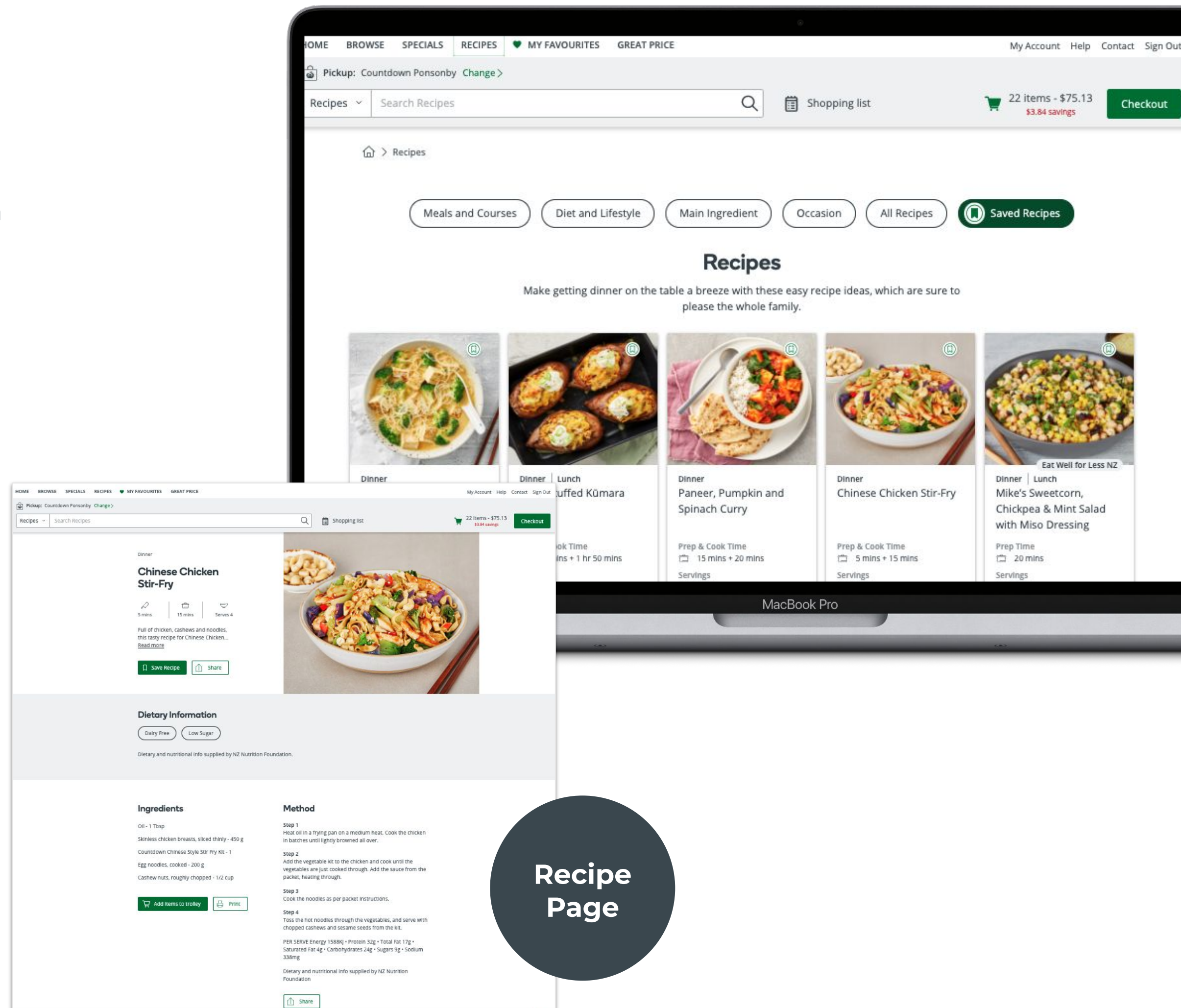
National

Duration

Recipe will remain on the site permanently

Overview

- 'Add to trolley' functionality enables customers to shop the entire recipe with one click
- Recipe heading will include brand name
- Multiple products can be included in the recipe
- Drive traffic through to the recipe via a branded tile linked to a relevant search term





POS - Product Spotters

It is time to make your brand stand out at the **final decision-making** moment.

Whether launching a **new product**, **highlighting a price promotion** or **communicating product attributes** there are a dynamic range of solutions to make sure you are **added to the trolley**.

The final step of the path to purchase, the shelf is the customer's *ultimate decision point* – your last chance to influence the purchase decision and have your brand chosen

Reach 2 Million+ Shoppers per Week

Audience National

Format Wobblers
Right Angle Identifier
Image Tickets
Neck tags

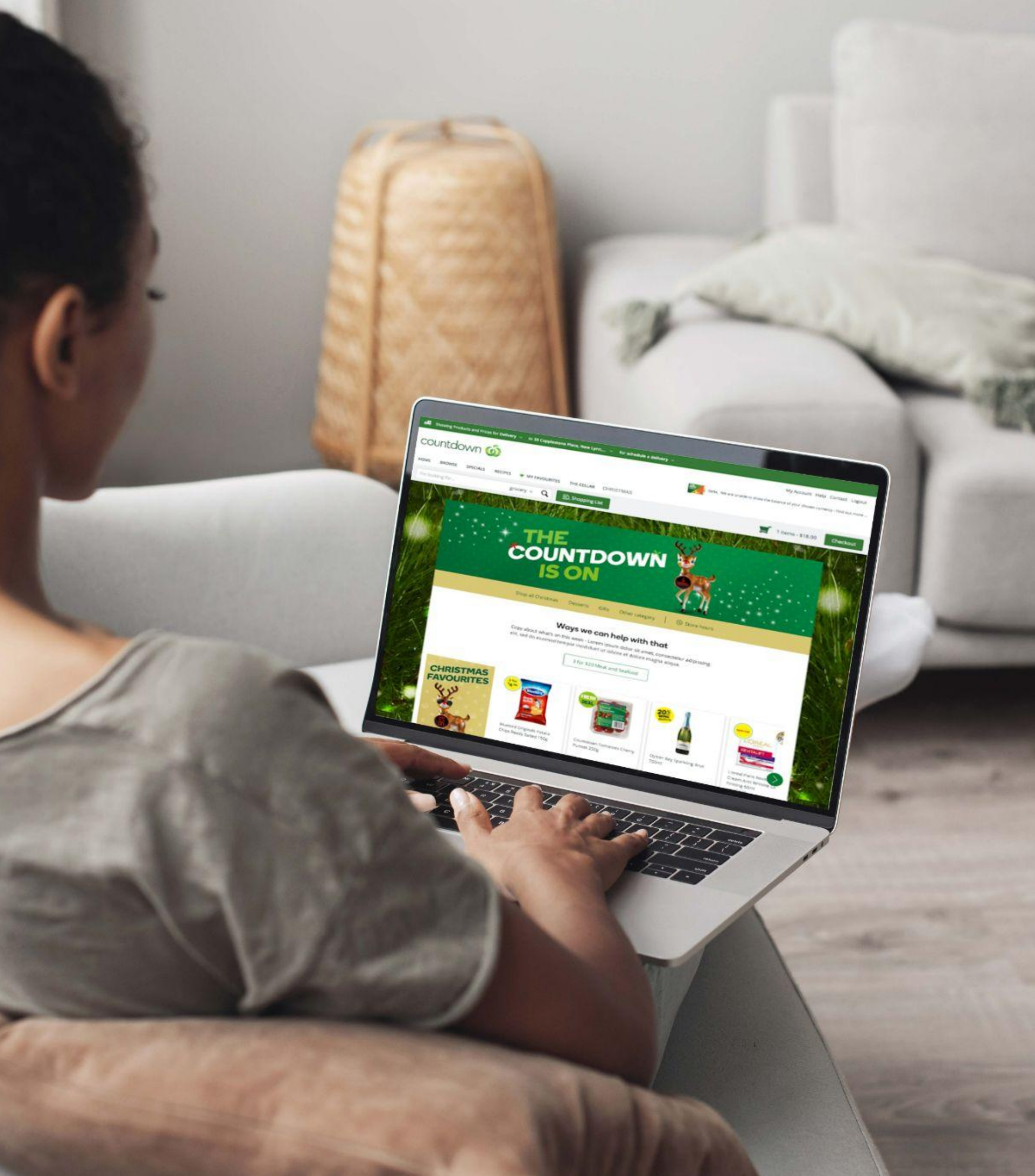
Duration 1 week

- Overview**
- Highlight specific products at the shelf edge, driving navigation to your brand
 - Aid navigation so customers can easily find and purchase your product
 - Combat brand switching away from your brand at the last moment



Connect with customers by
partnering with
A trusted New Zealand brand

countdown 



Partner with Countdown

Countdown has an established calendar of customer programs, offering unique brand integration and alignment.

Partner with a trusted New Zealand brand and leverage key customer programs from **Cartology Trading Moments** to **seasonal and category events**, driving real customer impact in the moments that matter the most.

Partner with

countdown 

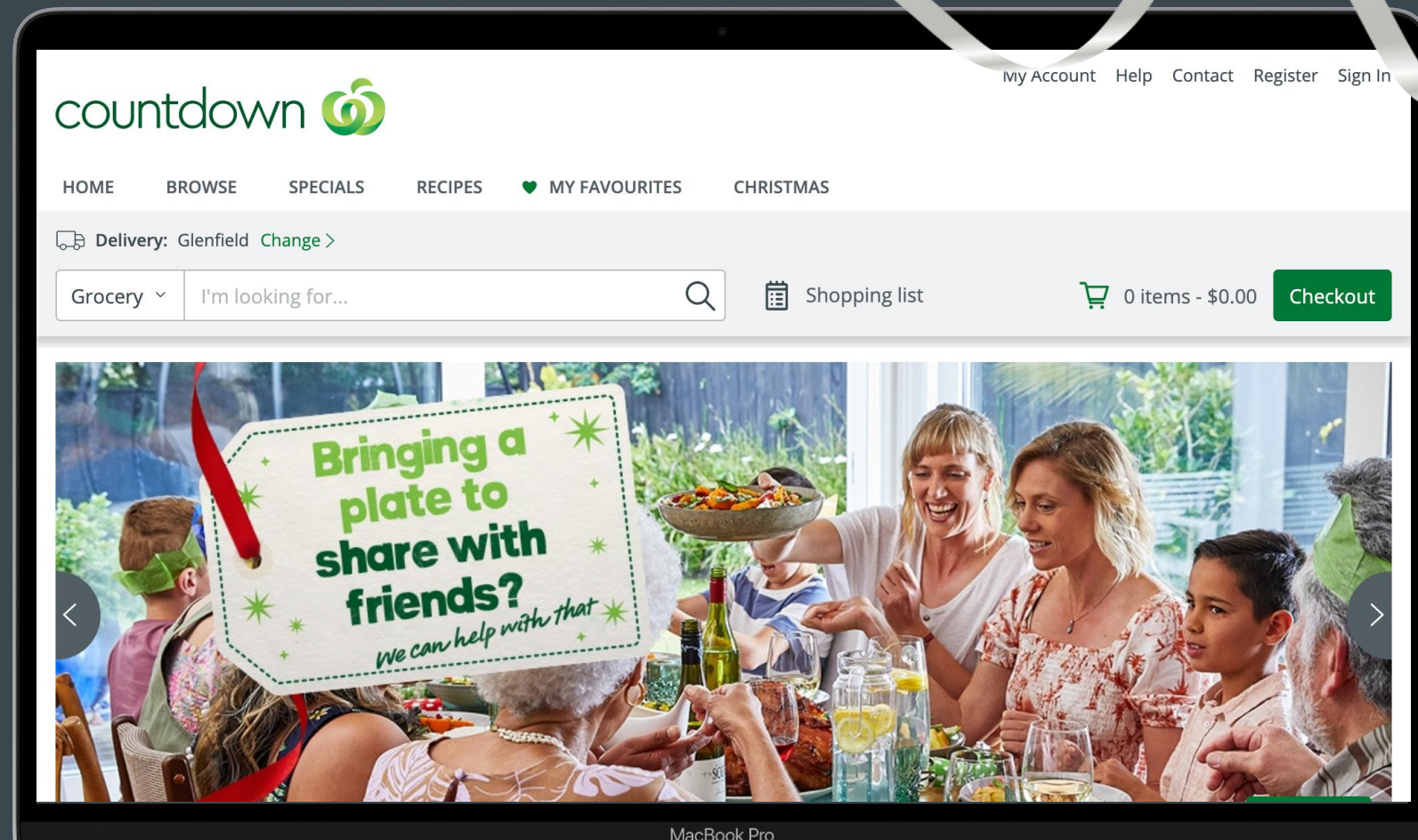




Seasonal Events

Opportunities for your brand to leverage Countdown's much loved flagship seasonal customer events, ensuring your brand is top of mind at the right time of year.

Drive awareness, inspiring seasonal purchasing behaviours to deliver real customer impact in the moments that matter the most.



The Benefits

- Disrupt the shopper journey in aisle
- Highlight product location and navigate shoppers to your brand
- Multiple positioning options available



Value you can Count on Pet Week

On Now



Value you can Count on Health & Body Specials

Head to toe health and body

<p>Oral-B Pro 800 Toothbrush or 3D Whitening Led Kit</p> <p>SAVE FROM \$50.99</p> <p>NOW \$49 EACH</p>	<p>Listerine Fresh Burst or Cool Mint 500ml</p> <p>SAVE FROM \$12.99</p> <p>NOW \$6 EACH</p>	<p>Gillette Venus Sensitive 3 Pack or Sensor3 Comfort Disposable 4 Pack</p> <p>SAVE FROM \$12.49</p> <p>NOW \$8.50 EACH</p>	<p>Rimmel Lash or MCo Beauty Mascara 7ml</p> <p>SAVE FROM \$24</p> <p>NOW \$18 EACH</p>
<p>Musashi Shred & Burn 60g Wafer 40g or Assault Bodies Keto 35g</p> <p>SAVE FROM \$24.99</p> <p>NOW \$20 EACH</p>	<p>Attkins Caramel Chocolate Nut 50g or Quest 4 Pack</p> <p>SAVE FROM \$12.99</p> <p>NOW \$15 EACH</p>	<p>Red Seal High Strength Deep Sleep 600 or 500/1000mg Vitamin C 120-200g</p> <p>SAVE FROM \$24.99</p> <p>NOW \$15 EACH</p>	<p>Swisse Vitamin D 250s or 1000mg Fish Oil 500s</p> <p>SAVE FROM \$36.99</p> <p>NOW \$20 EACH</p>

Category Events

Category events are significant growth drivers for attracting new, light and lapsed shoppers.

Reach your category customers with deeply integrated brand campaigns, inspiring, educating and triggering new purchasing behaviours.

The Benefits

- Drive awareness during key moments of promotional activity
- Generate visibility of new products in your specific category
- Provide inspiration and education, connecting with your category customers



Cartology Trading Moments

Trading Moments are themed activations and seasonal events that are an integral part of our customers' lives, providing them with inspiration and solutions to their shopping needs.

They present opportunities for your brand to leverage relevant themes, placing your product front of mind at key times throughout the year. These events are key growth drivers, helping to draw in new or lapsed customers, whilst driving incremental sales for participating products

The Benefits

- Drive awareness, inspiring and connecting with customers at the moments that matter most
- Exclusive media opportunities and campaign support from Countdown



Post Campaign

Omni-channel Summary

Client name			Attributed Sales	\$6K
Reach	6.9k	New to Brand Customers	Total Campaign Sales	\$4.3K
Impressions	34.9k	SKU units purchased (\$)	Total Campaign Transactions	
Here SKU Customers	5.3k	Average Spend per Visit	Campaign results: Insert commentary here Insert commentary here	
Engaged Buyers	6	Exposed Basket Conversions	Key learnings: Insert commentary here Insert commentary here	
ROI Campaign		Frequency		
		35%		
		Latent Touch, Total Transactions (\$)		
		15.1%		
		Latent Touch, SKU Units purchased (\$)		
		95%		



Cartology Reporting

With Cartology's business capabilities going from strength to strength, our reporting capabilities continue to improve. Our commitment to provide greater campaign accountability and a better understanding of campaign performance.

Improvement in automation

Operational efficiencies and greater accuracy of results gained through less automation.

Customer Acquisition

New to Brand and New to Product results.

Speed in market

Post campaign reports produced within 2 weeks of post campaign period completion

Omni-channel PCO

Providing reach and sales performance for integrated media campaigns, category events and trading moments.



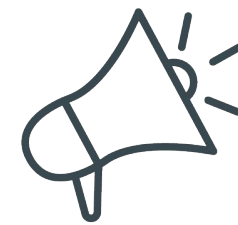
Media Metrics

Impressions

Number of times brand messaging has the opportunity to be seen by customers (Onecard + non Onecard)

Reach

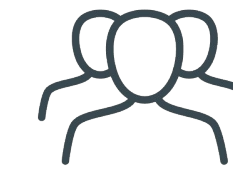
Number of unique customers exposed to brand messaging both in-store and online across the campaign period



Sales Metrics

New to Brand Sales

Number of Onecard customers who purchased the brand, that had not purchased in the last 12 months



Customer Metrics

Media Placement on Target

Percentage of Onecard customers reached who had purchased in the subcategory in the previous 12 weeks in any store prior to campaign start



Engagement Rate

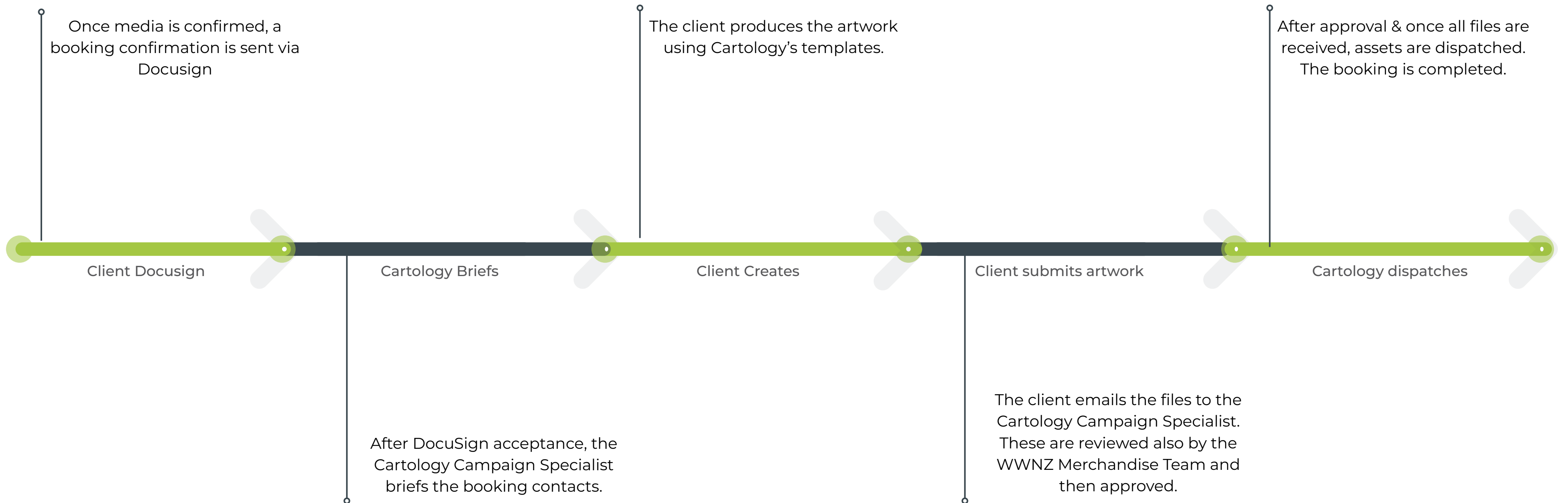
% of people who opened, clicked or activated an ad - e.g. 1:1 Onecard email



Campaign Sales (\$\$\$ and unit volume)

Total value of sales if SKUs directly supported by brand messaging in stores where campaign activity featured.

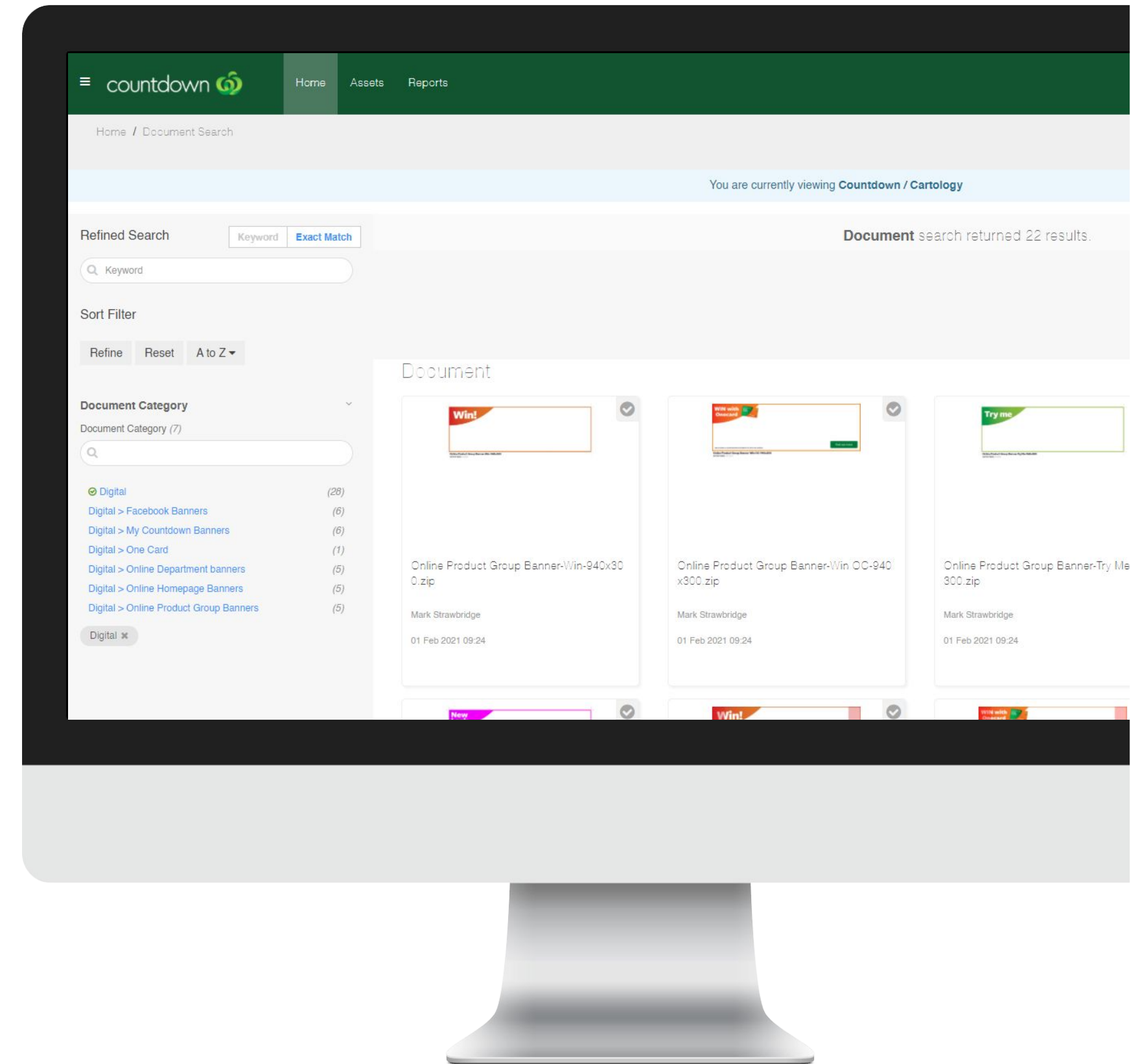
Artwork Process



Artwork Specifications

Lead Times

- Follow the templates, these must be used
 - Available at canopyapp.net with login ID: supplier1@countdown.co.nz, PW: supplier2019
 - Spec sheets are available
 - Digital: JPGs at web resolution, maintain dimensions from template
 - Print: PDFs + packaged open files
 - Final art only
-
- Due 8 weeks prior: Mailer & eDM
 - Due 4 weeks prior: All other media assets



Thank you

