

Woolworths NZ

Media Kit | FY25

Woolworths 



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 (powered by Everyday Rewards), with bespoke advertising solutions to meet your brands objectives while closing the loop with unprecedented insights in campaign effectiveness.



Connect and impact 100% on target FMCG customers



197

Woolworths New Zealand
stores

3.2m

**weekly transactions
(in-store and online)**



23-24%

Total sales
influenced by digital



4m+

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



1.9m

Active Everyday
Rewards members



2

Visits per week made by
the average Woolworths
New Zealand shopper



2.7m+

Personalised eDMs
sent weekly



13-16%

Online shopping
penetration



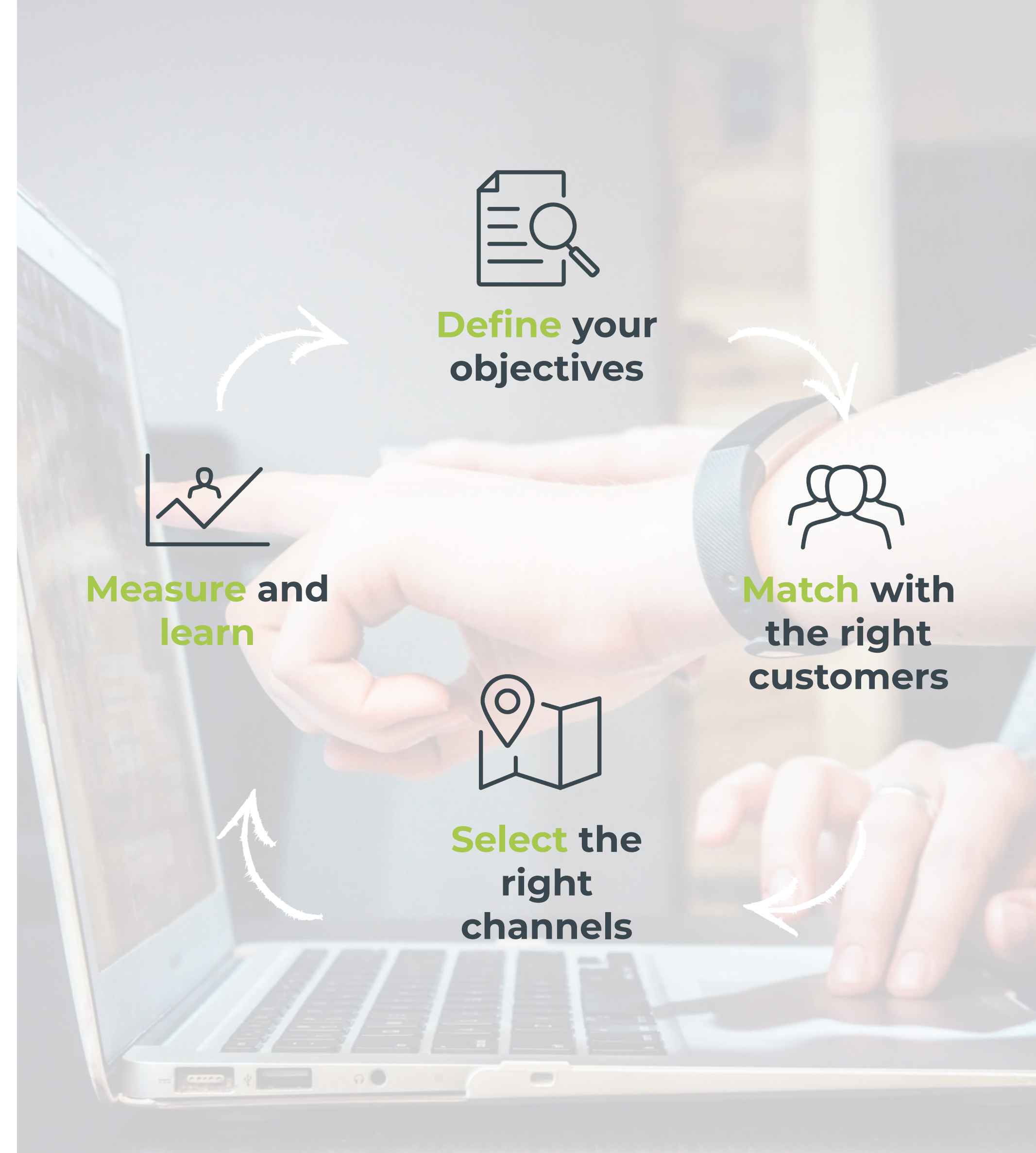
How **We Work**

The Cartology team is fully integrated into the Woolworths New Zealand 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 Woolworths New Zealand 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

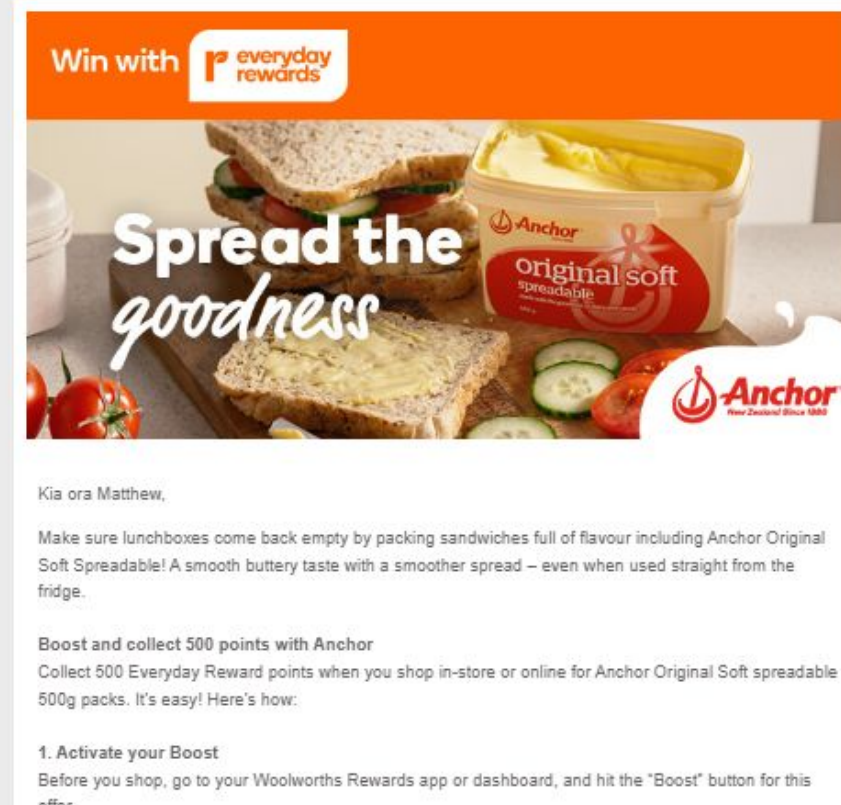


Connect and impact Woolworths shoppers wherever they are with a **sofa to shelf** media ecosystem

The customer journey is no longer just online or in-store. 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 can help your brands impact customers along the omnichannel shopping journey, driving *awareness*, *consideration* and *purchase*

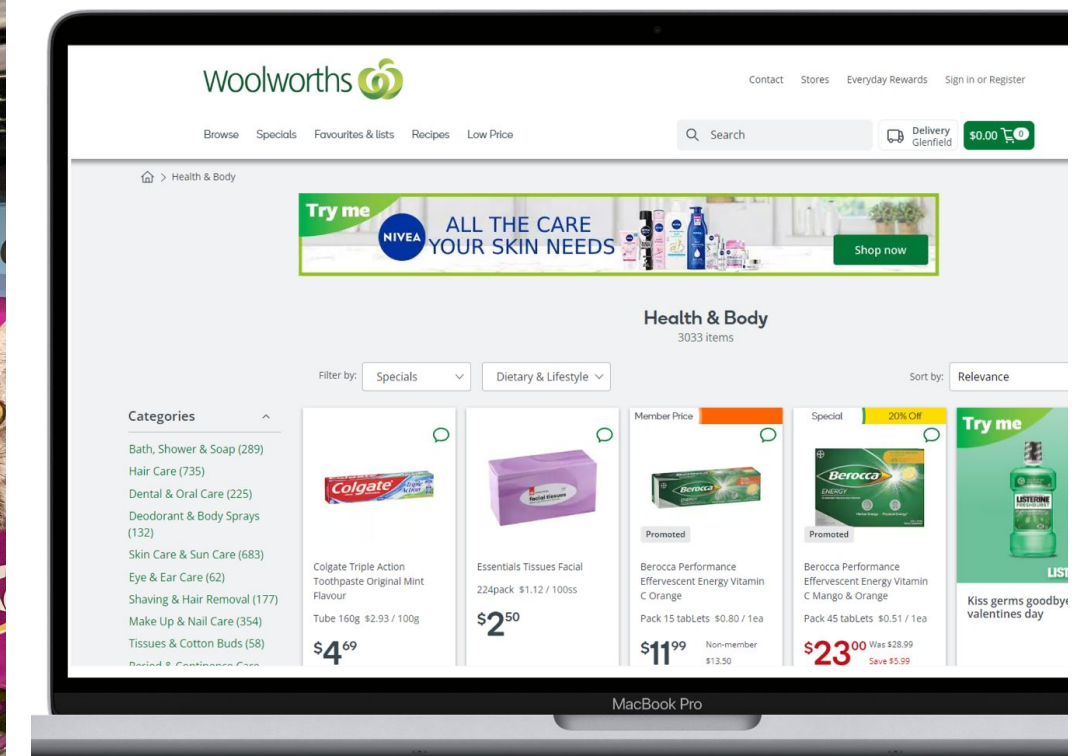
Out of Store



Front of Store



At Shelf







In Aisle

Customer Communication Pillars

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.

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

Price	Product		
			
Price driven Price is an important driver for Woolworths customers. Many actively search for products on special each week.	Inform, Inspire & Educate Remind customers of product benefits, unique selling points and provide inspiration and suggestions on product use.	Introduce & Highlight NPD New products are important to our customers, with over 50% purchasing something new.	Value driven & Personalised Engage Everyday Rewards members across two premium Cartology solutions. targeted offers and competitions

A blurred background image showing a person's hands using a laptop and a smartphone. The person is wearing a white shirt. The image is overlaid with a dark blue gradient.

Cartology *unlocks the power of*
Everyday Rewards for brands with
exclusive access to *bespoke member*
engagement solutions.

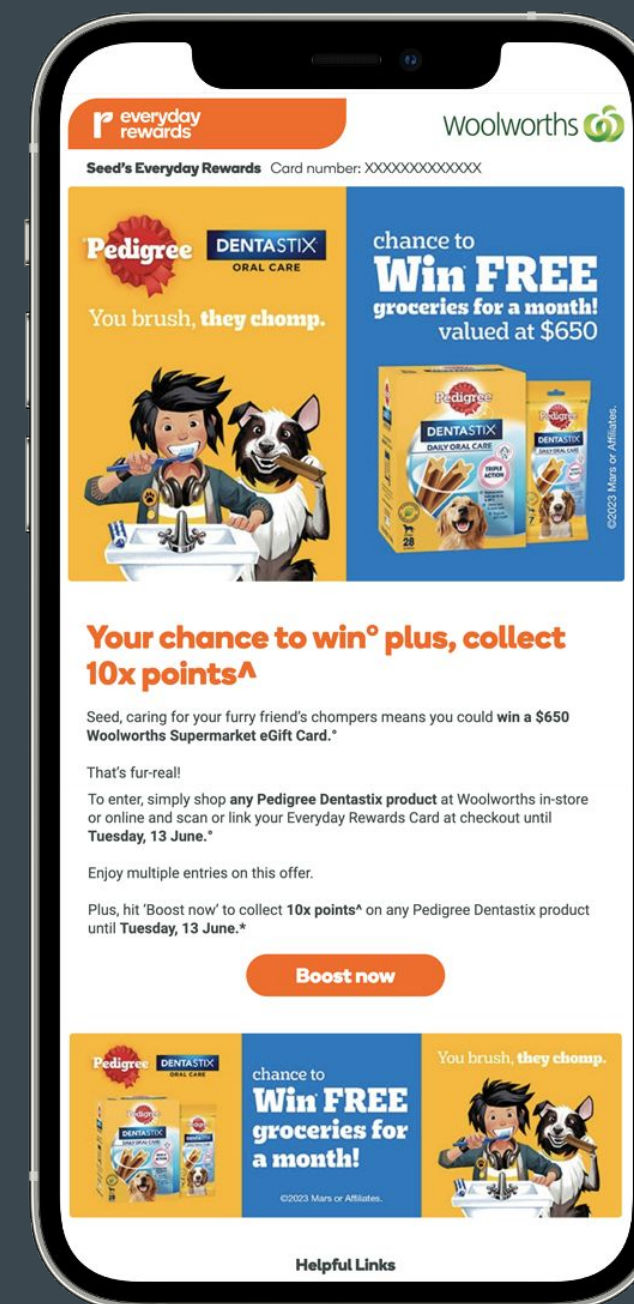
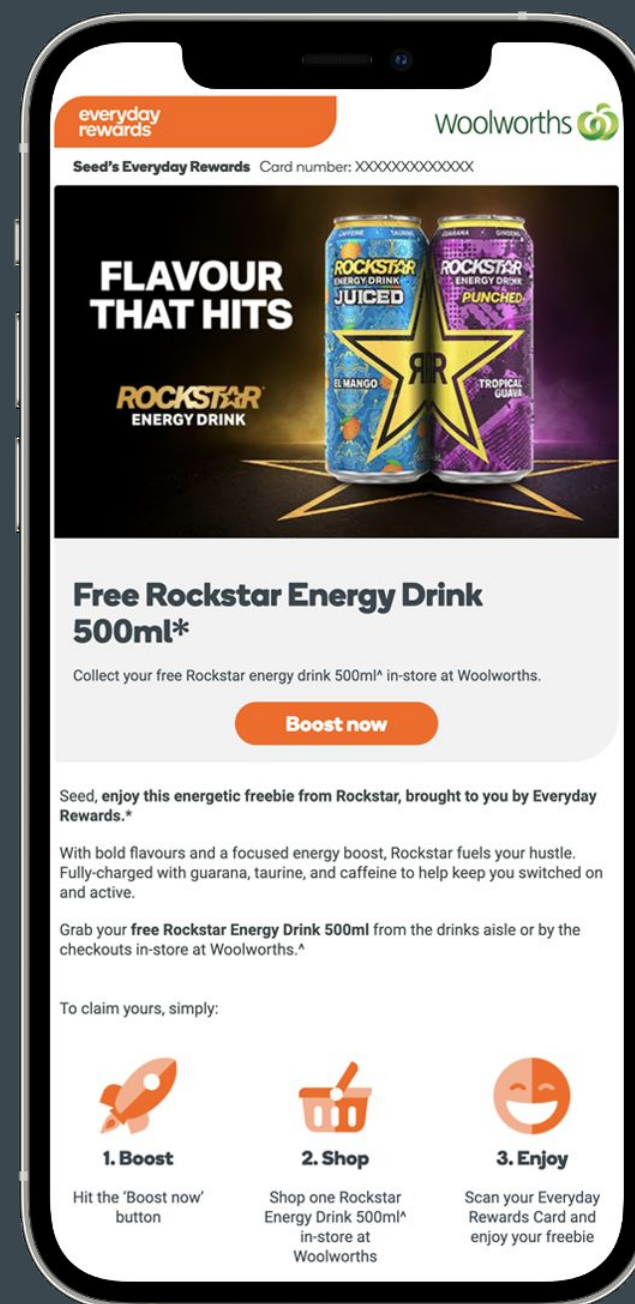
Engage Everyday Rewards members across two premium Cartology solutions

Targeted Offers by Everyday Rewards

Target your audience

Incentivise members and enhance value offerings with targeted offers by leveraging first party data segmentation to bring brands closest to Everyday Rewards members

- Deliver greater value beyond price
- Targeted and Personalised
- Build an ongoing relationship with members



Competitions by Everyday Rewards

Broadcast your brand

Bring your brand to life with integrated Everyday Rewards competitions. With New Zealand's simplest competition architecture for a frictionless user experience driving more engagement for brands

- Brand experience along the shopping journey
- Frictionless 'scan to enter' entry mechanic
- Unique end-to-end support



Out of store



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 Woolworths.co.nz.

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.

Reach	Campaign Dependent
Audience	National or Targeted
Formats	Product Sample, Product Sample & Flyer
Duration	Campaign Dependent

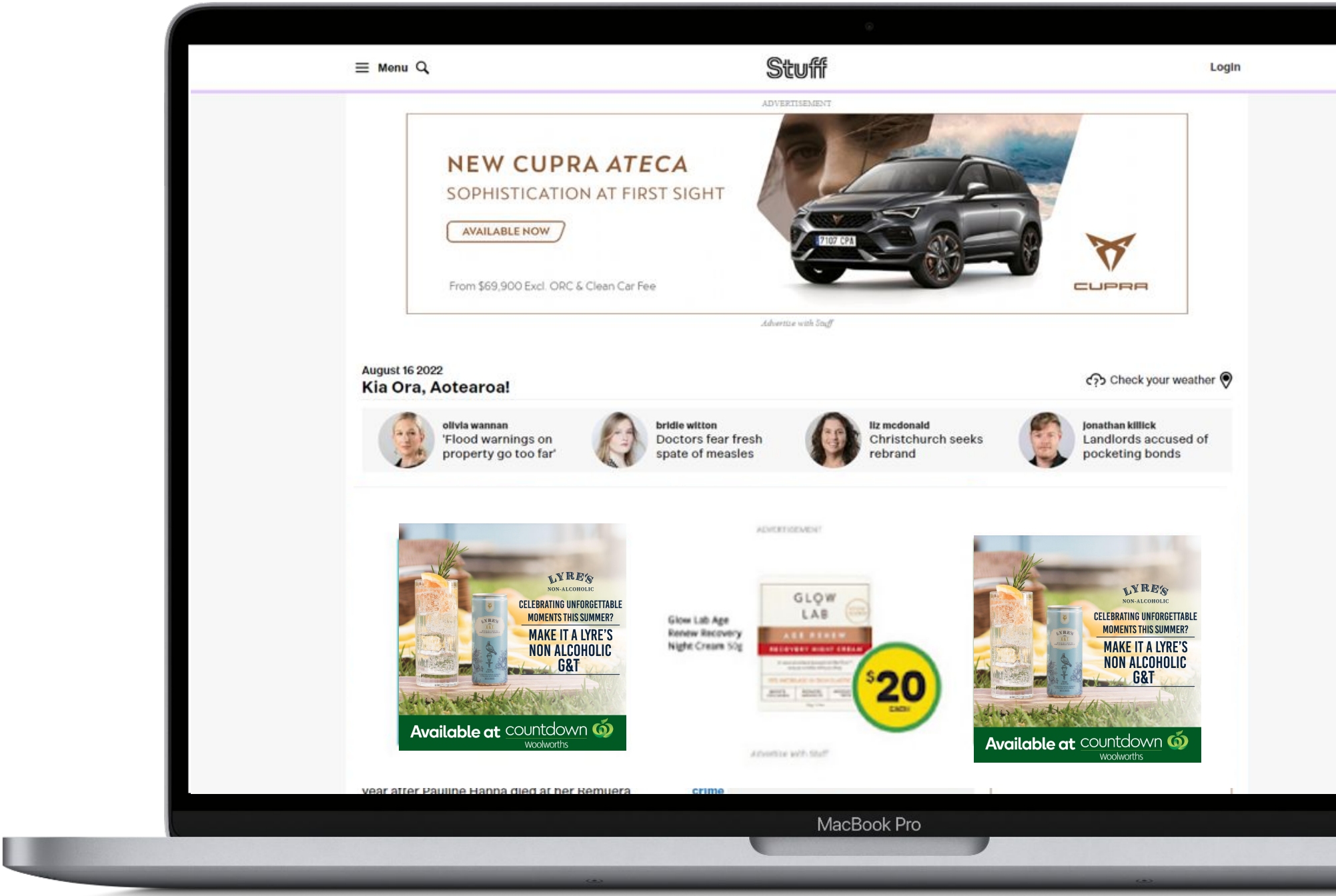
- Build brand perception by providing online shoppers with a free sample
- Reach a receptive audience already purchasing similar products
- Remarket to customers who have received your sample on the ‘Have you forgotten’ page before customers checkout with the ‘Item’s you’ve sampled’ carousel

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

- 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

Competitions & Giveaways

Woolworths 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 Woolworths **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*





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



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

- 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.

The screen network is perfectly placed at store entrance to drive awareness at scale, allowing your brand message to reach 100% on target shoppers.

Reach	Campaign Dependent
Audience	National - 158 Stores Targeted - Min 50 Stores
Formats	Static or Animated Digital content on 65" UHD Panels
Duration	1 Week

- 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

Homepage Banner

Drive **awareness** and **engagement** for your brand with visually rich and engaging placements to influence Woolworths.co.nz online shoppers, at the very start of their shopping journey.

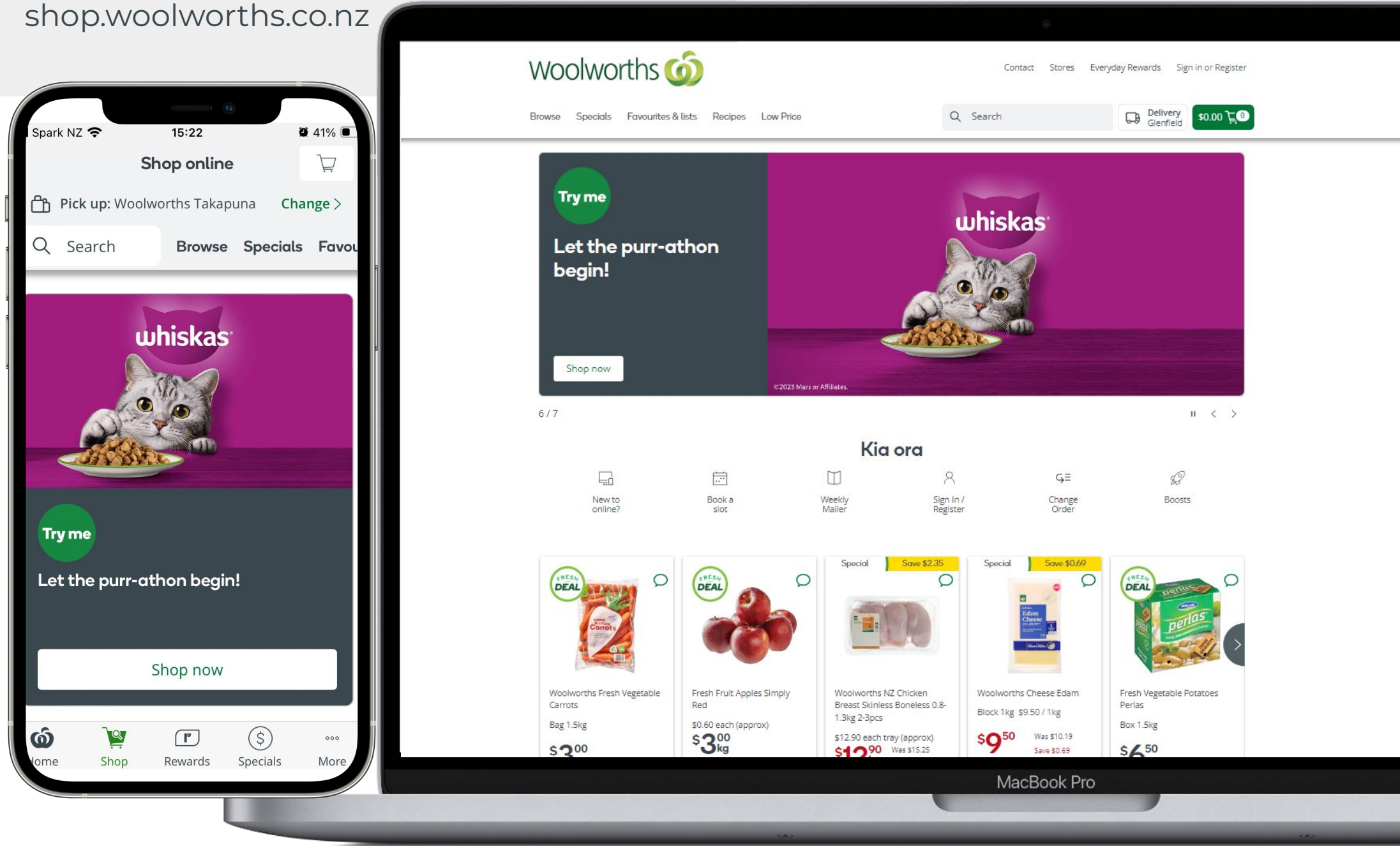
Offering maximum exposure, delivering cut-through and lifting brand salience, the homepage banner helps influence purchase behaviour in our highest traffic destination across web and app.

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

- 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

70%
of customers shop in-store within 4 days of visiting shop.woolworths.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.

Reach	5 Million+ Weekly Page Views
Audience	National
Format	Full Page - Display, Advertorial & Video Banner Ad
Duration	1 Week

- 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

Maximise shopper response with a high impact ad

5m+ Weekly page views





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 ambiance and shopping experience** for customers.

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

- Reach 2 Million+ shoppers with a 30 second radio spot
- 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 Woolworths' 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

- 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



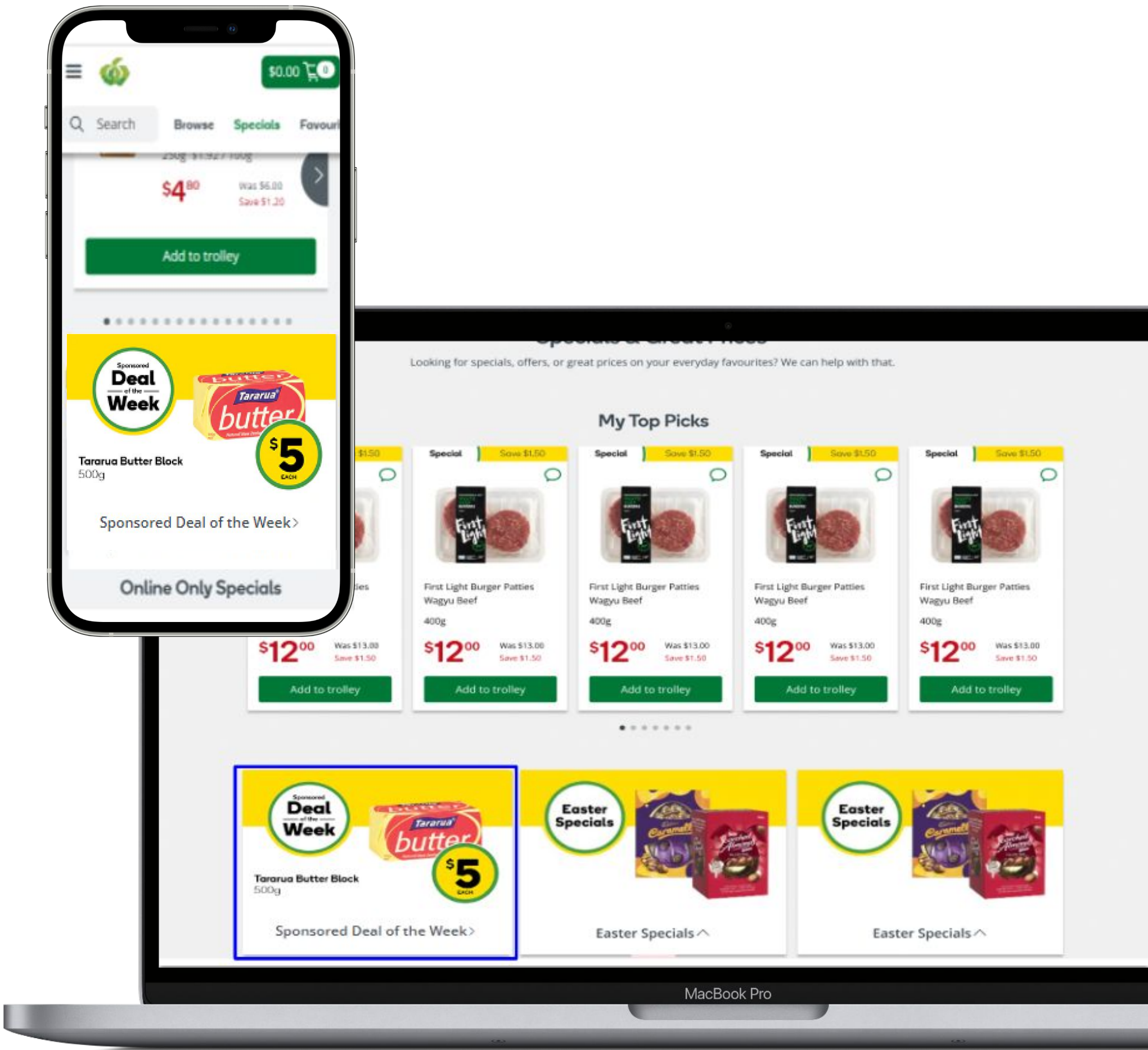
Deal of the Week Tile

Specials Hub

Showcase your **product** on the **Specials Hub** on shop.woolworths.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

- 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 Digital Mailer in the respective week
- No artwork required - supply SKU code and ensure product images are up to date on the site



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

Reach	30,000+ Unique Average Weekly Views
Audience	National
Duration	1 Week

- Located at Department level & navigated via the 'Browse' function
- Carousel banner - 1 of 8 SOV (7 paid banners in total)
- 5 Second rotations
- Tile can link through to a product group, branded shop or recipe

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



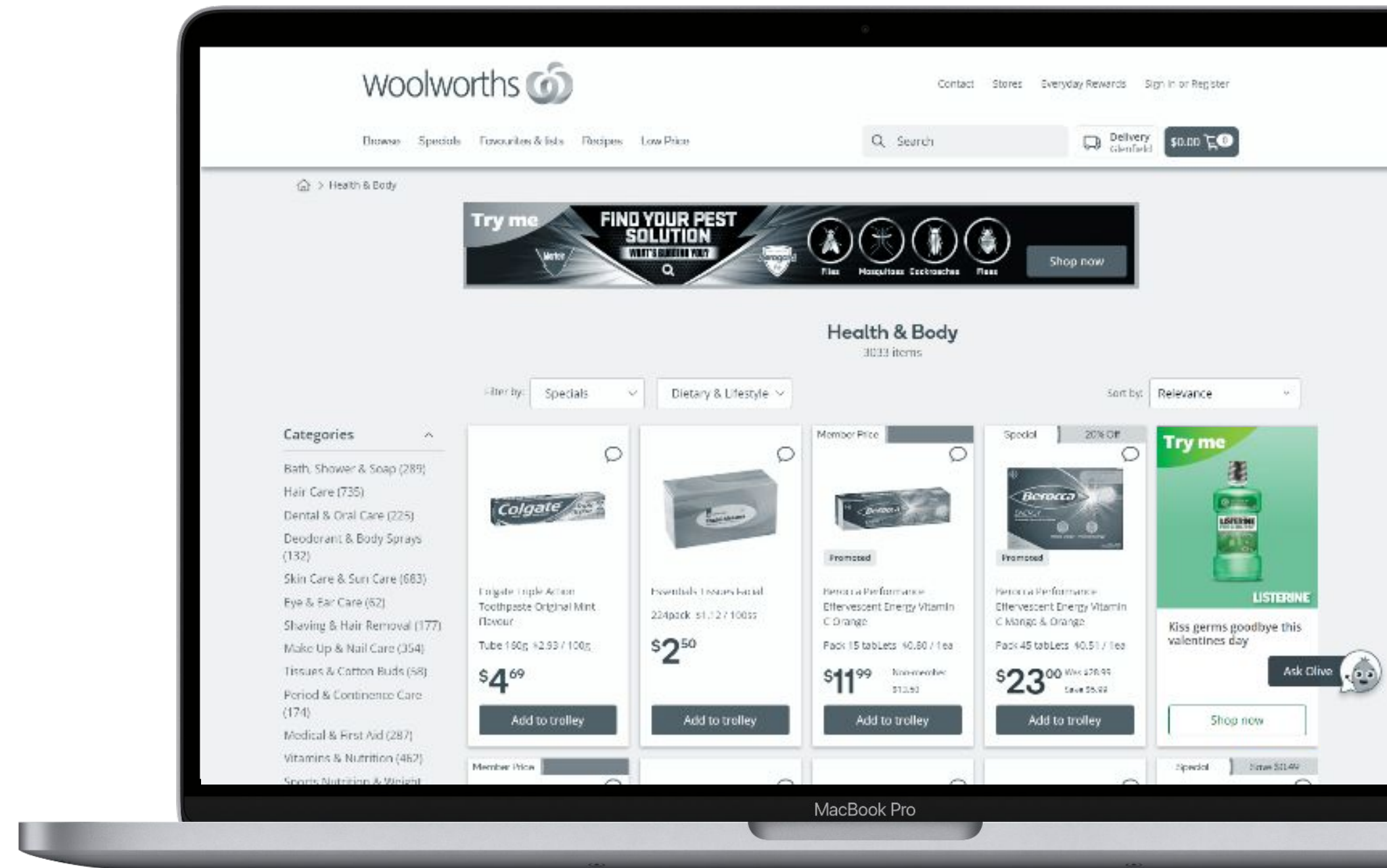
Online - Browse

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

- Tile remains in position 5 throughout all levels of the department hierarchy
- Tile can link through to a product group, branded shop or recipe
- 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.woolworths.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.

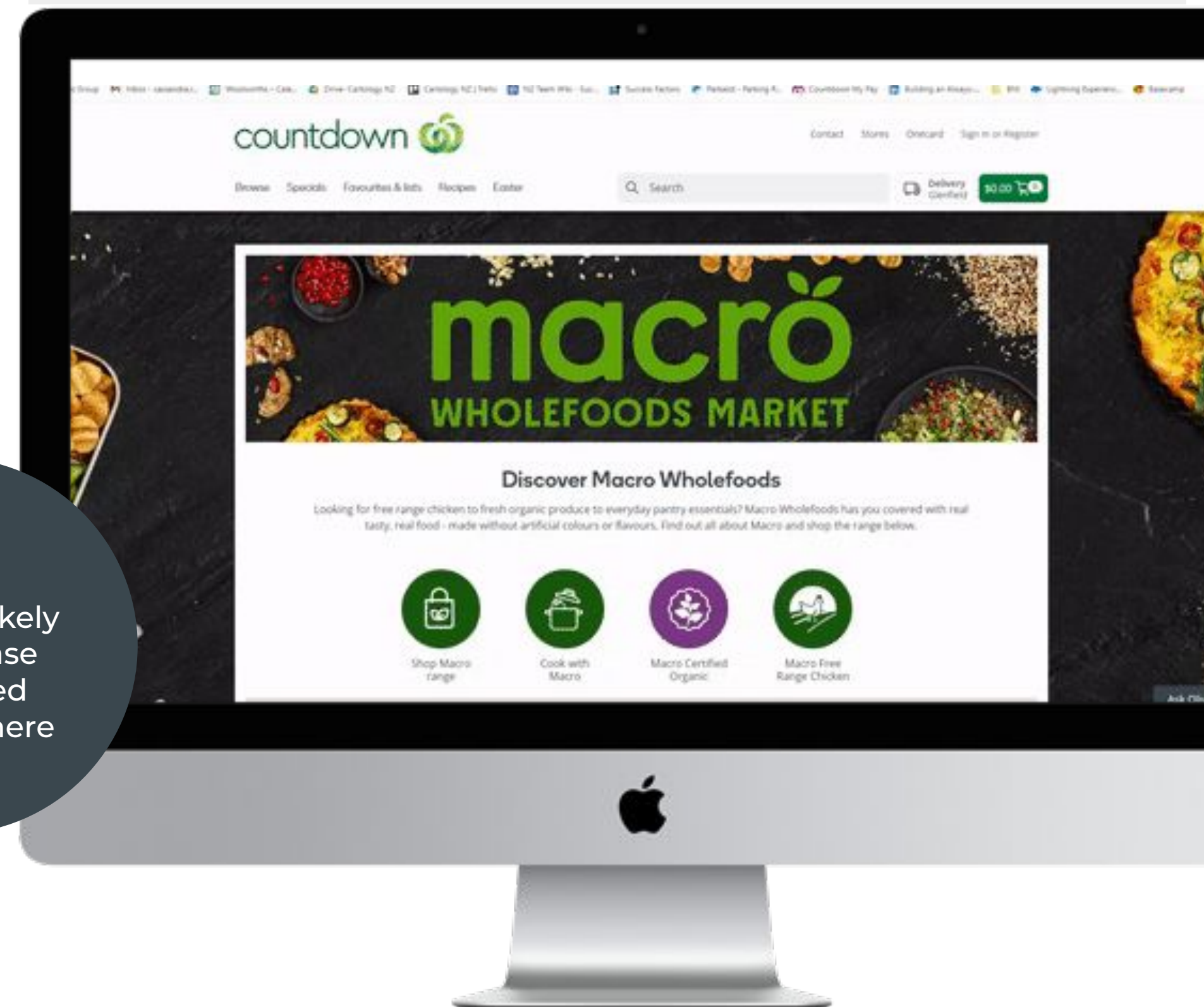
Traffic drivers

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

54%
are more likely
to purchase
advertised
products here

- Contextually relevant branded experience within the Woolworths 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





Floor Graphics

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

Reach **actively engaged** in-store customers by utilising a combination of layered assets to gently lead them towards your product.

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

- Disrupt the shopper journey in aisle
- Highlight product location and navigate shoppers to your brand
- Communicate product features, benefits and price promotions
- Multiple positioning options available
- Navigation Beacons act as a spotlight to draw the attention and bridge the media opportunity between in-aisle impact assets

Category Specific Media

Upright Freezer Decal

Category **specific** opportunities **throughout** the store. Bespoke opportunities, tailored to location and in-store space. High stand-out media in specific areas of the store.

Reach	Campaign Dependent
Audience	National
Format	Upright Freezer Decal
Duration	4 Weeks

- Available in selected stores, dependent on format
- Increase at shelf visibility with engaging and impactful point of sales solutions
- Drive conversion at the final moment of purchase





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

- 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

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

- 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

Liquor Chiller Door Decal

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

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

- 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. Introduce shoppers to a NPD or new SKU variations. Educate customers on product features and benefits.

Reach	Campaign Dependent
Audience	National or Targeted
Format	Demonstration
Duration	1 Session

- 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.**

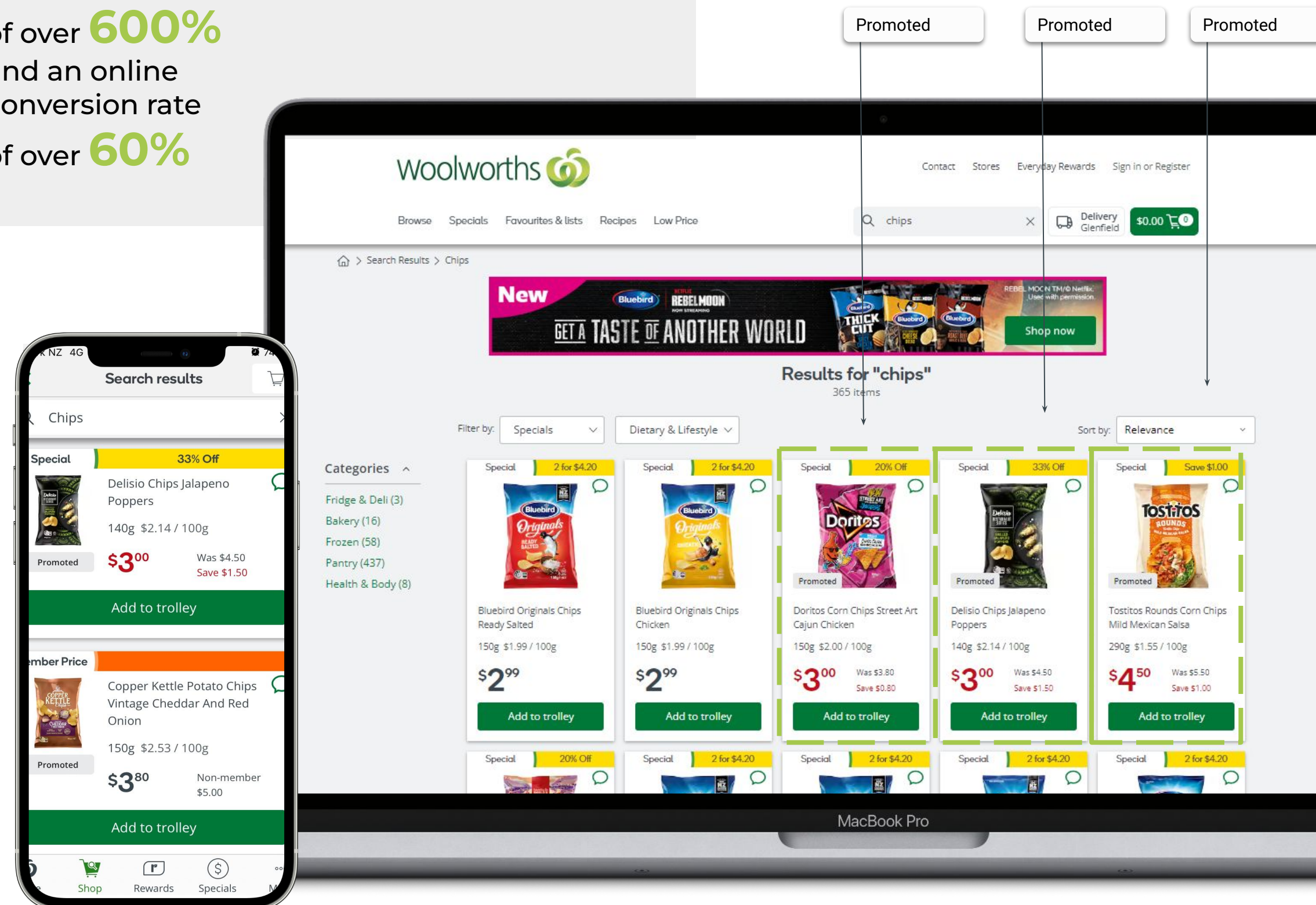
Our advanced marketing platform **places your brand on the first page of search results** for keywords related to your product, increasing 'on-shelf' visibility in the online shopping environment.

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

- 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%**



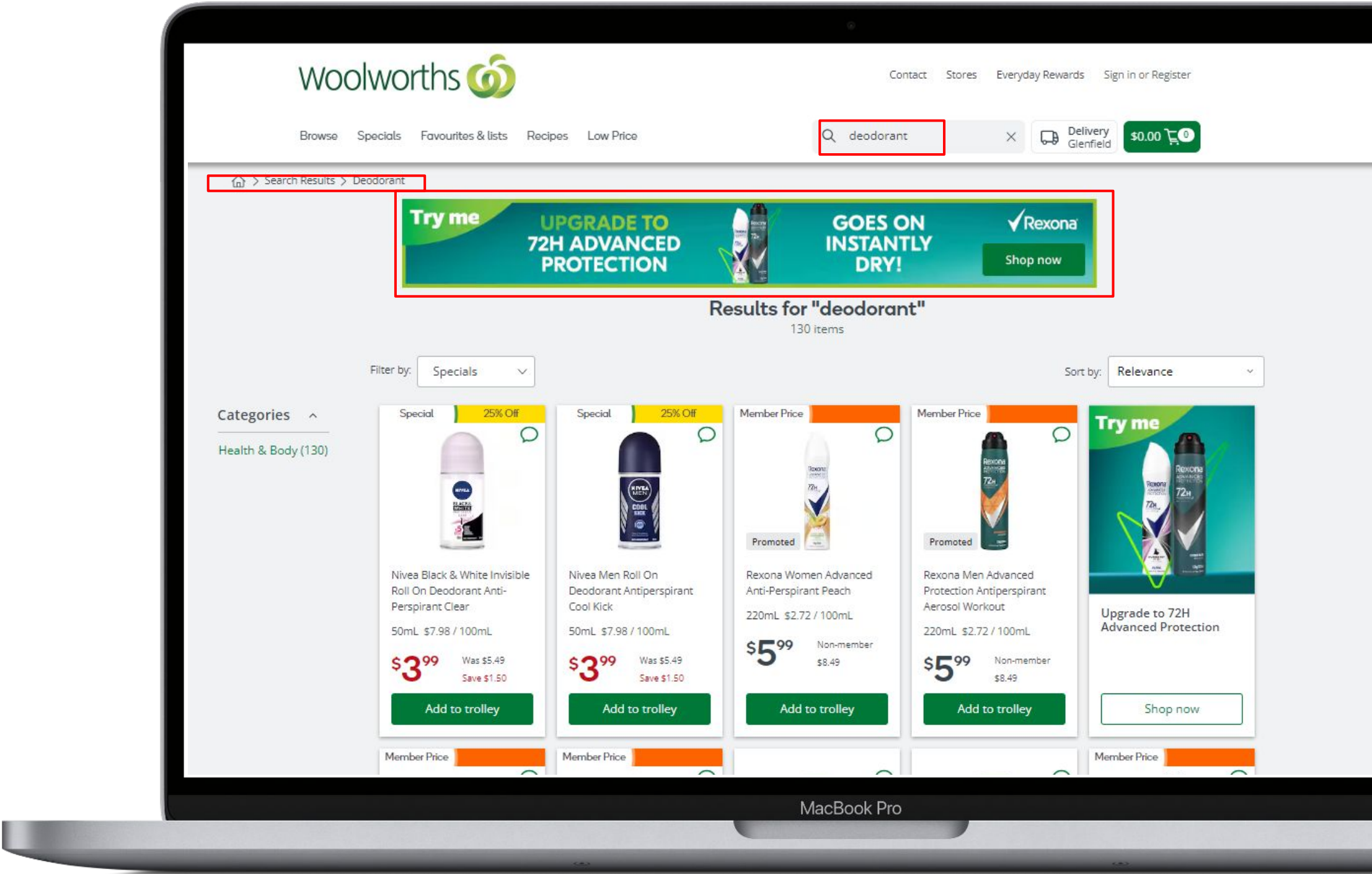
Online - Search Banner

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

70% of Woolworths 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

- 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

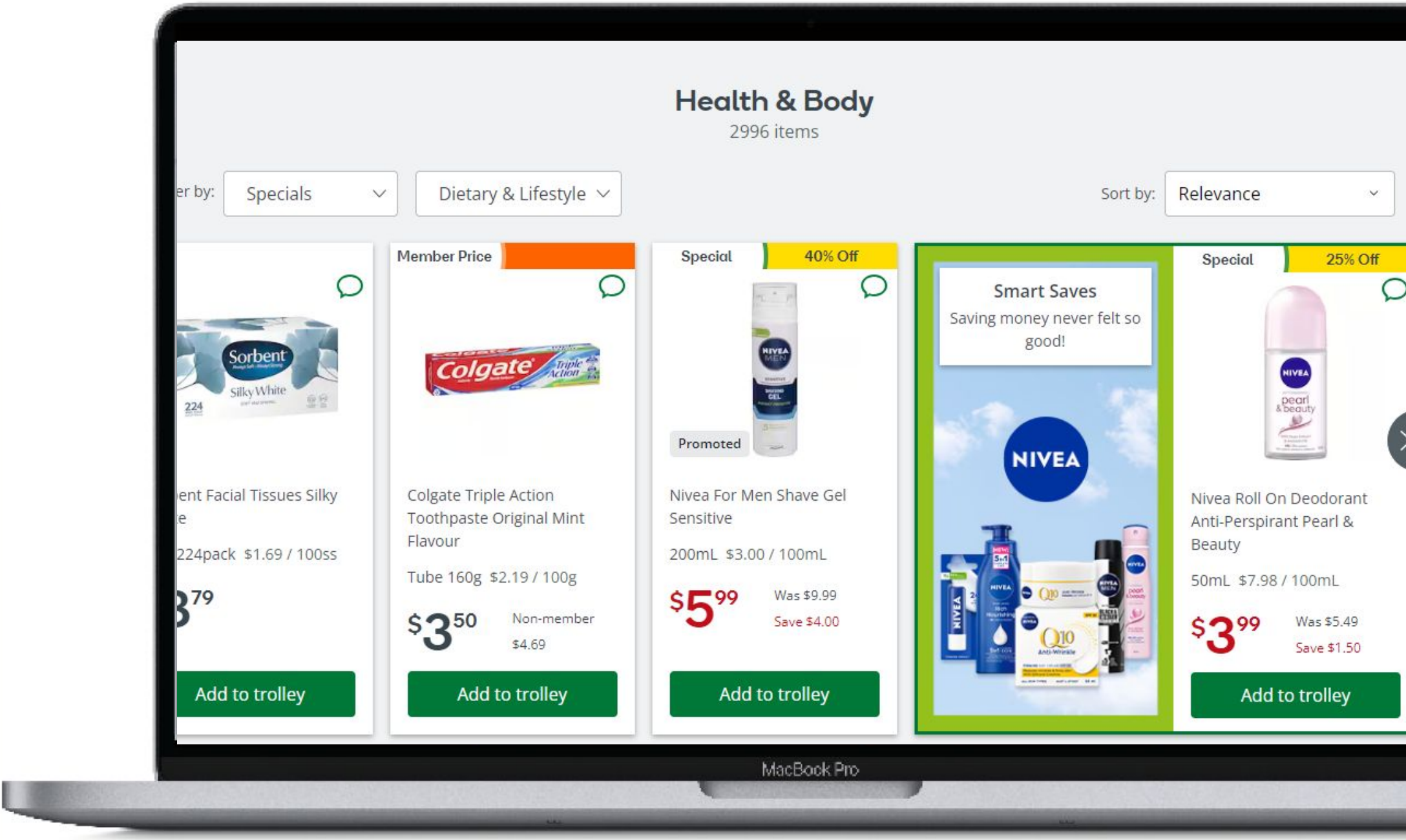


Online - Search **Branded Tile**

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

- 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

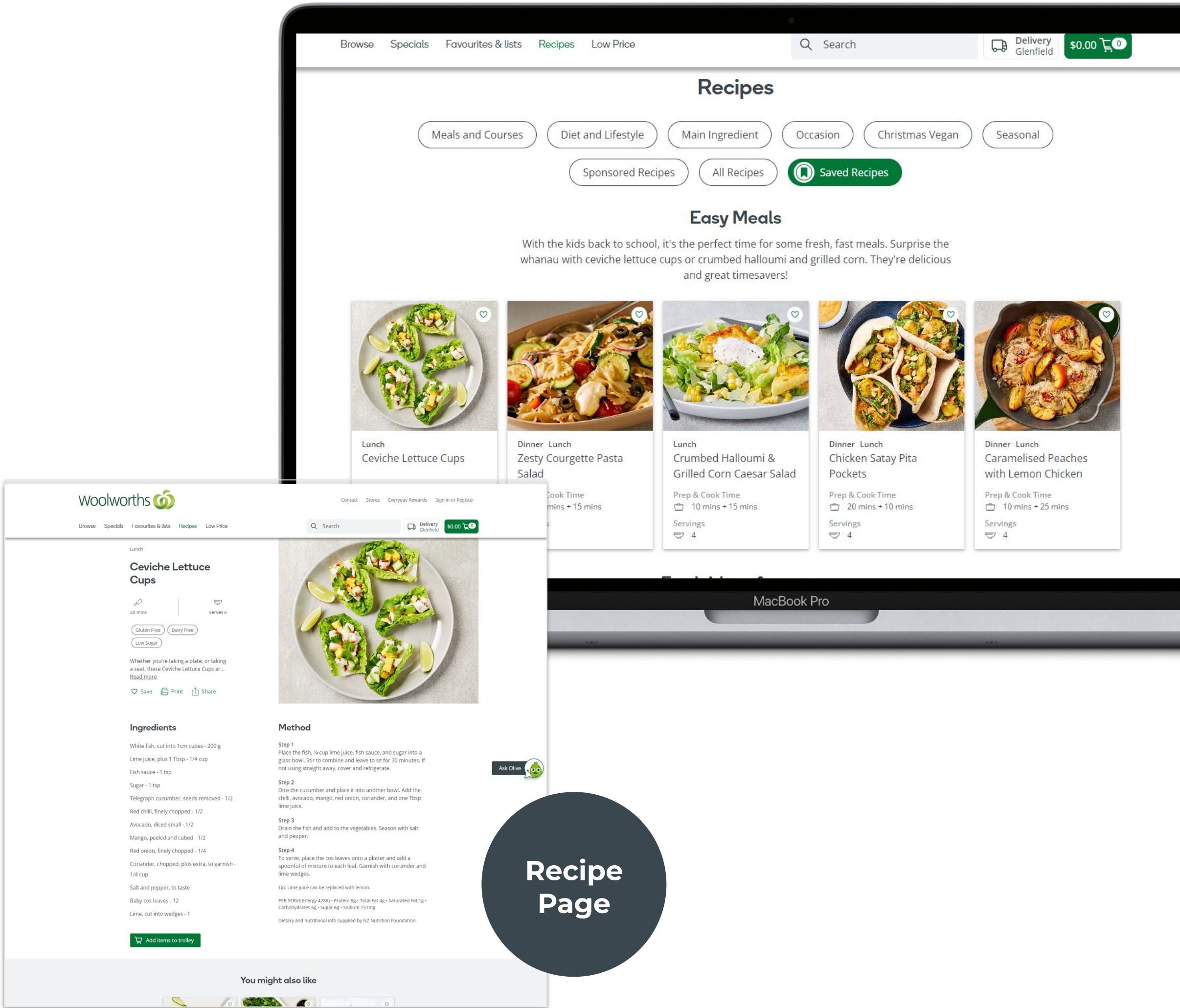


Sponsored Recipes

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 for the duration of the campaign

- ‘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



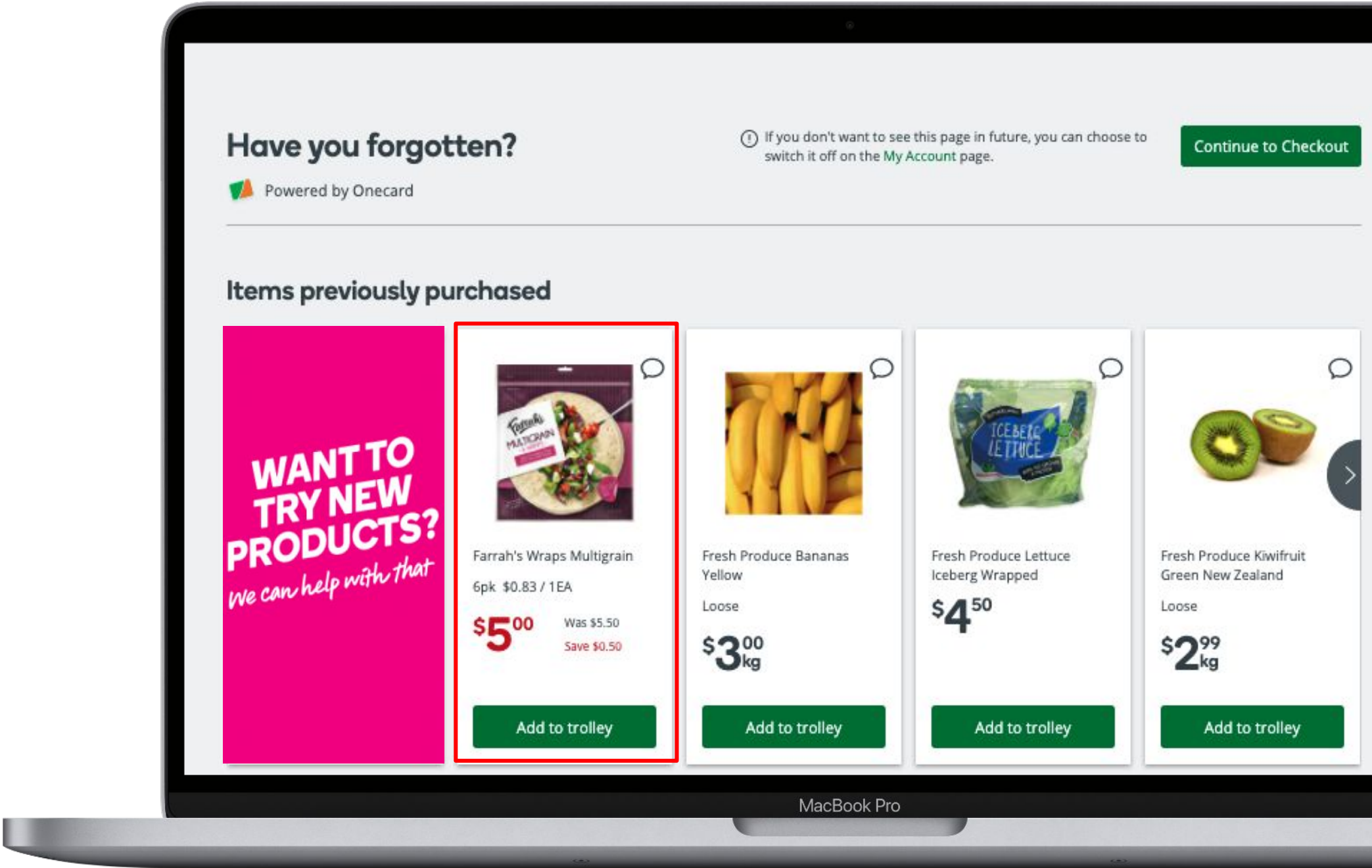
Have you forgotten

New Product Tile

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

Reach	Campaign Dependent
Audience	National
Duration	1 Week

- 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



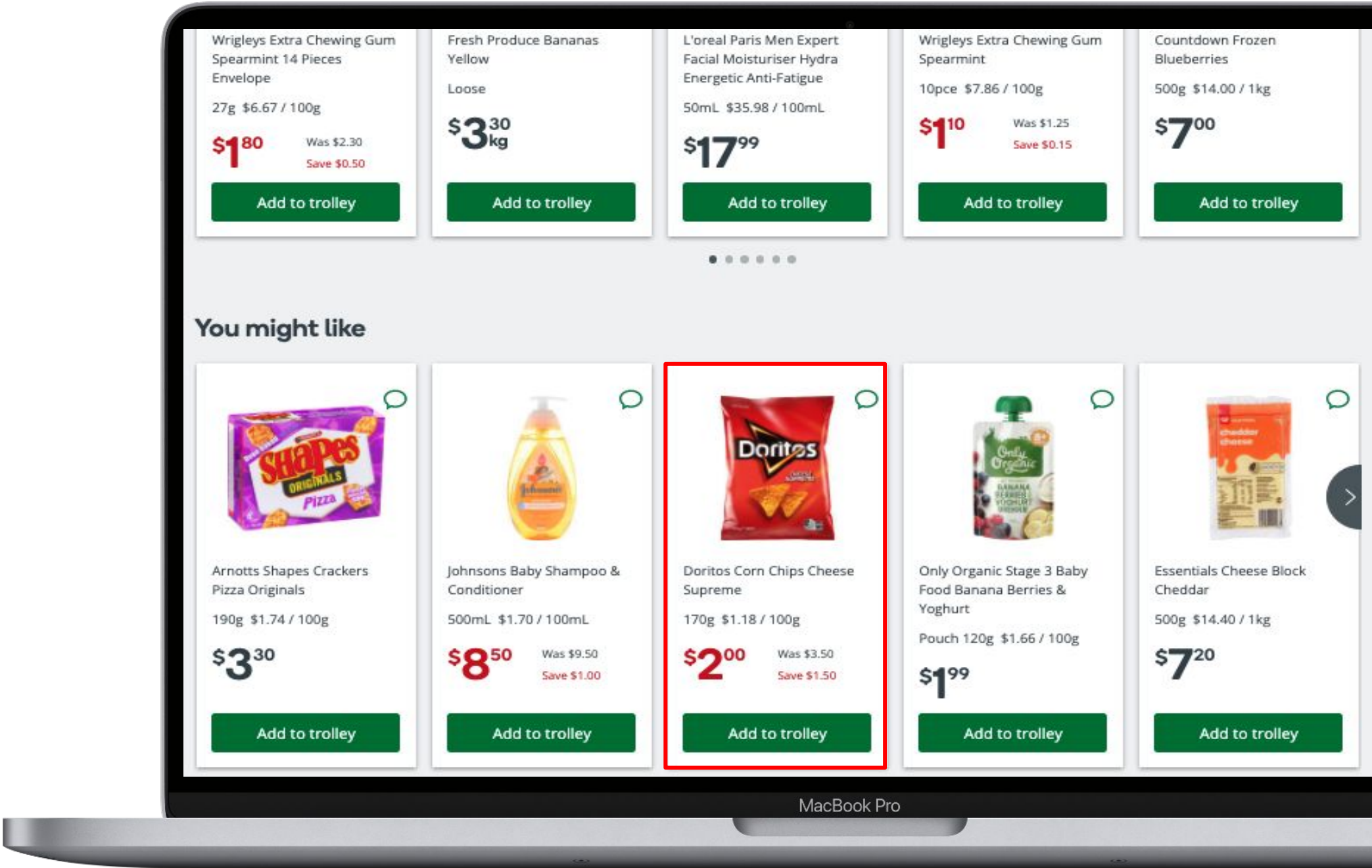
Have you forgotten

‘You might like’ Product Tile

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

Reach	Campaign Dependent
Audience	National
Duration	1 Week

- 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





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**.

Reach	2 Million+ Shoppers per Week
Audience	National
Format	Wobblers , Right Angle Identifier Image Tickets, Neck tags
Duration	1 week

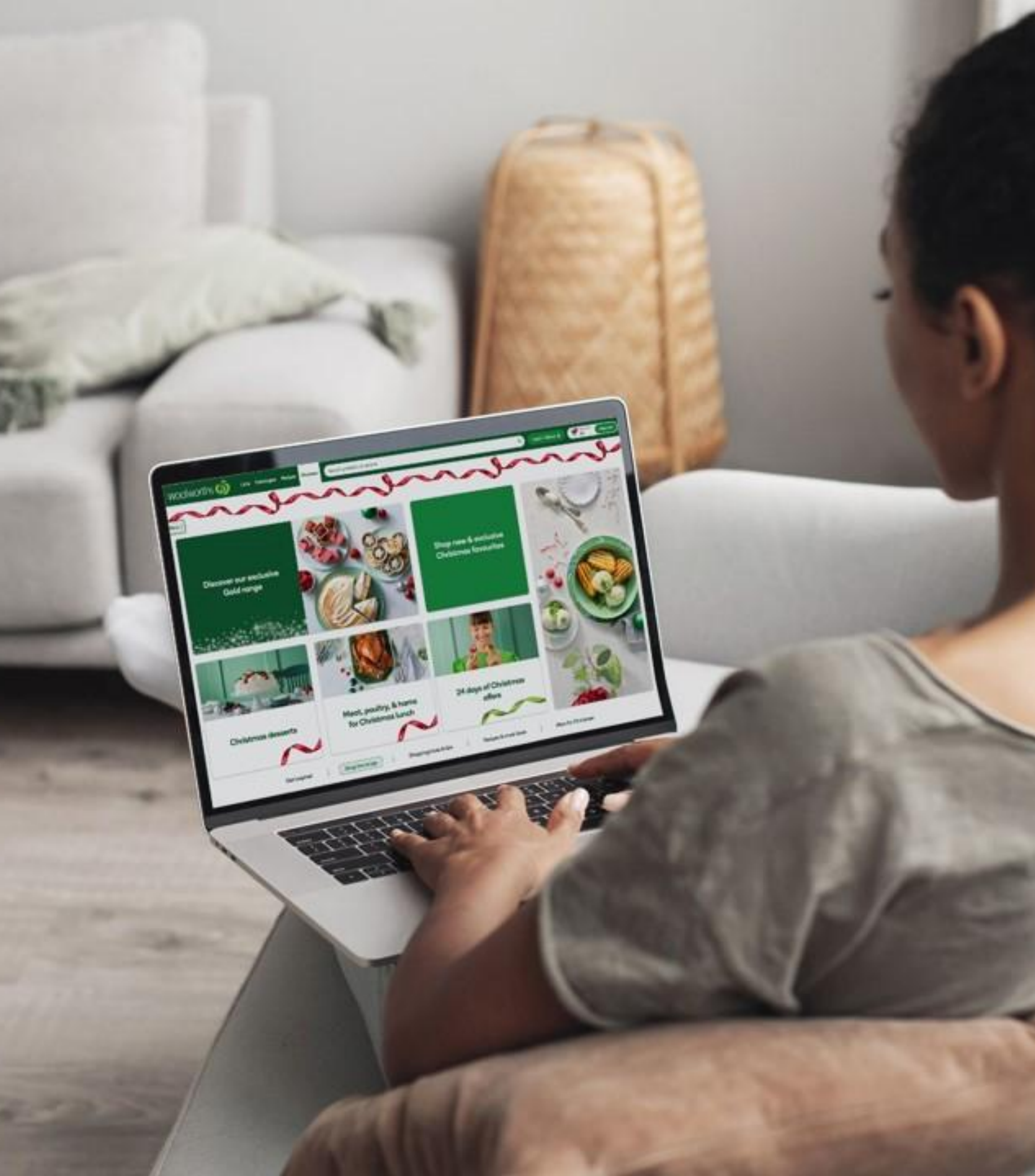
The final step of the path to purchase, the shelf is the customer's *ultimate decision point* – your last chance to influence the purchase decision and have your brand chosen

- 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

Woolworths 





Partner with **Woolworths**

Woolworths 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

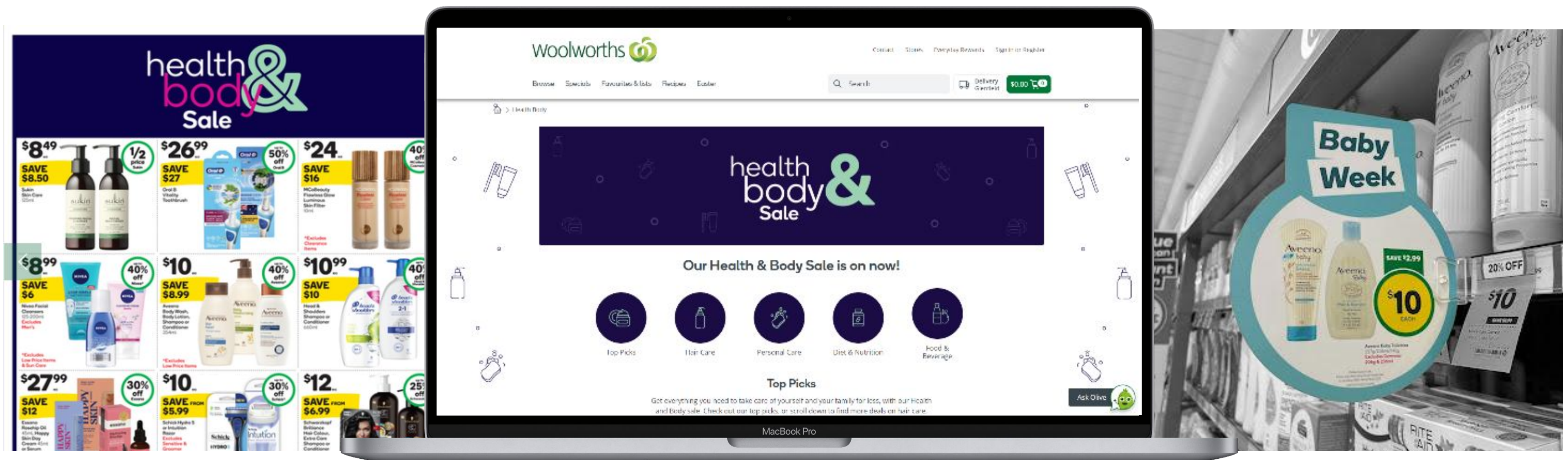


Category Events

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.

- 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

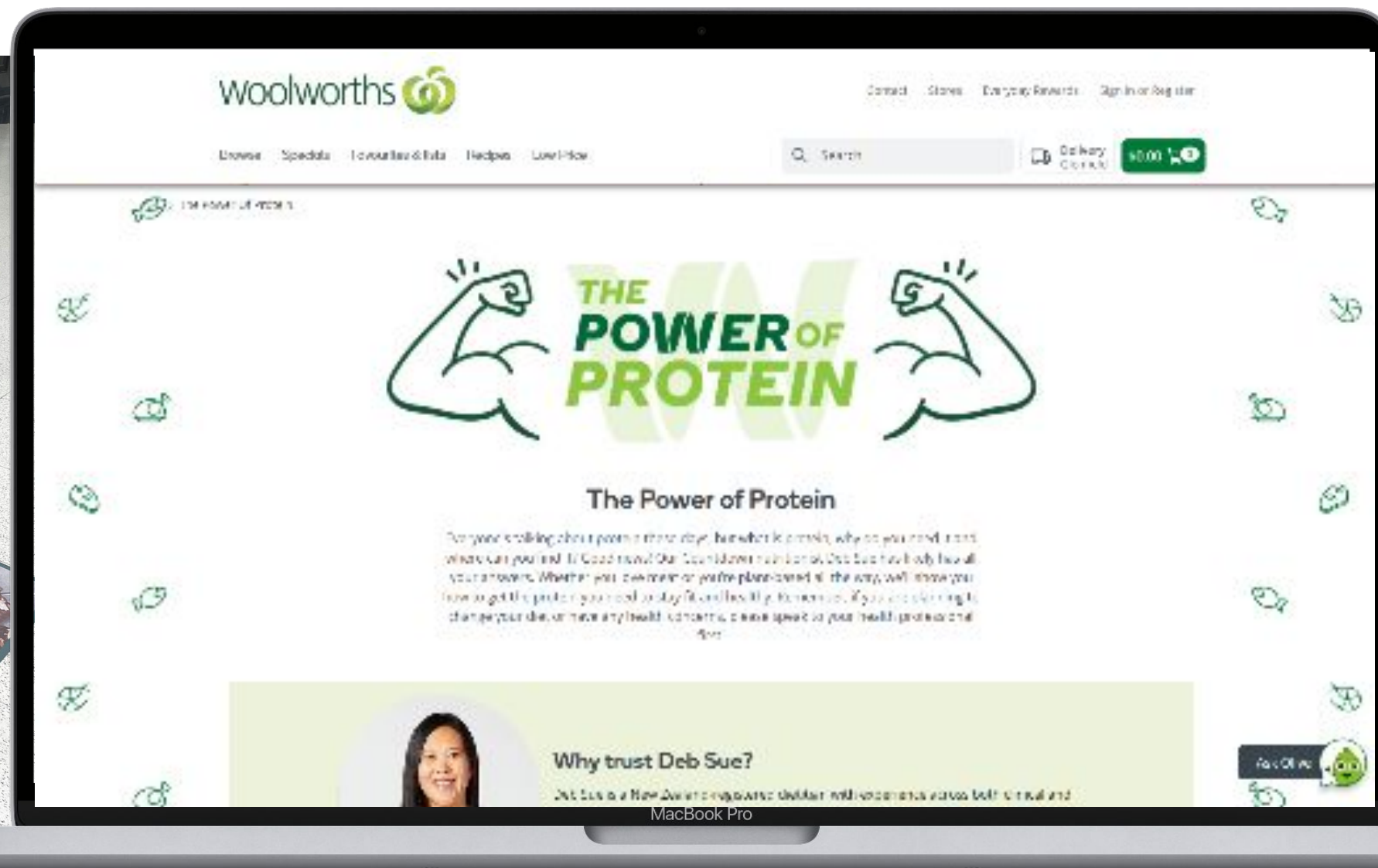
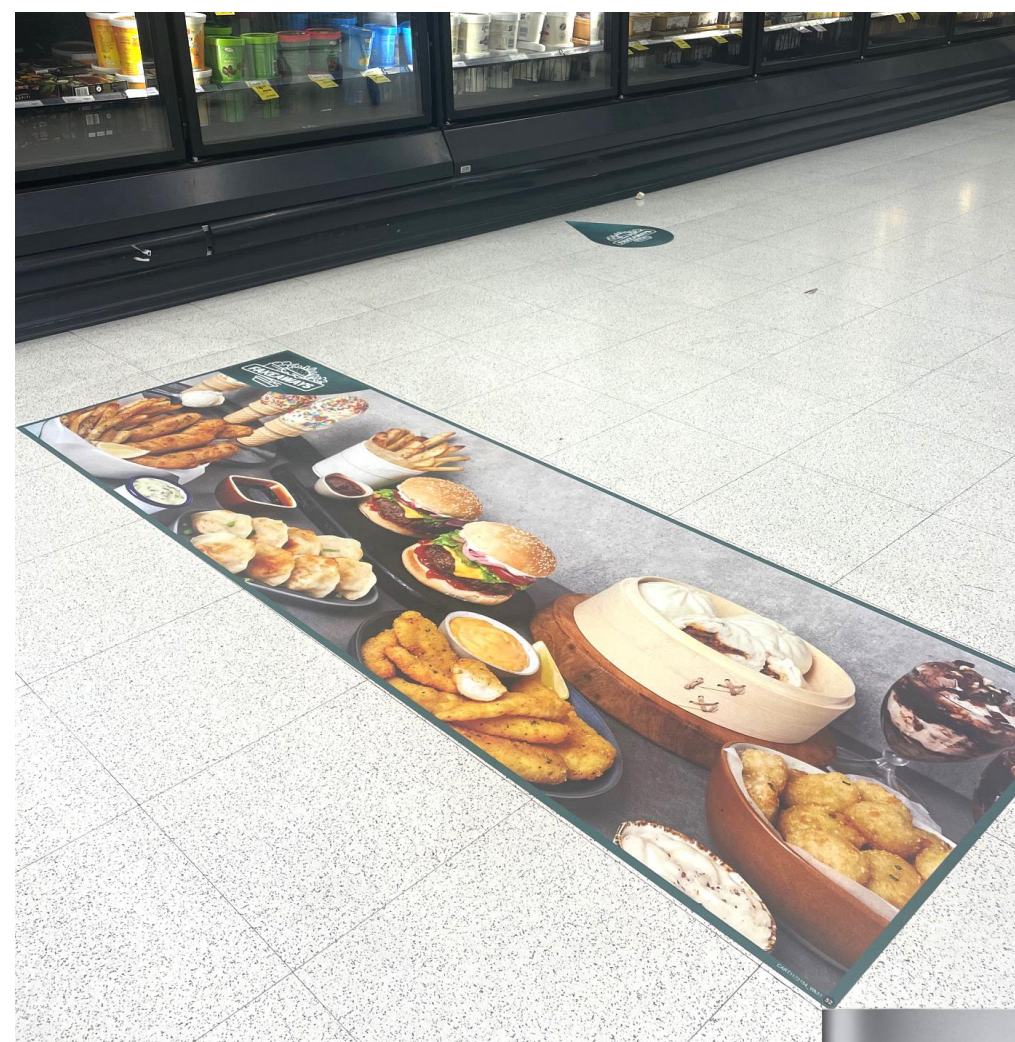


Sub-category Events

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

Cartology's sub-category events are an effective way for suppliers of all sizes to be involved in impactful customer-centric trading moments throughout the omnichannel shopping journey and during those key calendar moments.

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

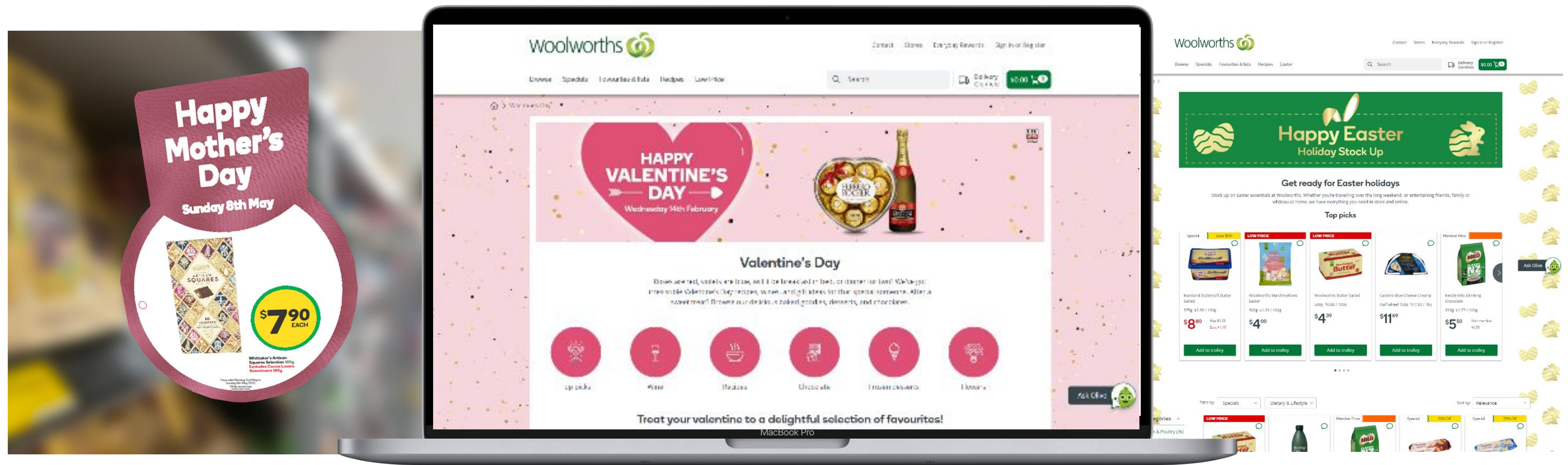


Seasonal Events

Opportunities for your brand to leverage Woolworths' 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.

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



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

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



Post Campaign

Omni-channel Summary

Client name		
Impressions	34.9k	Reach 6.9k
New to Brand Customers	4.5m	SKU units purchased (\$)
Here SKU Customers	5.3k	1.6
Category Buyers	6	Frequency 35%
Exposures	380.3	Exposed Basket Conversions
Last Touch Total Transactions (\$)	15.1%	Last Touch SKU units purchased (\$)
		95%

Attributed Sales	\$6K
Total Campaign Sales	\$4.3K
Total Campaign Transactions	

Campaign results:
Insert commentary here
Insert commentary here

Key learnings:
Insert commentary here
Insert commentary here



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

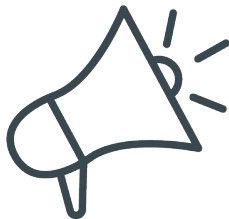
Providing reach and sales performance for integrated media campaigns, category events and trading moments.

Media Metrics



Impressions

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



Reach

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



New to Brand Sales

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

Sales Metrics



Customer Metrics

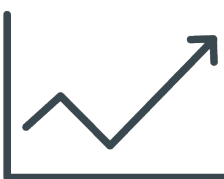
Media Placement on Target

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



Engagement Rate

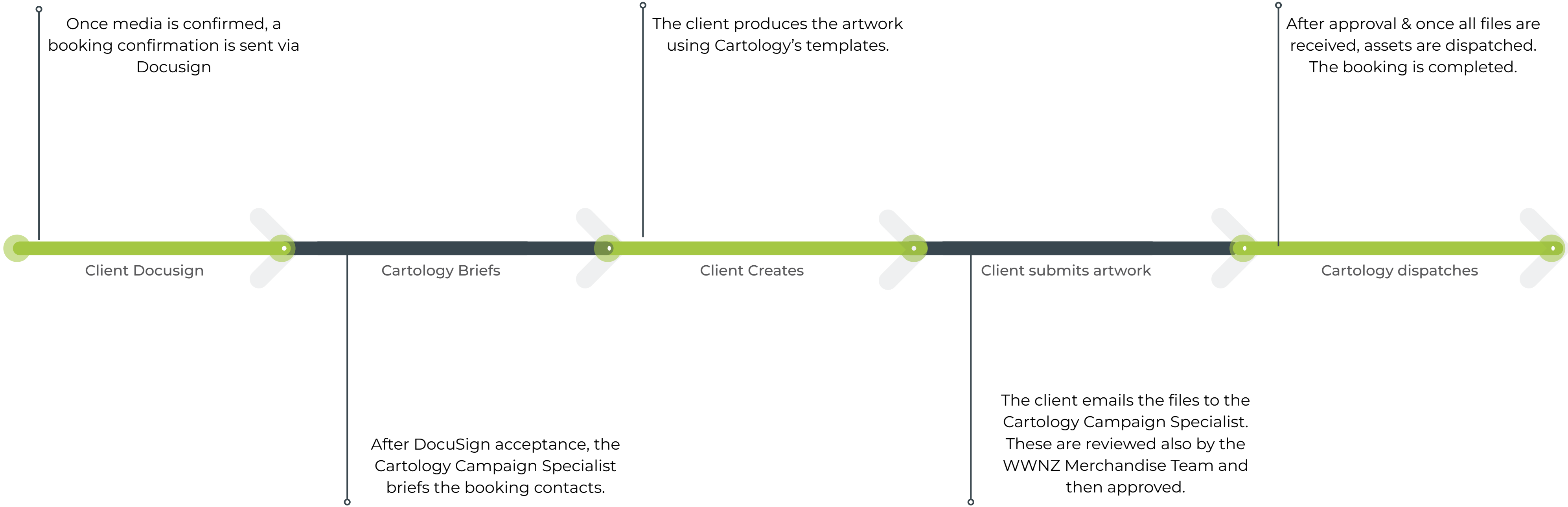
% of people who opened, clicked or activated an ad - e.g. 1:1 Everyday Rewards email



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

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

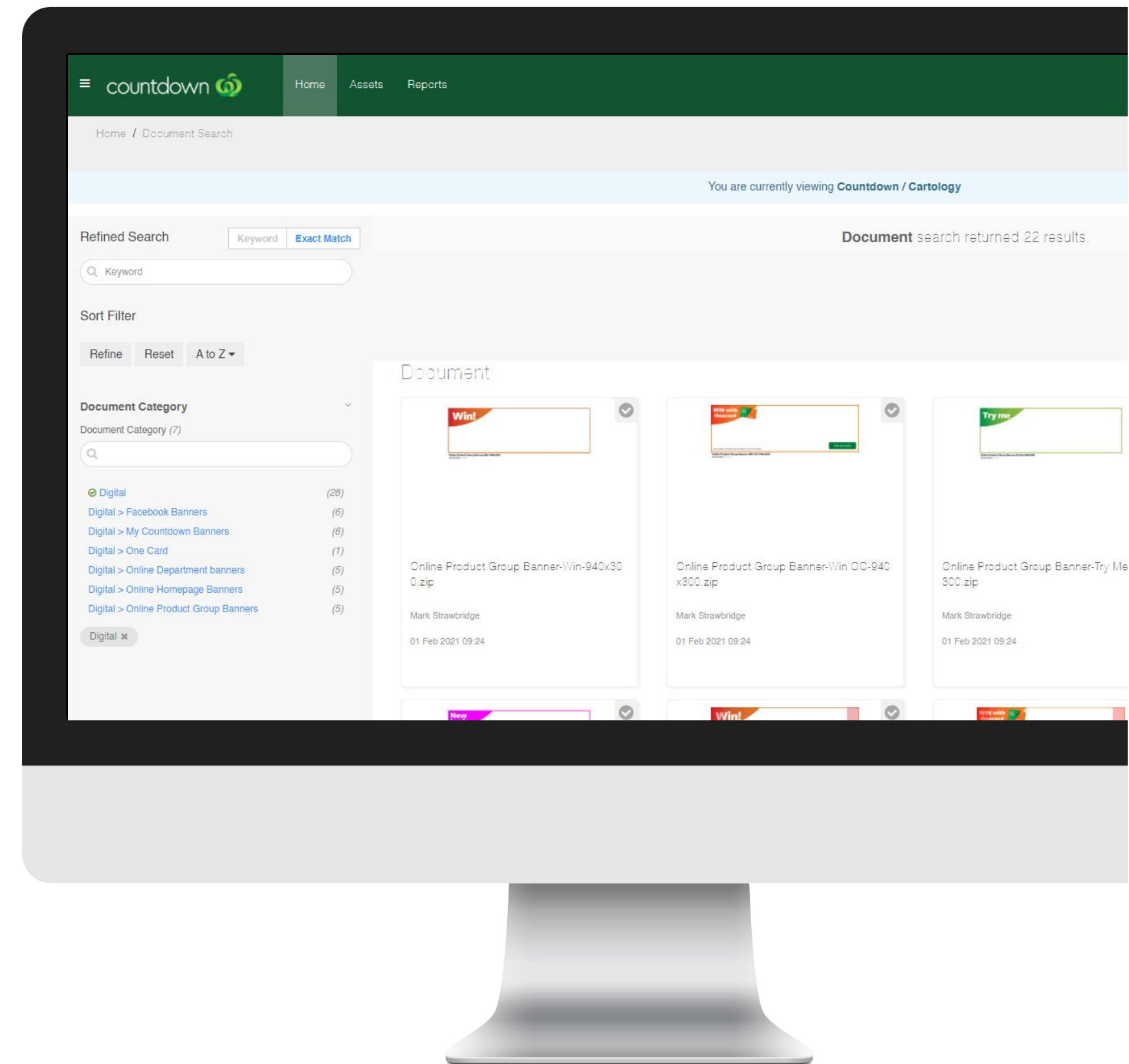
Artwork Process



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

