



Woolworths NZ Media Kit FY26



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.





Cartology takes your brand closest to customers

Woolworths 



186

Woolworths
New Zealand stores



23-24%

Total sales
influenced by digital

3.2m

weekly transactions
(in-store and online)



4.5m+

searches per week for
grocery products on
www.woolworths.co.nz



2

visits per week made by
the average Woolworths
New Zealand shopper



2.7m+

Personalised eDMs
sent weekly



14-17%

Online shopping
penetration



2.1m

Everyday
Rewards members



Source: Woolworths master online dashboard - FY25

**Cartology
brings brands
closest to
customers**



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.



**Measure
and learn**



**Define your
objectives**



**Match with
the right
customers**



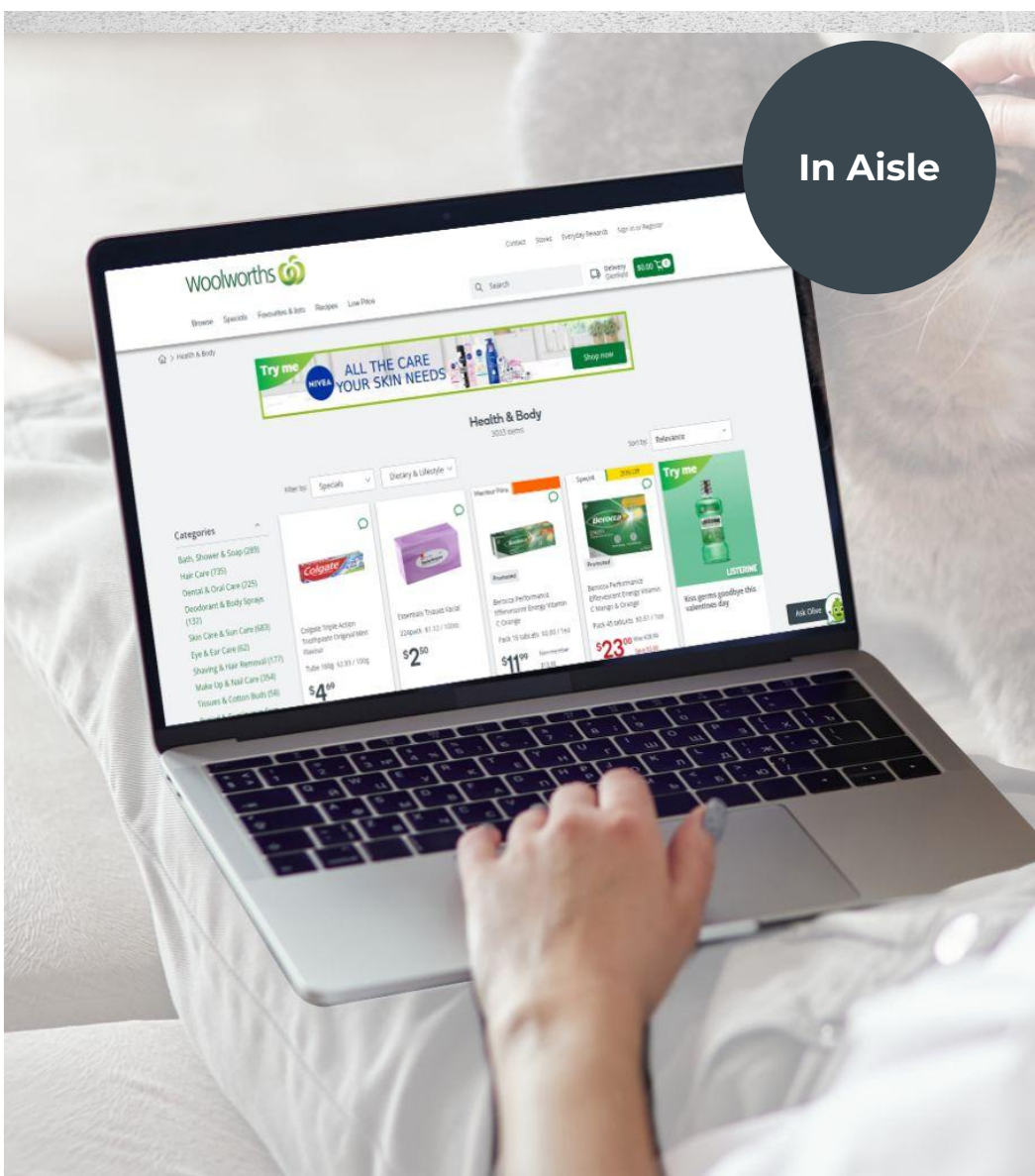
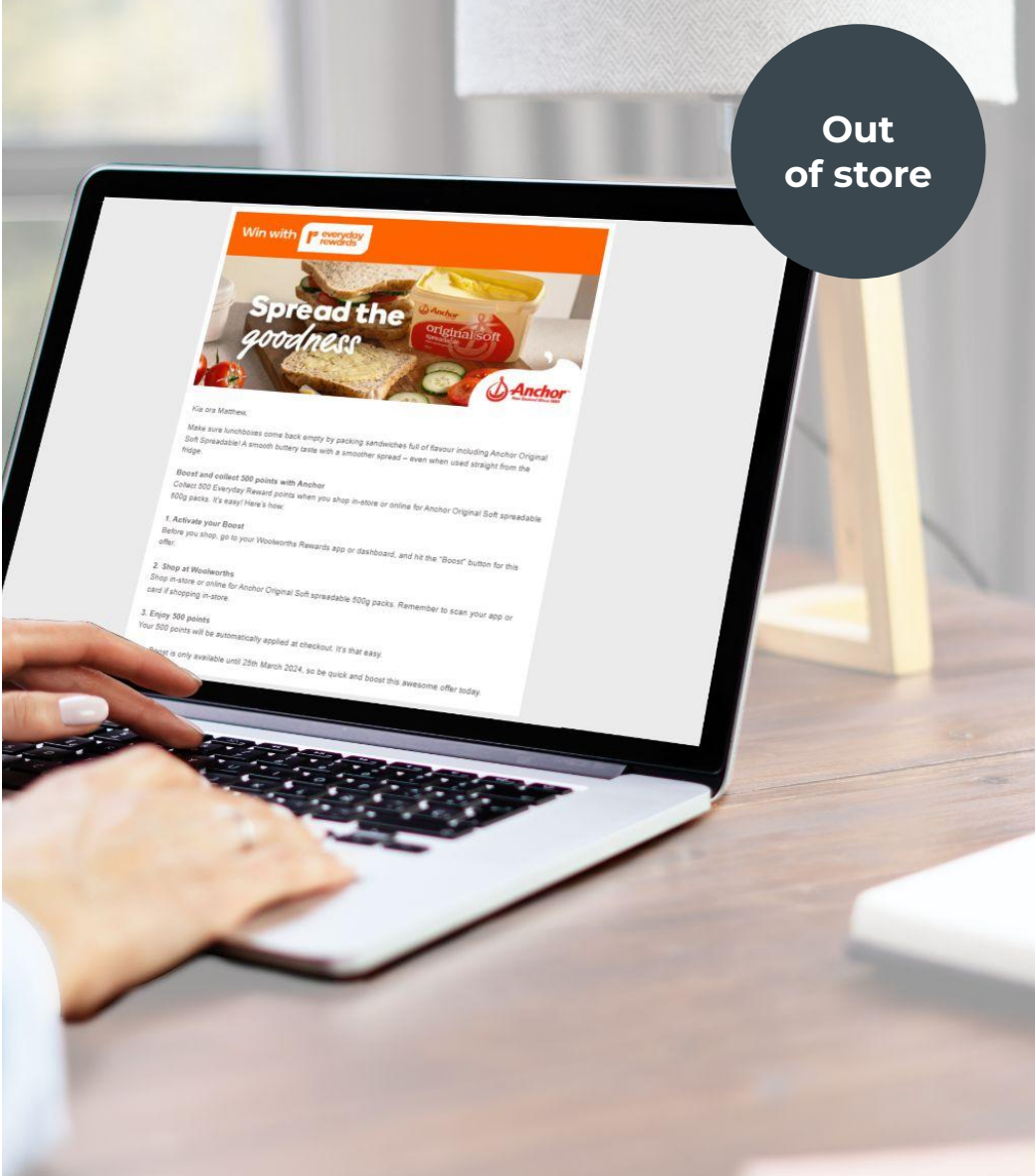
**Select the right
channels**



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**



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.

PRICE



Price driven

Price is an important driver for Woolworths customers. Many actively search for products on special each week.

PRODUCT

New

Introduce & Highlight NPD

New products are important to our customers, with over 50% purchasing something new.

Try me

Inform, Inspire & Educate

Remind customers of product benefits, unique selling points and provide inspiration and suggestions on product use.

Win with



Value driven & Personalised

Engage Everyday Rewards members across two premium Cartology solutions. targeted offers and competitions



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

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





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](https://www.woolworths.co.nz)

Customers who have received free samples will be retargeted the next time they shop on [woolworths.co.nz](https://www.woolworths.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



Social Media

Connect with the Woolworths New Zealand 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 Woolworths engaged social community. Includes stop-motion and cinemagraph editing styles.

Stop motion tells a short story or introduces a new product with a high impact execution.

Clickable Recipe Stop Motion is a compelling format that shows the versatility of your product.

Star product serving suggestion

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

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.

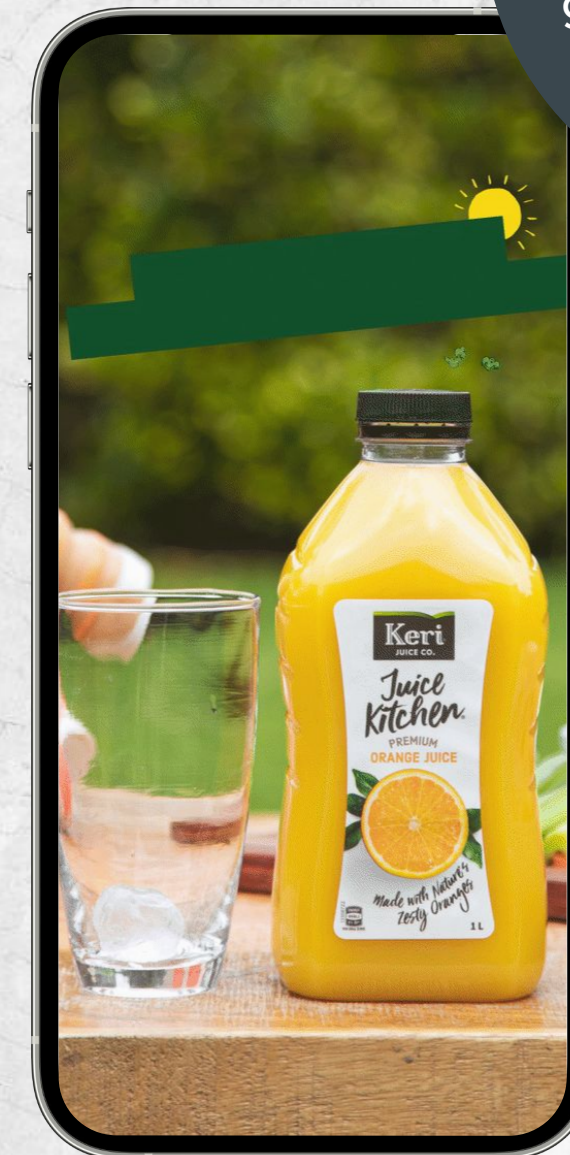
- In-stream advertising allows brands to deliver 15 second videos before, during or after video content
- Over 70% of in-stream impressions are viewed to completion



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 including, Facebook and Instagram.



+133%

Uplift in
engagements*

+1161%

Uplift in
interactions*

+578%

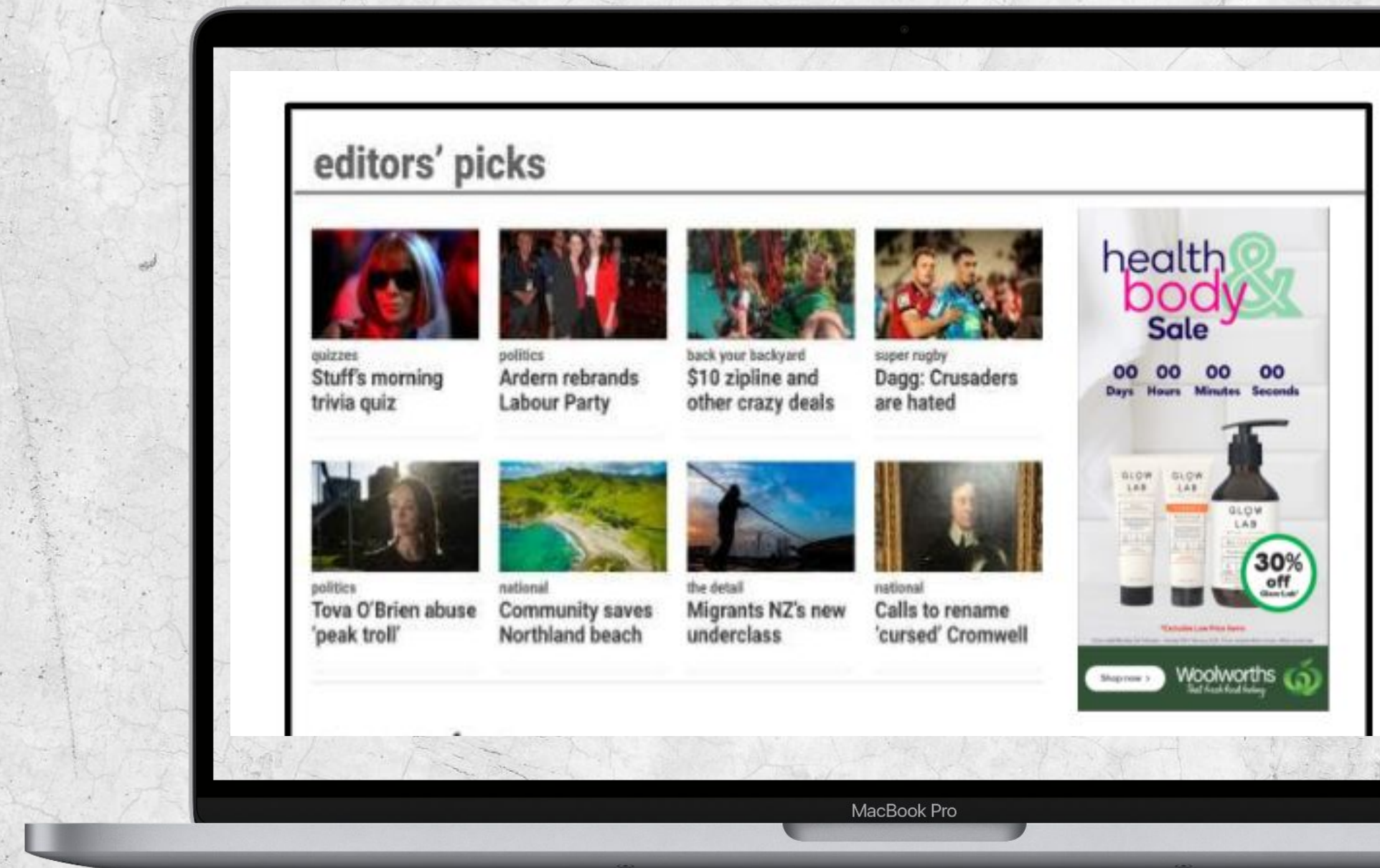
Uplift in
shares*

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 Woolworths communication pillars
- Opportunities to reach specific customer segments through targeted programmatic ad buying
- Scalable medium that can be successful at any budget level





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 Everyday Rewards card through our targeted offer platform

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	1.5 million+ Email Subscribers
Audience	Extensive targeting options
Engagement	eDM offers - 39% Open Rates & 8.3% Redemption rates
Formats	Solus Email, myWoolworths Banner, myWoolworths 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 - 152 Stores Targeted - Min 50 Stores
Formats	Static or Animated Digital content on 65" UHD Panels
Duration	1 Week

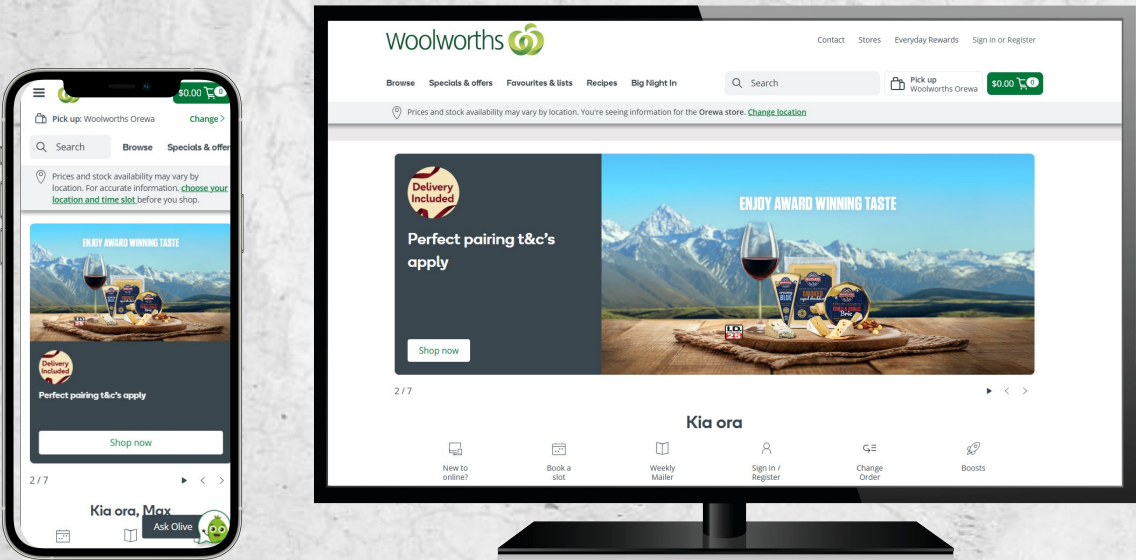
- Capture attention and prime customers as they start their shop with unrivalled proximity
- **80%** of shoppers plan less than **50%** of their in-store spend, digital screens are a great way to get your product into their baskets
- **37%** of in-store shoppers agree that digital screens help them notice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



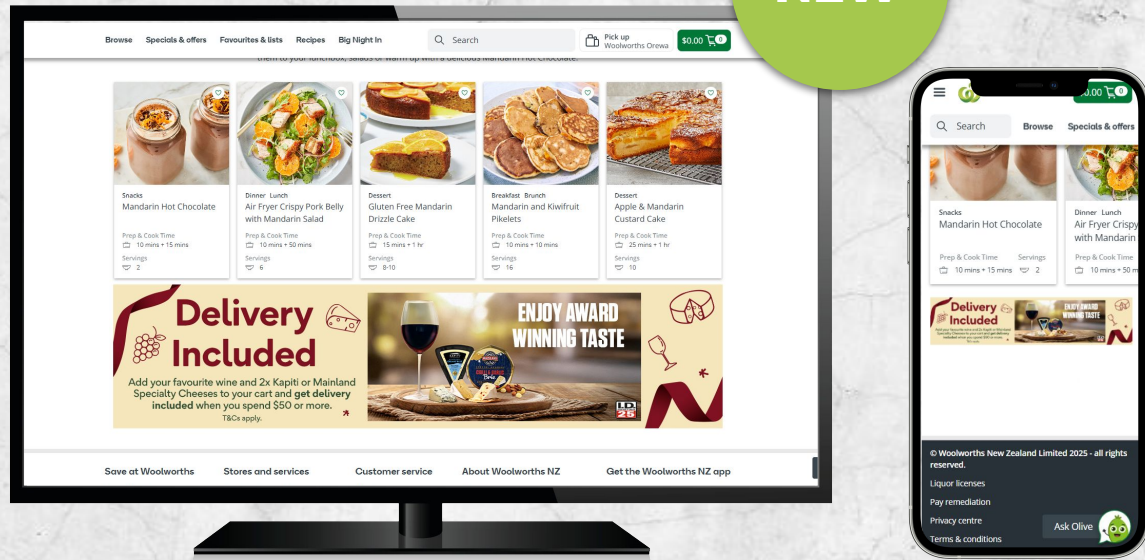
Premium Audience Targeted Placement

Reach shoppers based on the specific product categories and content they are actively viewing, purchasing from, **ensuring high relevance for your message.**

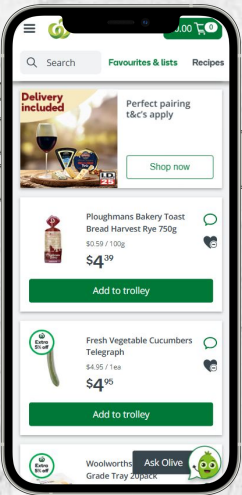
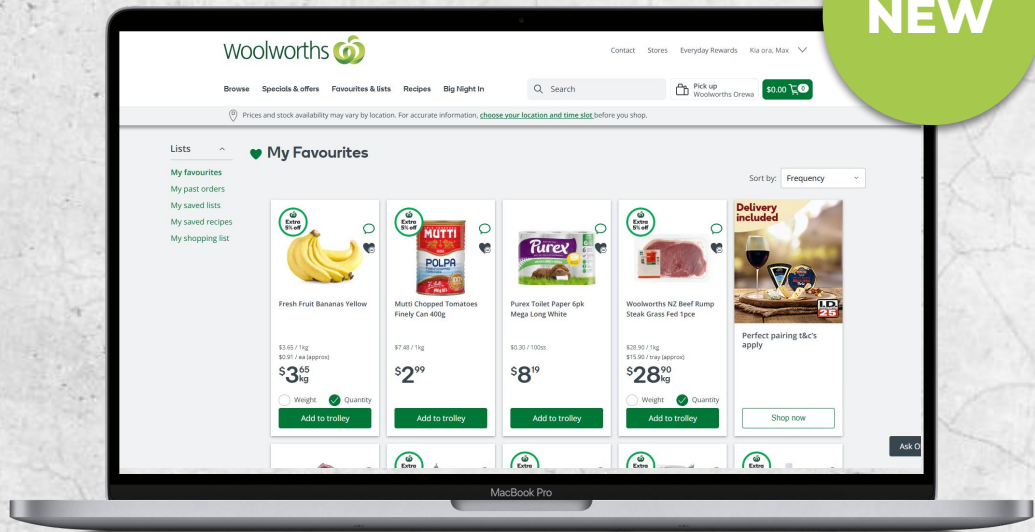
Target with custom creative or specific Brands per audience to resonate with each Audience segment.



Homepage carousel #2 Web, mobile web, and mobile app



Homepage Bottom Banner Web, mobile web, and mobile app



My Favourites Branded Tile Web, mobile web, and mobile app

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.

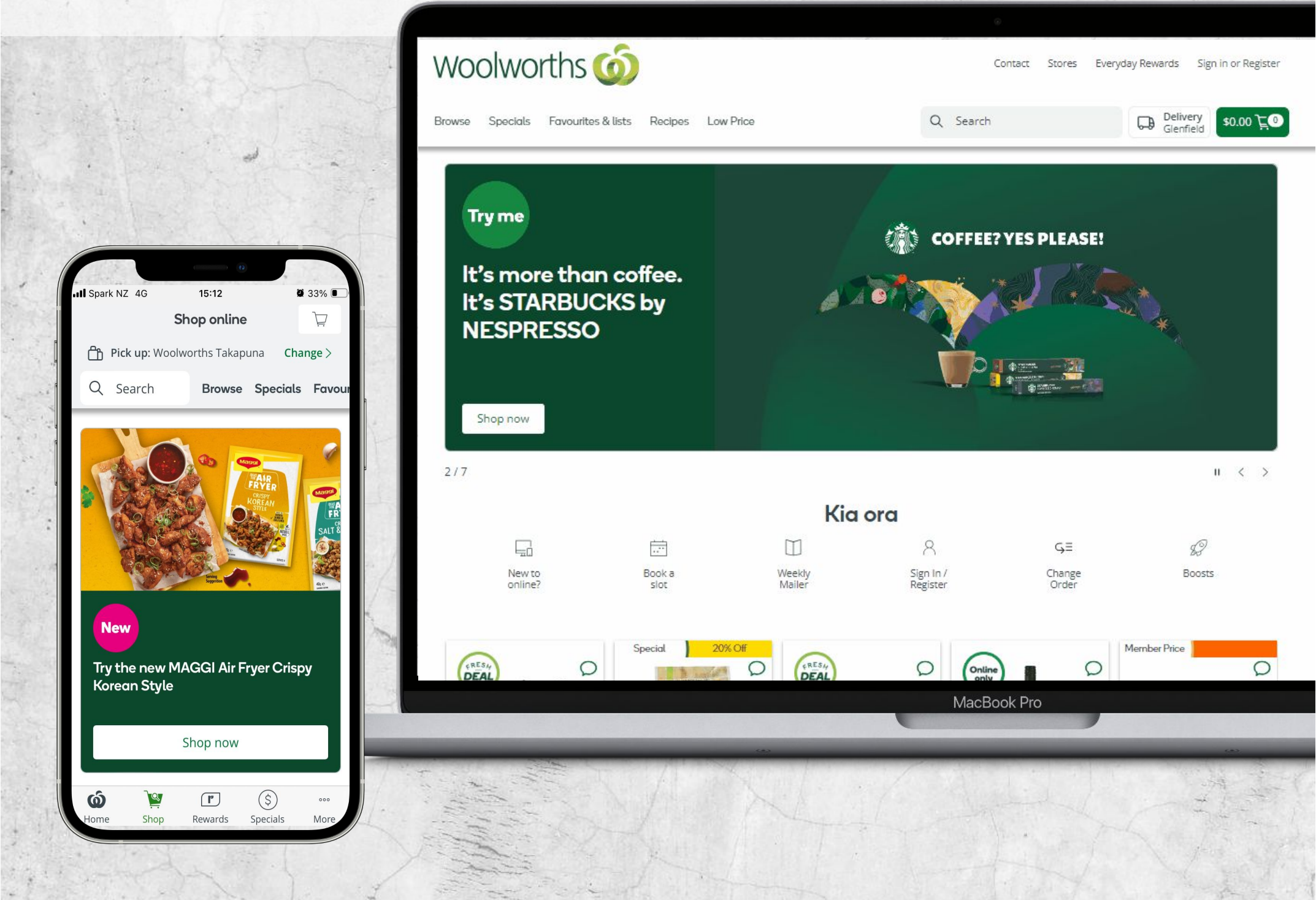
Offering maximum exposure, delivering cut-through and lifting brand salience, the homepage banner helps influence purchase behaviour in our highest traffic destination across web and app.

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 woolworths.co.nz

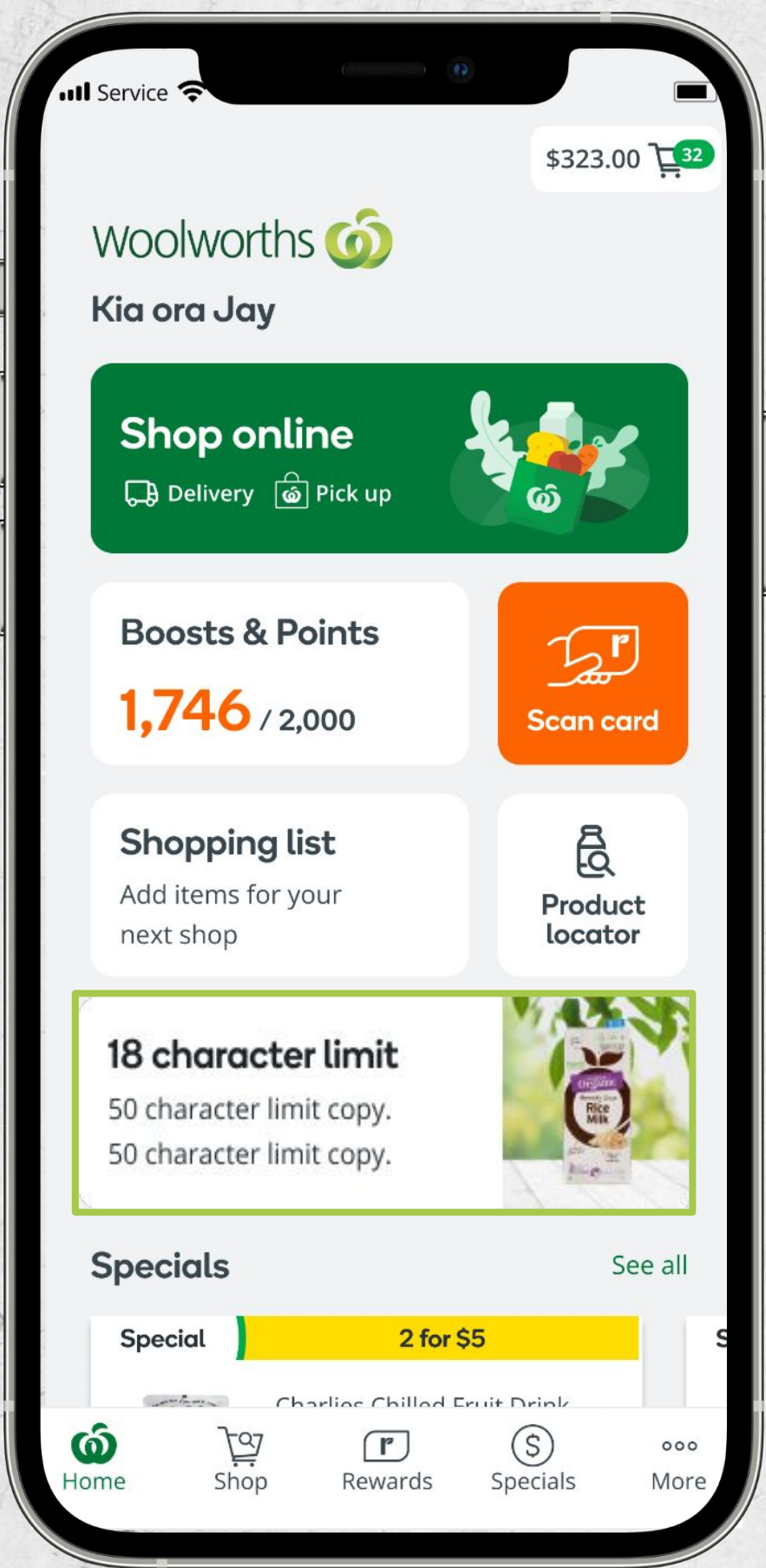


App Campaign Tile

The ‘**App Campaign Tile**’ is located on the native homescreen of the app, and can be used to drive awareness and engagement for your campaign.

This premium placement when clicked, takes shoppers directly to your specific campaign landing page. (Branded Shop, Product Group page or Product details page)

Placement	Tile will always appear below the ‘Shopping List’ and ‘Product Locator’. If Woolworths NZ business is utilising a tile, they will have first place and the Cartology tile will appear in the second slot
Duration	1 x per week
Timelines	7 weeks booking deadline. Material deadline 5 weeks before go-live
Exclusions	Alcohol, Baby, Pet and Contraception & Pregnancy. Products that are gender specific should be avoided (eg period care, gender specific deodorants or shaving products)



Premium placement on the Woolworths App

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

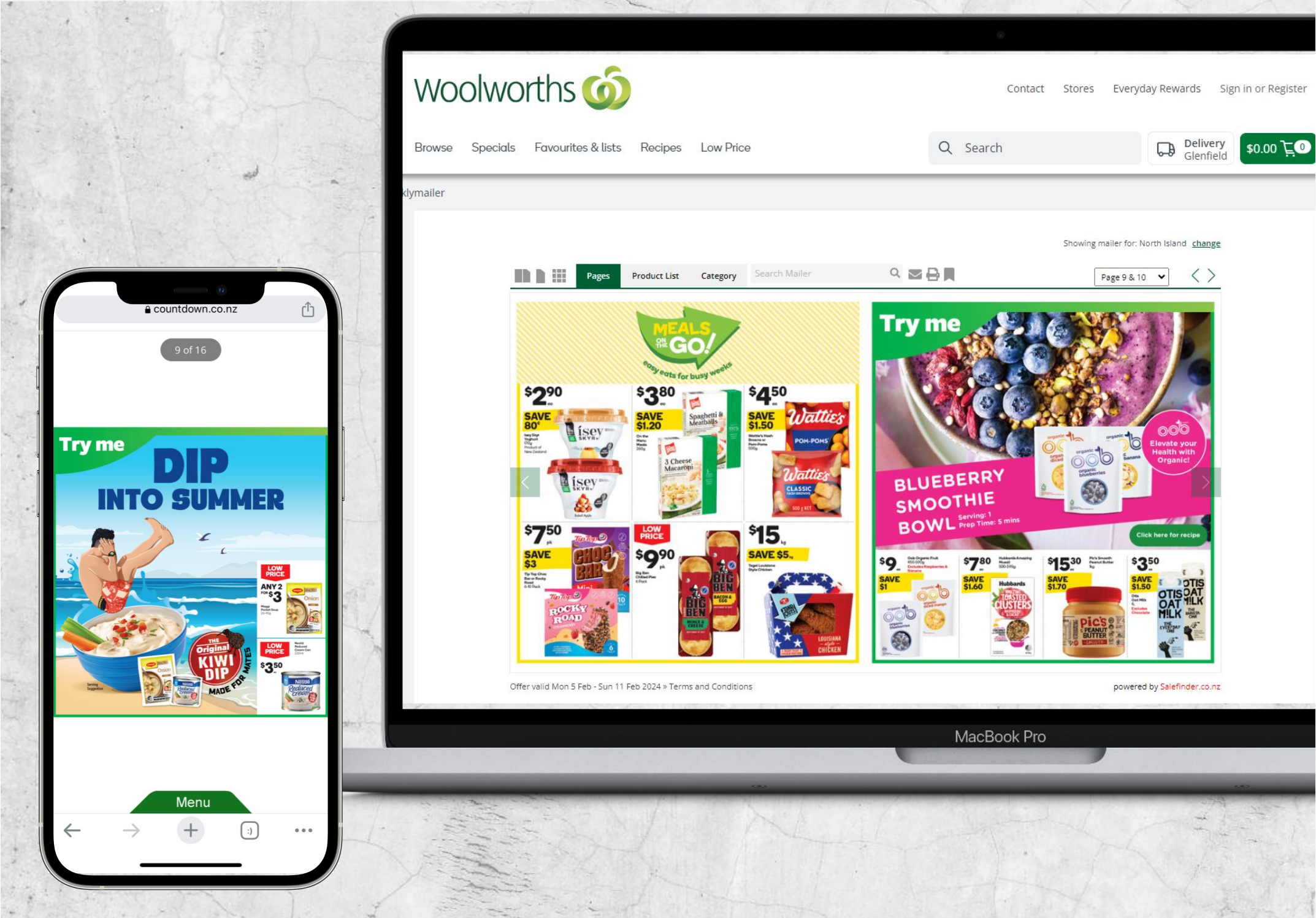
Format Full Page - Display, Advertorial & Video Banner Ad

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

5m+ weekly page views

Maximise shopper response with a high impact ad





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

- 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

Sugar

Customer Notice

Our Woolworths branded 1.5kg white sugar has been incorrectly labelled as 1.5g. We apologise for the error and can confirm that the package contains 1.5kg of sugar.

woolworths

Try me



Eton Mess



In-store screens connect with customers on their shopping journey

188
Screens

Prime
In-Store
Locations

Full
Motion
DOOH

- **In 66 Woolworths NZ
stores nationally**

with run-of in-store network packages
ensuring extensive scale and store coverage.

- **Cross-category touchpoints**

High impact placement in prime transit
locations throughout store, delivering 100% on
target reach

- **55" Ultra-HD portrait format**

10 second placements with 4 in 6 rotations
dedicated to Cartology brand partners.





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

Full Frame 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



New



Category Specific Media

Freezer Window Decal

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

Reach	2 million + customers
Audience	National
Format	Upright & 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

Freezer Window Decal + Fin

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

Reach	2 million + customers
Audience	National
Format	Upright & 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



Wine & Beer



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



An exclusive **new screen network** for the **Health & Body** category

PHASE 1

70

Category
Entrance
Impact

Full
Motion
DOOH

- **Woolworths NZ stores nationally**
with run-of-network packages ensuring
extensive scale and store coverage.

- **Premium position at end of aisle**
High impact placement for mass customer
engagement.

- **43" Ultra-HD landscape format**
10 second placements with 4 in 6 rotations
dedicated to Cartology brand partners.



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 proven to deliver sale uplifts of over 250%
- Builds advocacy and awareness as shoppers make future purchases based on sampling



Online Branded Shop

Leverage the visitation to www.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.

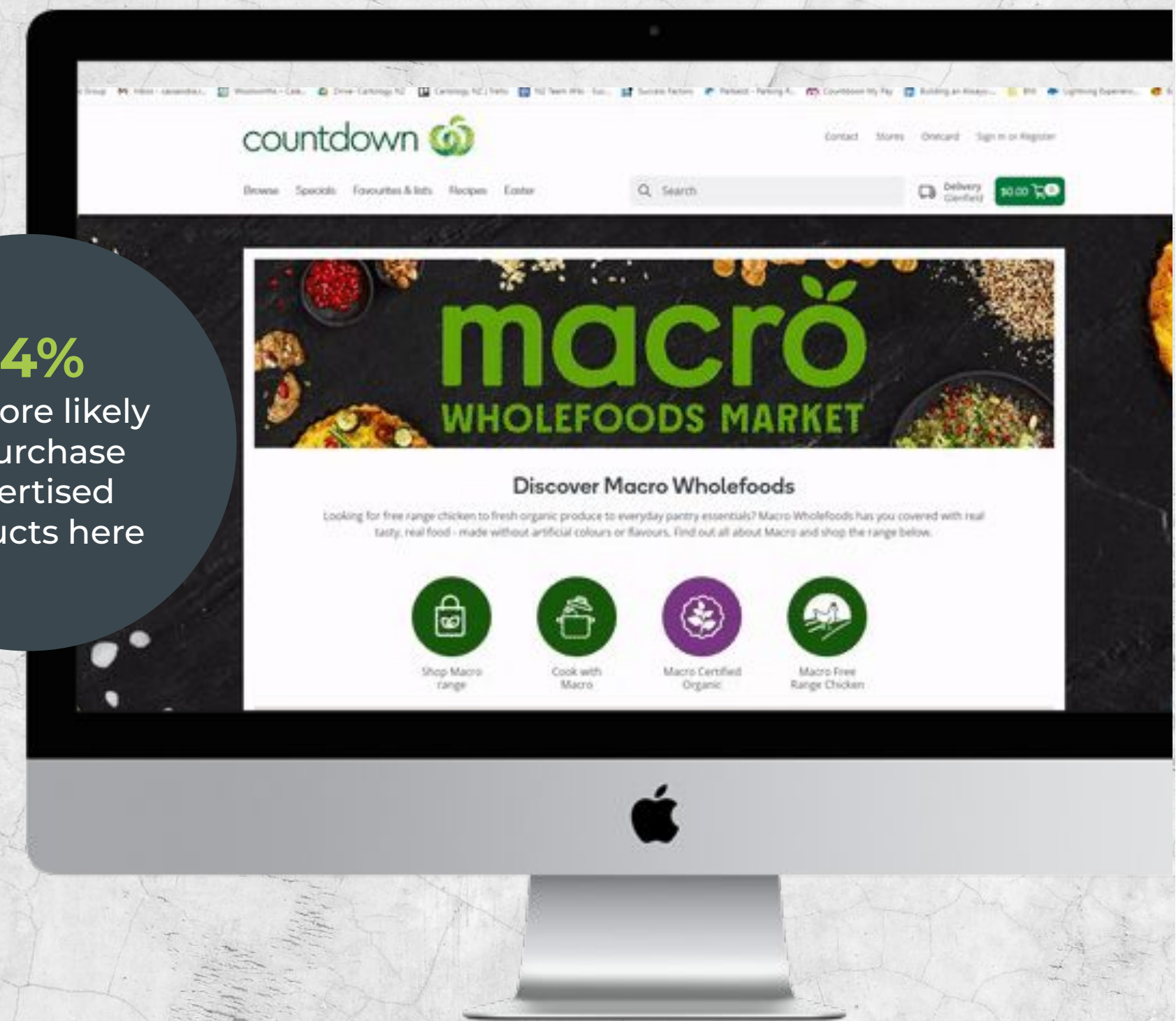
Traffic drivers

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

- 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

54%
are more likely
to purchase
advertised
products here



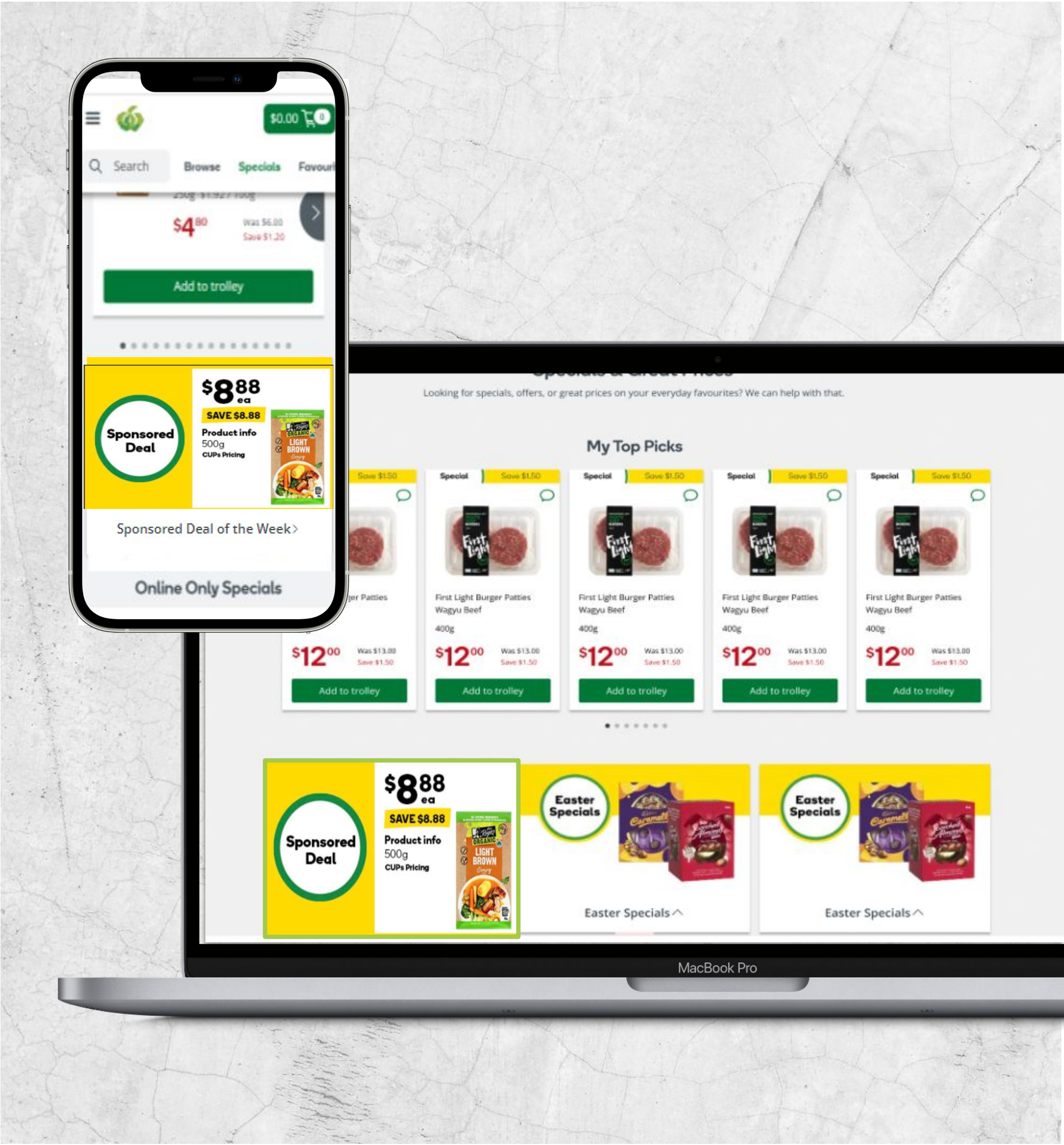
Sponsored Deal Tile

Specials Hub

Showcase your **product** on the **Specials Hub** on woolworths.co.nz and get more eyes on your product with increased ‘Add to Carts’

Reach	Campaign Dependent
Audience	National
Format	SKU(s) required 2 weeks out from go-live date
Duration	1 Week on the Specials Hub

- Exclusive ownership (only one opportunity per week)
- Communicate price, product and range messages, to customers actively looking for value
- Deal only eligible for promotion with minimum \$100K forecast 9 for the SKU/price family) and minimum 20% discount level on all promoted SKU's
- 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.

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



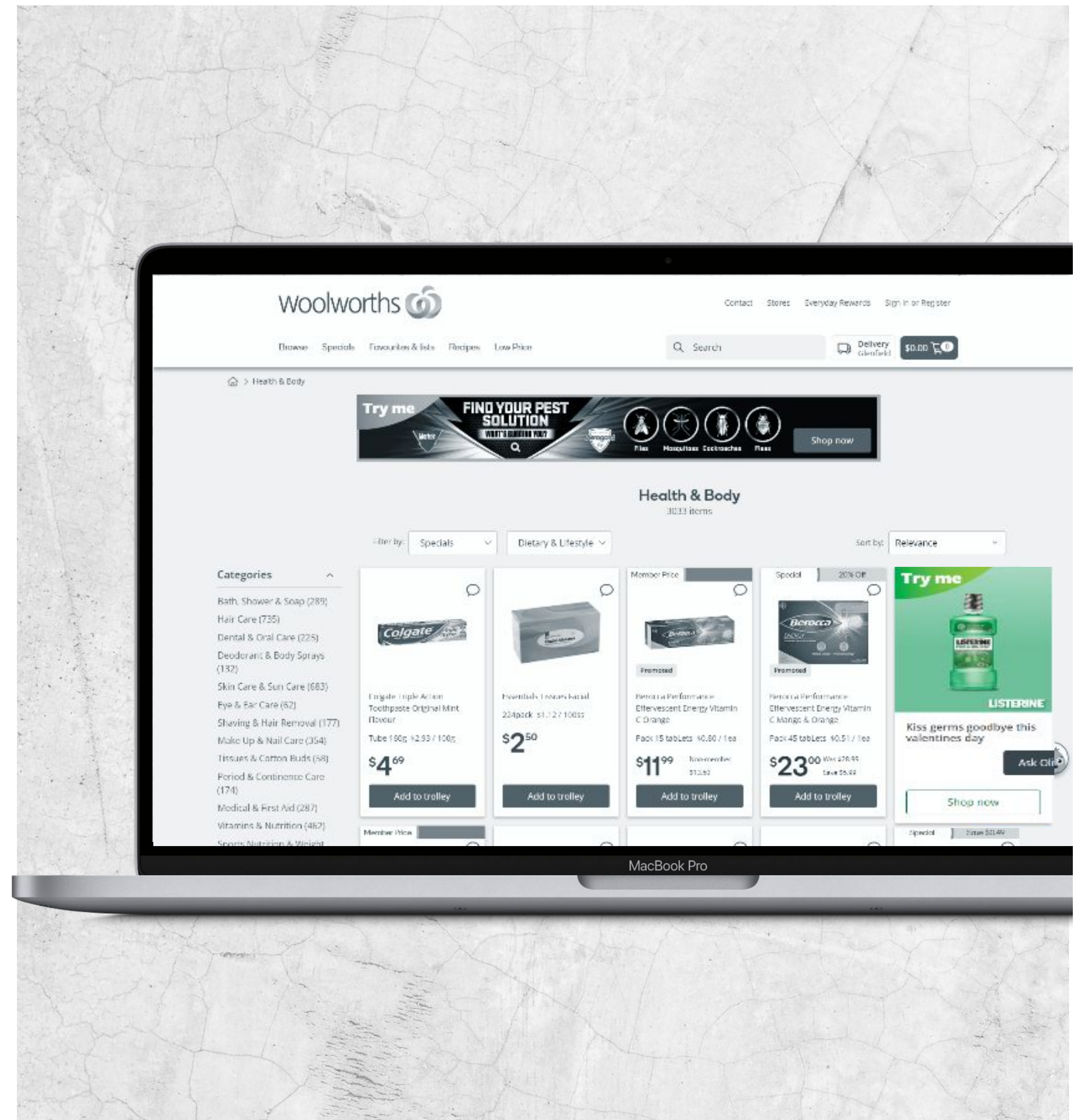
Online - Browse

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



At Shelf



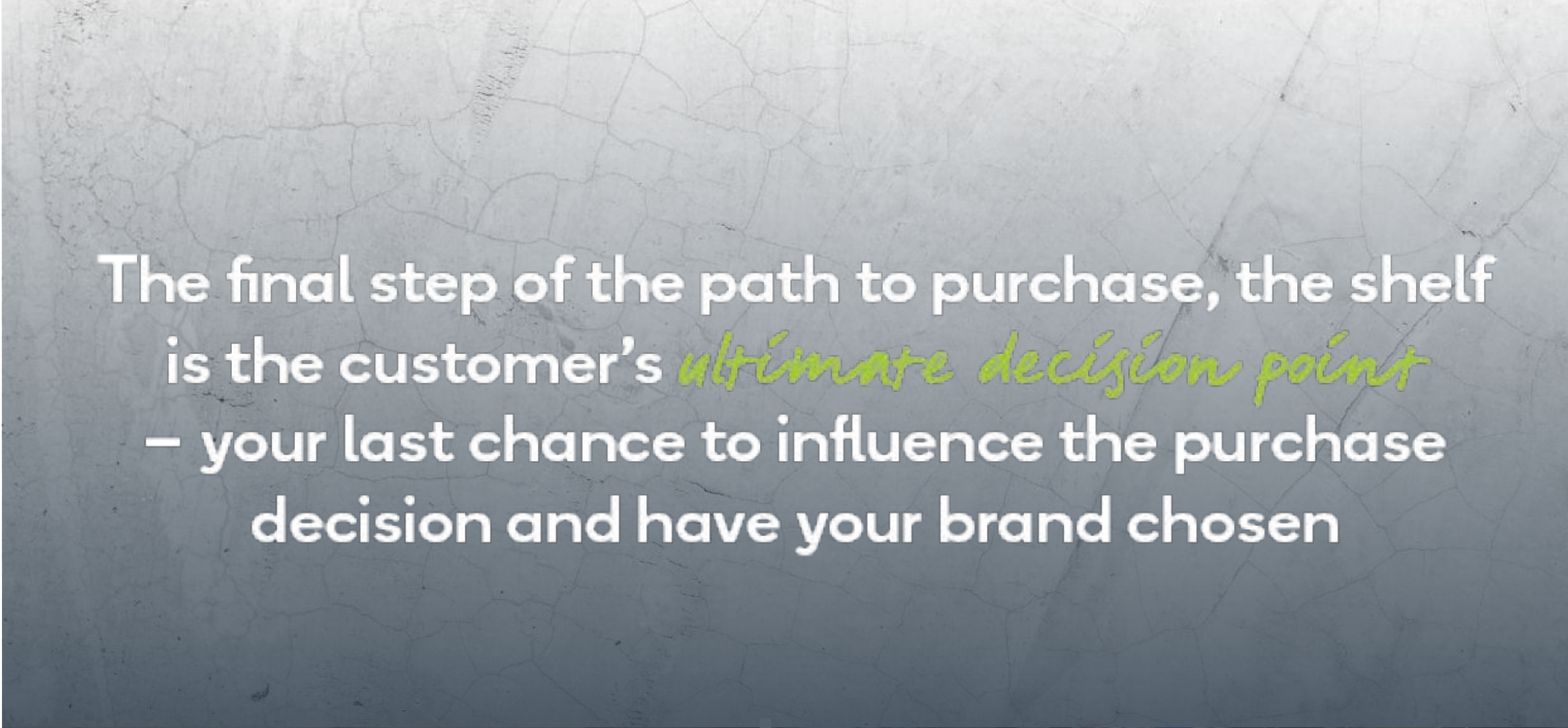
POS - Product Spotters

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

- 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



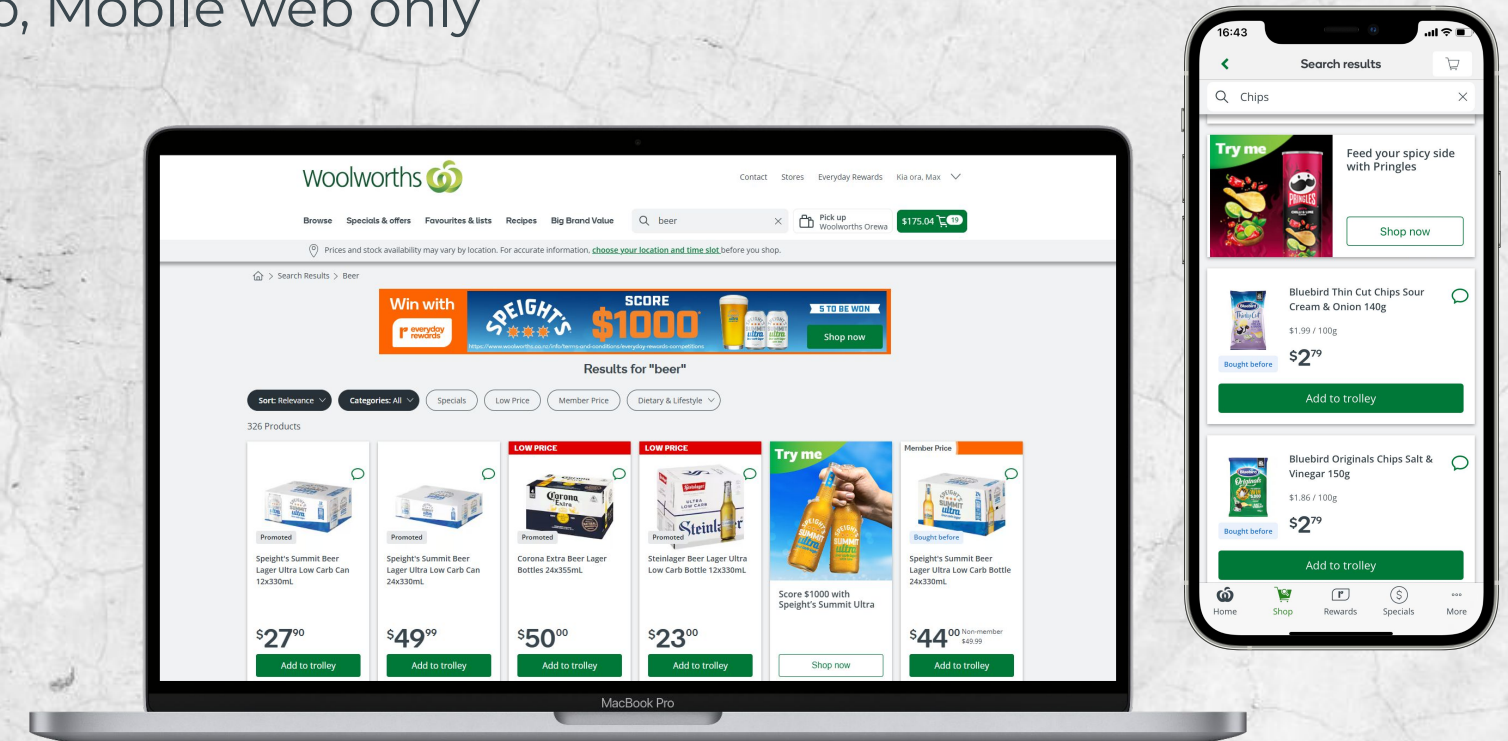
Results Page Display

Reach **high-intent customers actively searching and purchasing** groceries
www.woolworths.co.nz

Our advertising solutions offer **unparalleled targeting precision** allowing you to connect with **the right audience at the right time**, maximizing your advertising ROI and driving measurable sales lift.

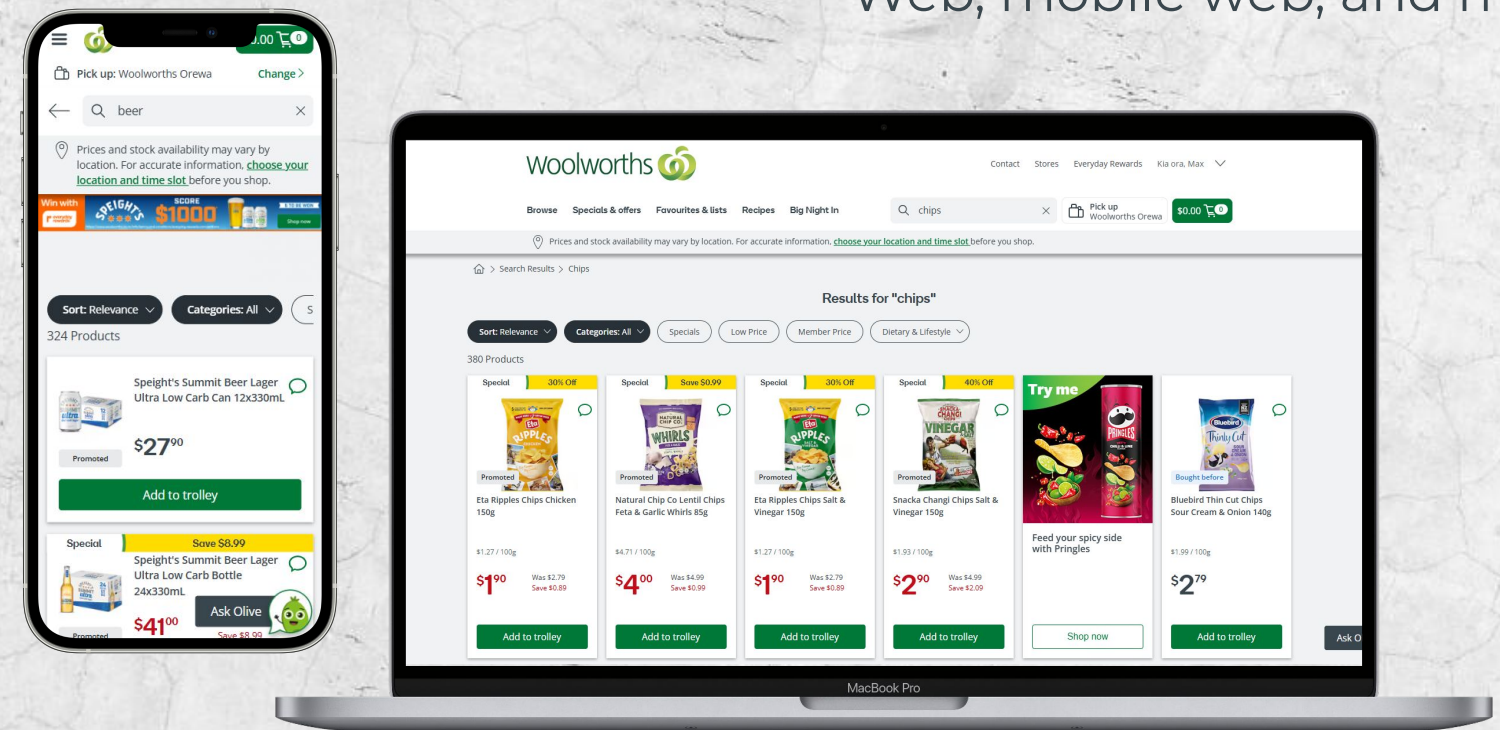
Search Banners

Desktop, Mobile web only



Search Branded Tile / Carousel

Web, mobile web, and mobile app



Cartology

Promoted Products

There are over **4 million product searches** on shop.woolworths.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.**

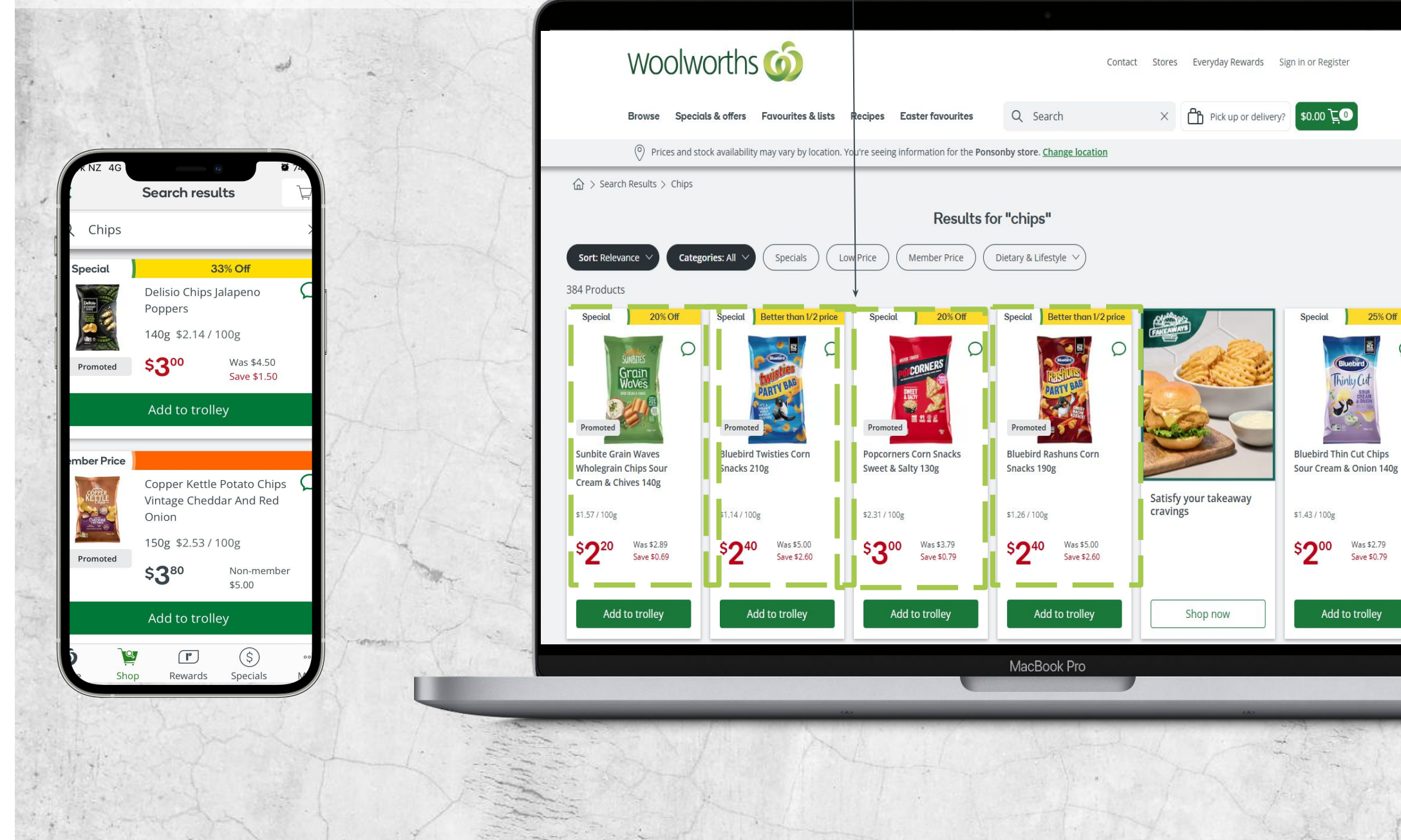
Our advanced marketing platform **places your brand on the first page of search results** for keywords related to your product, increasing 'on-shelf' visibility in the online shopping environment.

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%**

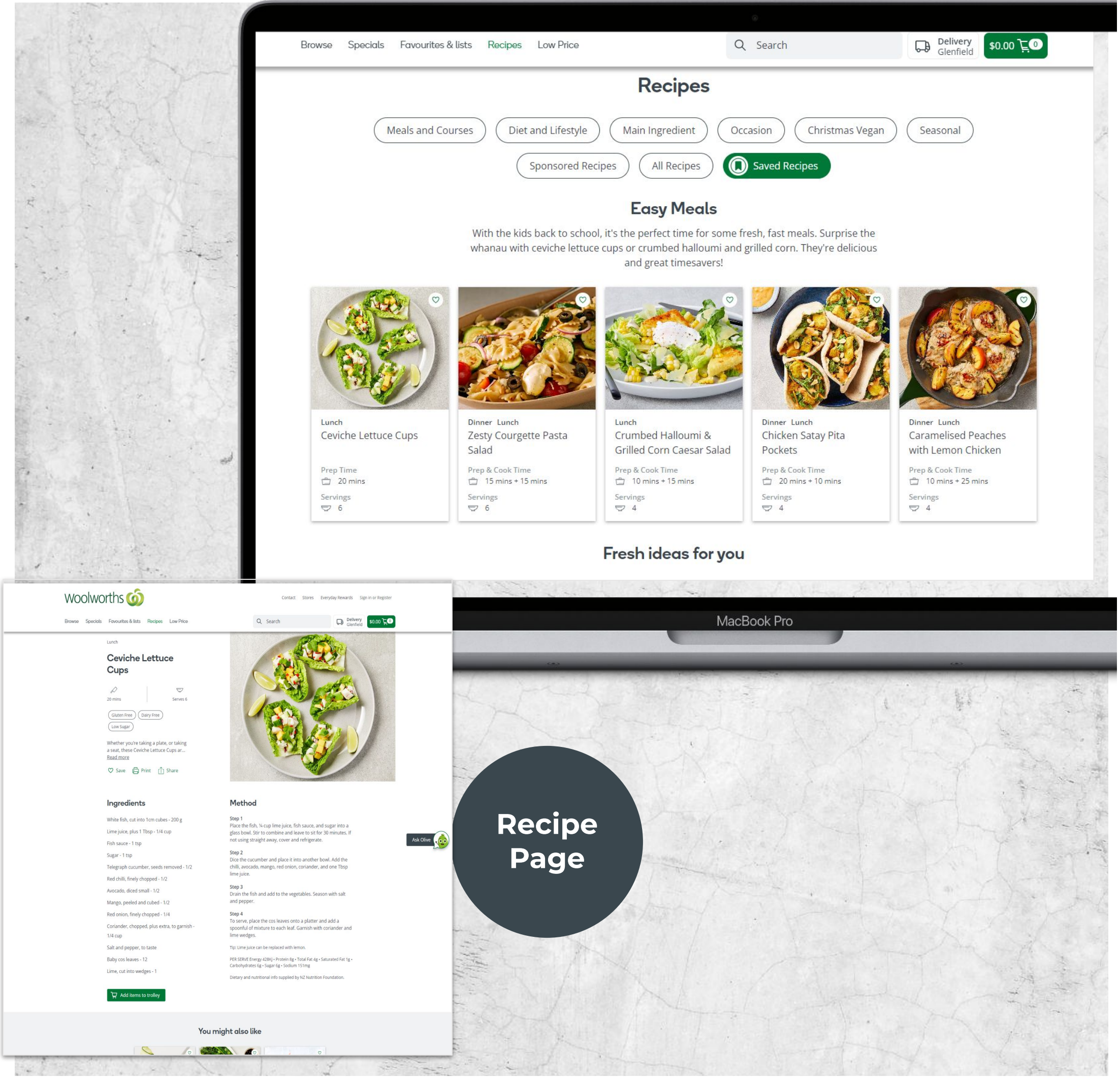


Sponsored Recipes

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

Placement	Located in the Recipe Hub and allocated to relevant recipe categories
Duration	Recipe will remain on the site permanently
Inventory	2 per week
Timelines	6 weeks (Artwork 4 weeks)

- Recipe heading can include brand name
- ‘Add to trolley’ functionality enables customers to shop the entire recipe with one click
- Customers can save recipes for repeat and future use
- Multiple products can be included in the recipe
- Drive additional traffic to the recipe via a branded tile linked to relevant search term



Sponsored Recipe - Easy Meals

Position your brand/product within a recipe suggestion providing inspiration and meal solutions to shoppers. 'Sponsored Recipe Home Page Tile' is pinned to the Easy Meals recipes at the top of the recipe homepage.

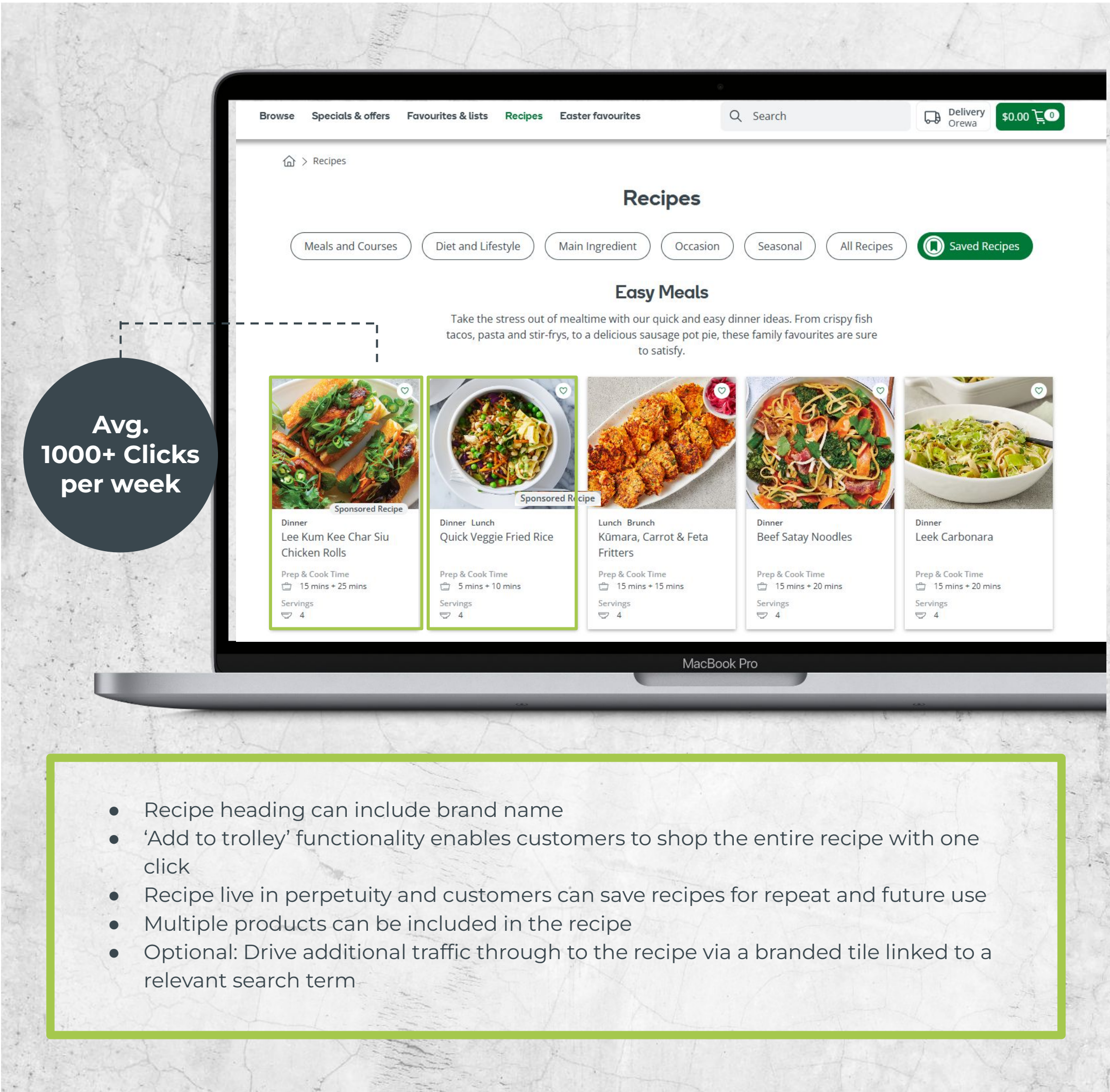
Placement	Position 1 & 2 within 'Easy Meals section, located as the first set of recipes at the top of recipe homepage
Duration	1 week within Easy Meals but recipe remains in the Recipe Hub permanently
Inventory	2 per week
Timelines	6 weeks (Artwork 4 weeks)
Guidelines	Easy Meals are essentially meals that take 15-30 mins to prep, with less than 10 ingredients

85k+

Main recipe hub monthly sessions

4,600+

Monthly recipe saves



- Recipe heading can include brand name
- 'Add to trolley' functionality enables customers to shop the entire recipe with one click
- Recipe live in perpetuity and customers can save recipes for repeat and future use
- Multiple products can be included in the recipe
- Optional: Drive additional traffic through to the recipe via a branded tile linked to a relevant search term

My Favourites + Past Orders Product Tile

The ‘**My Favourites + Past Orders Product Tile**’ is located within a product carousel in both the ‘My Favourites’ and ‘Past Orders’ pages. These pages reach a **highly engaged shopping audience** planning their weekly shop and the product tile/s provides the opportunity to entice the shopper with something different or new

Placement	Product tile within product carousel in both ‘My Favourites’ and ‘Past Orders’ pages
Availability	4 x product tiles per week
Timelines	4 weeks before go-live
Exclusions	“My favourites” and “Past Orders” pages are considered more personalised, therefore certain categories/products will need to be excluded. These includes Beer & Wine, Pet, Baby, Health & Body > Period & Continence, Contraception & Pregnancy



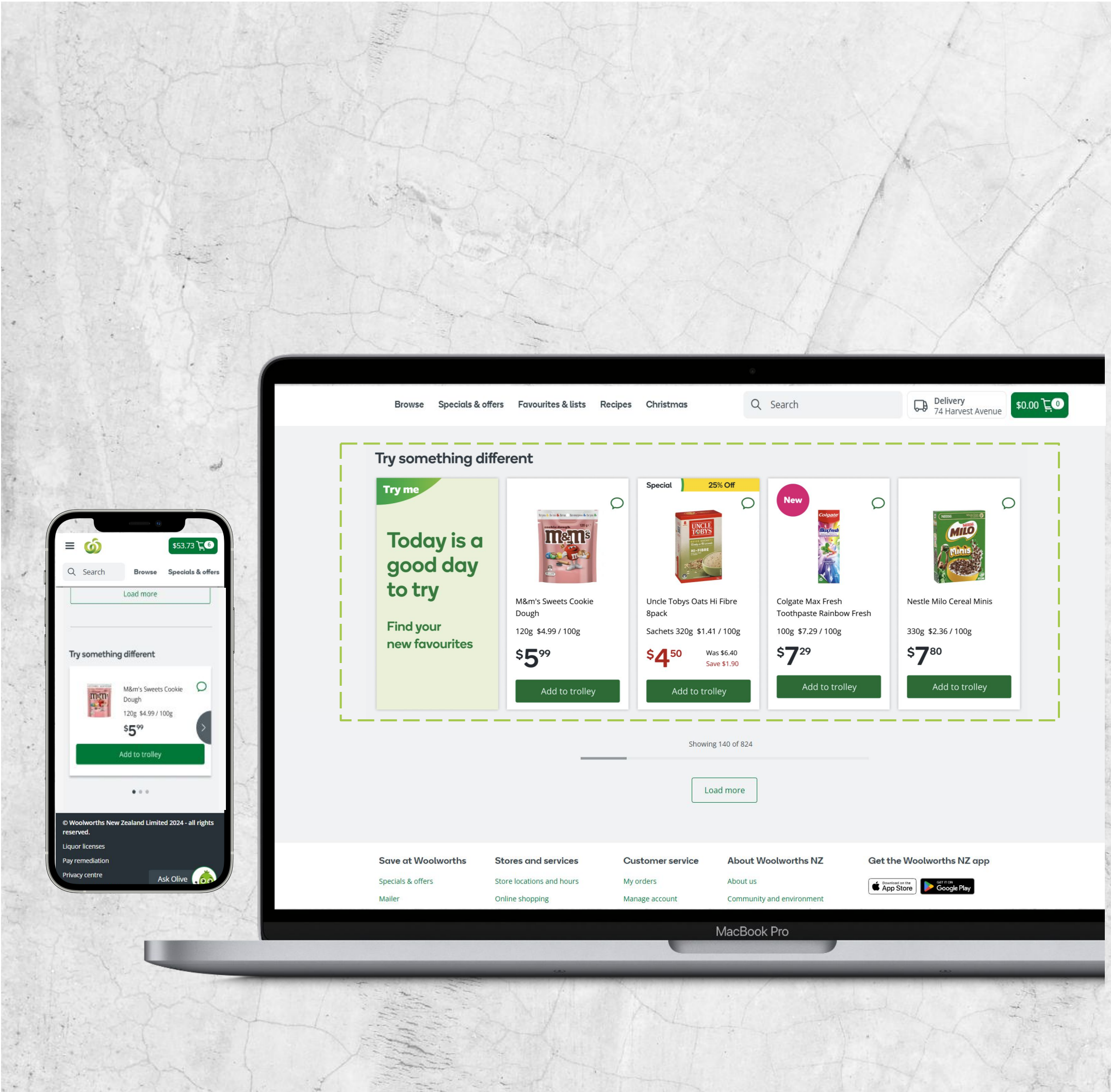
21%

share of total add to carts.
(highest add to cart rate behind search)



top 4

My favourite in top 4 most visited discovery pages behind home page. Have You Forgotten and Specials



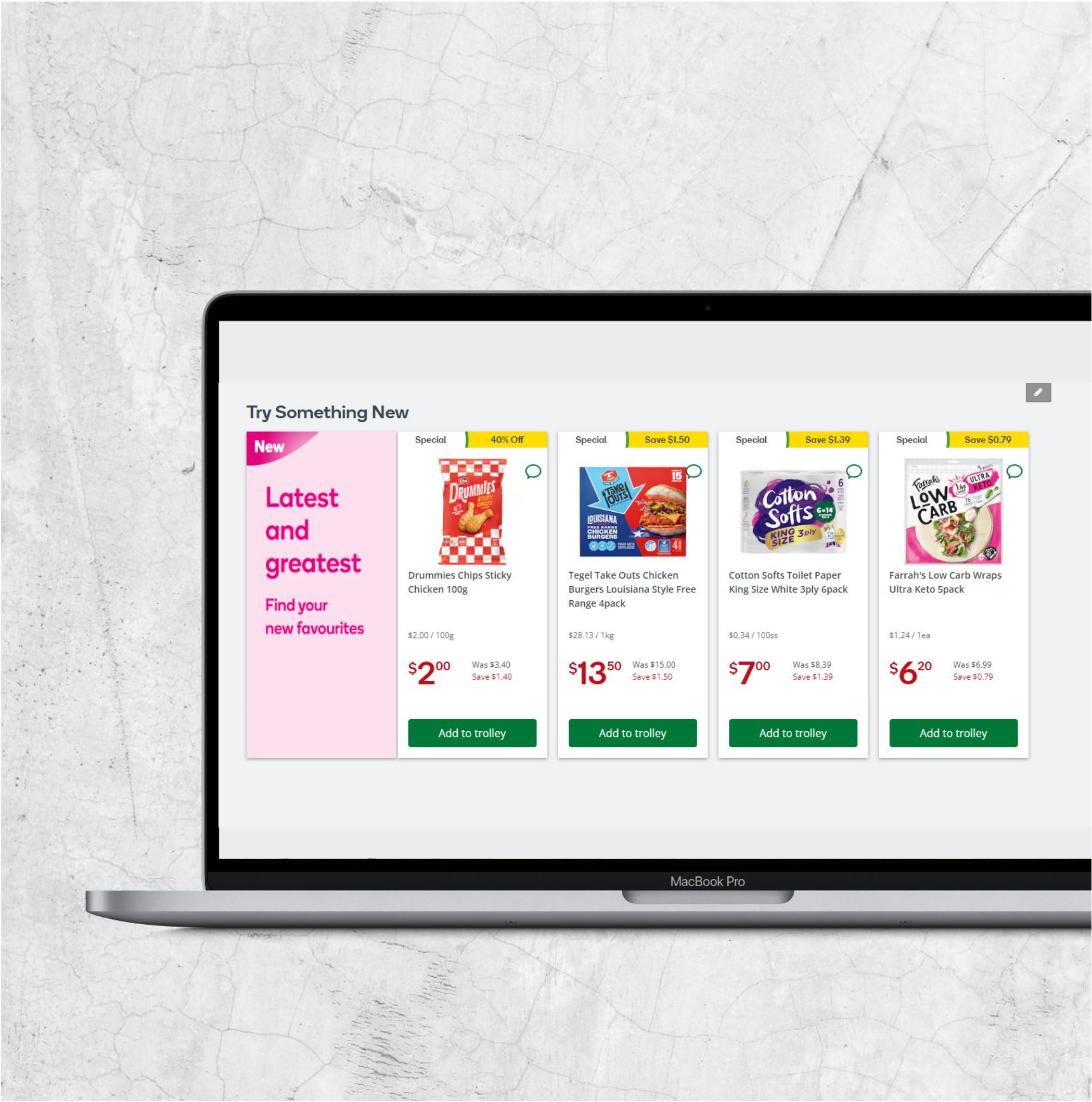
Have you forgotten

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

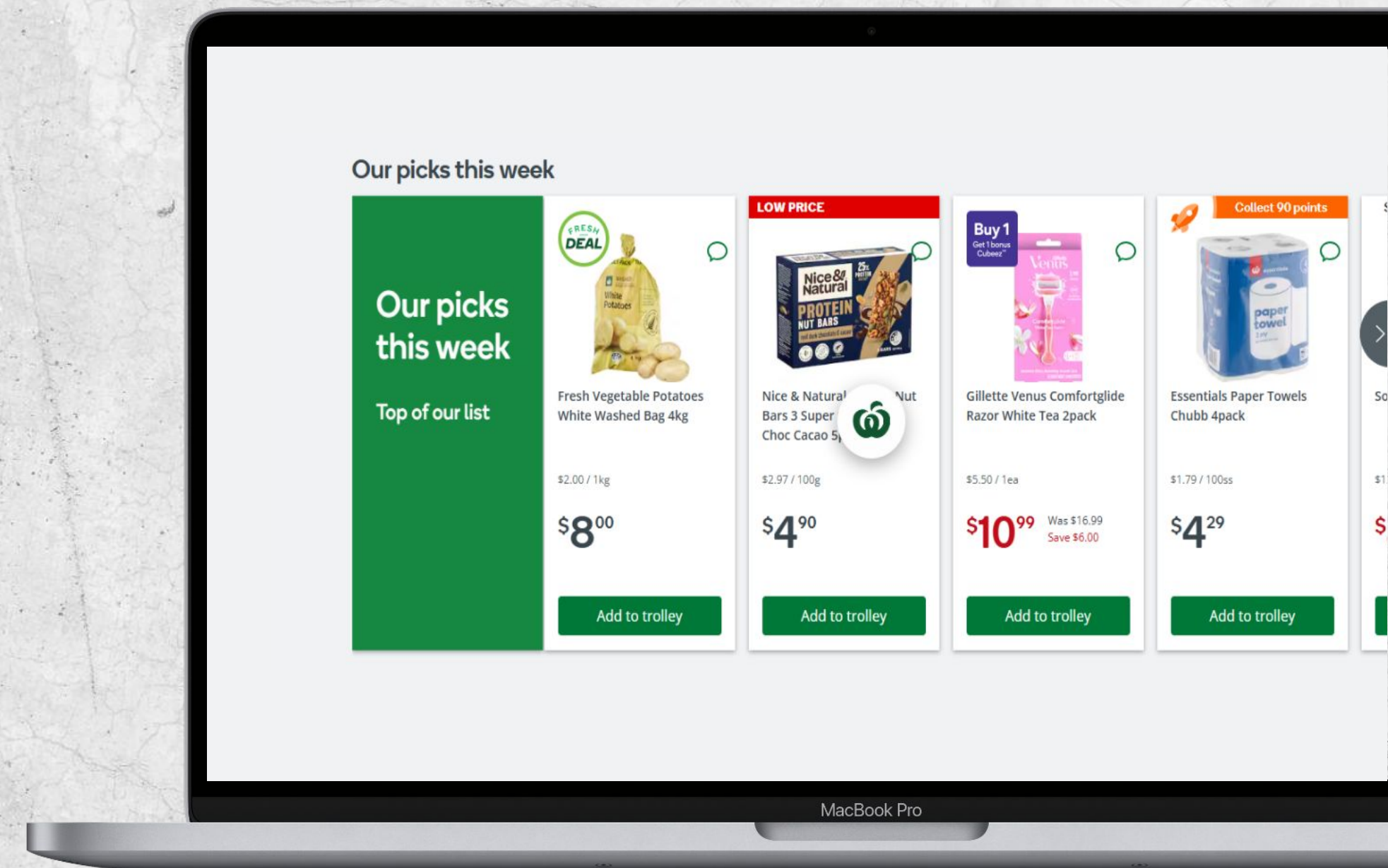
2nd Highest traffic page on the shop.woolworths.co.nz website.

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



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

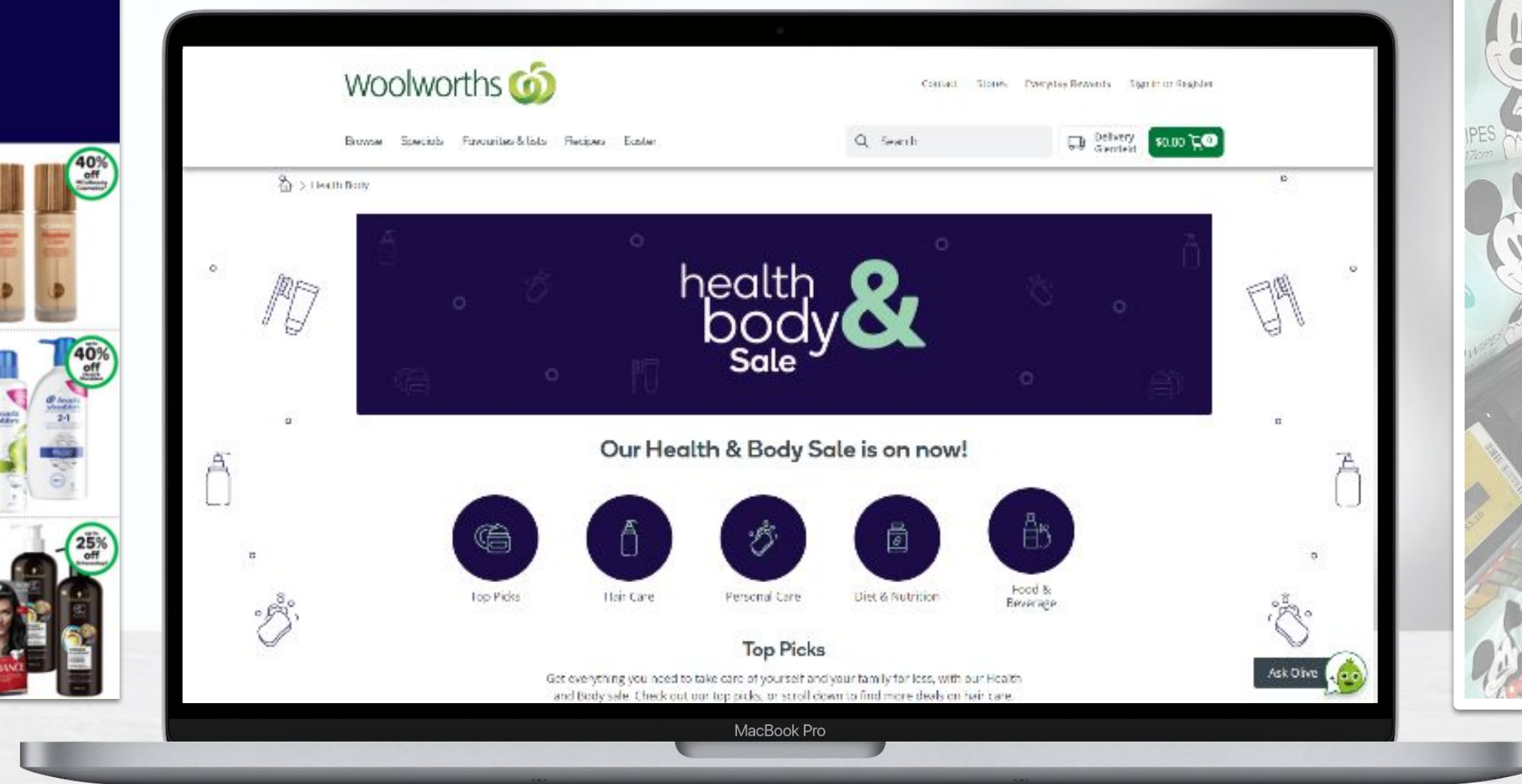


Category Events

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

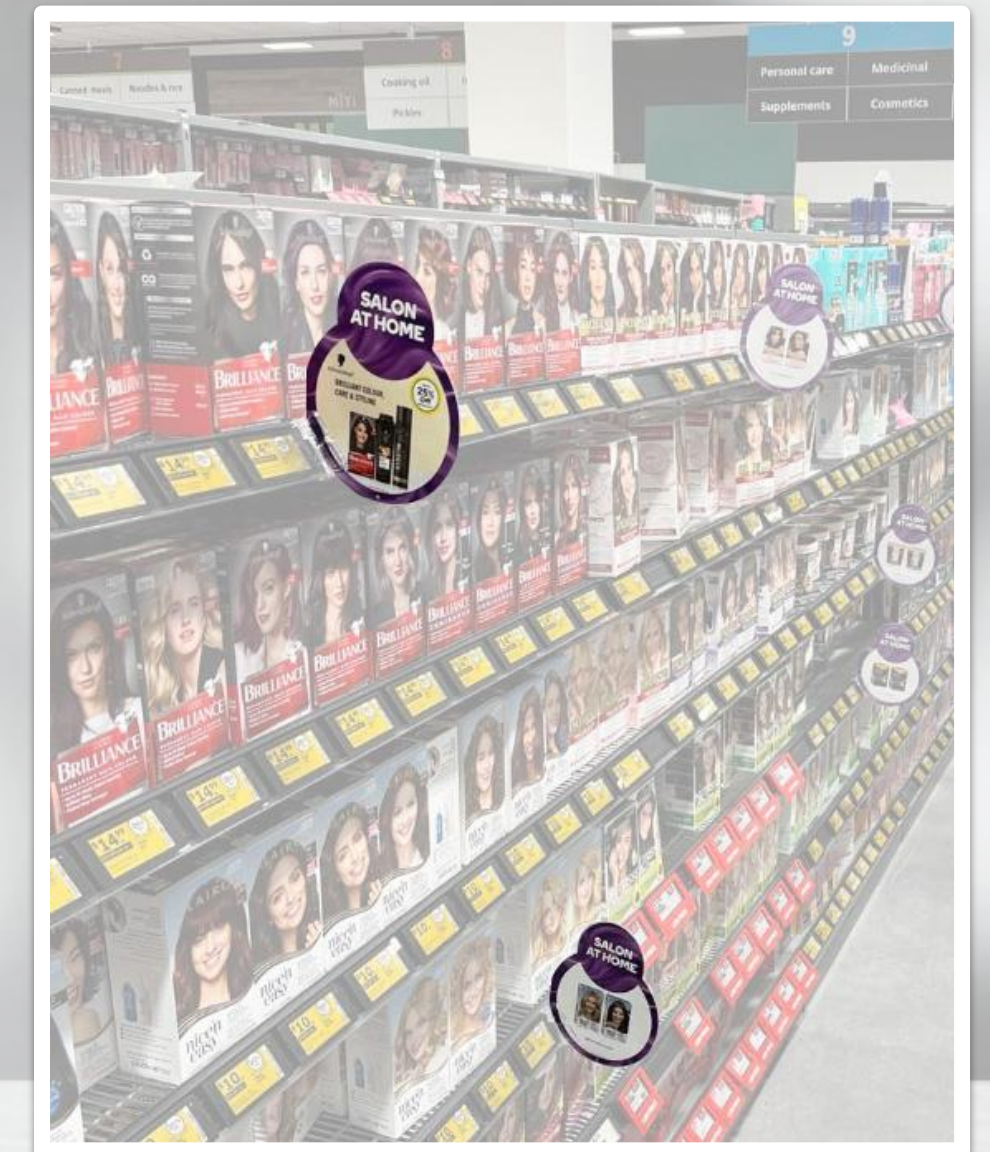
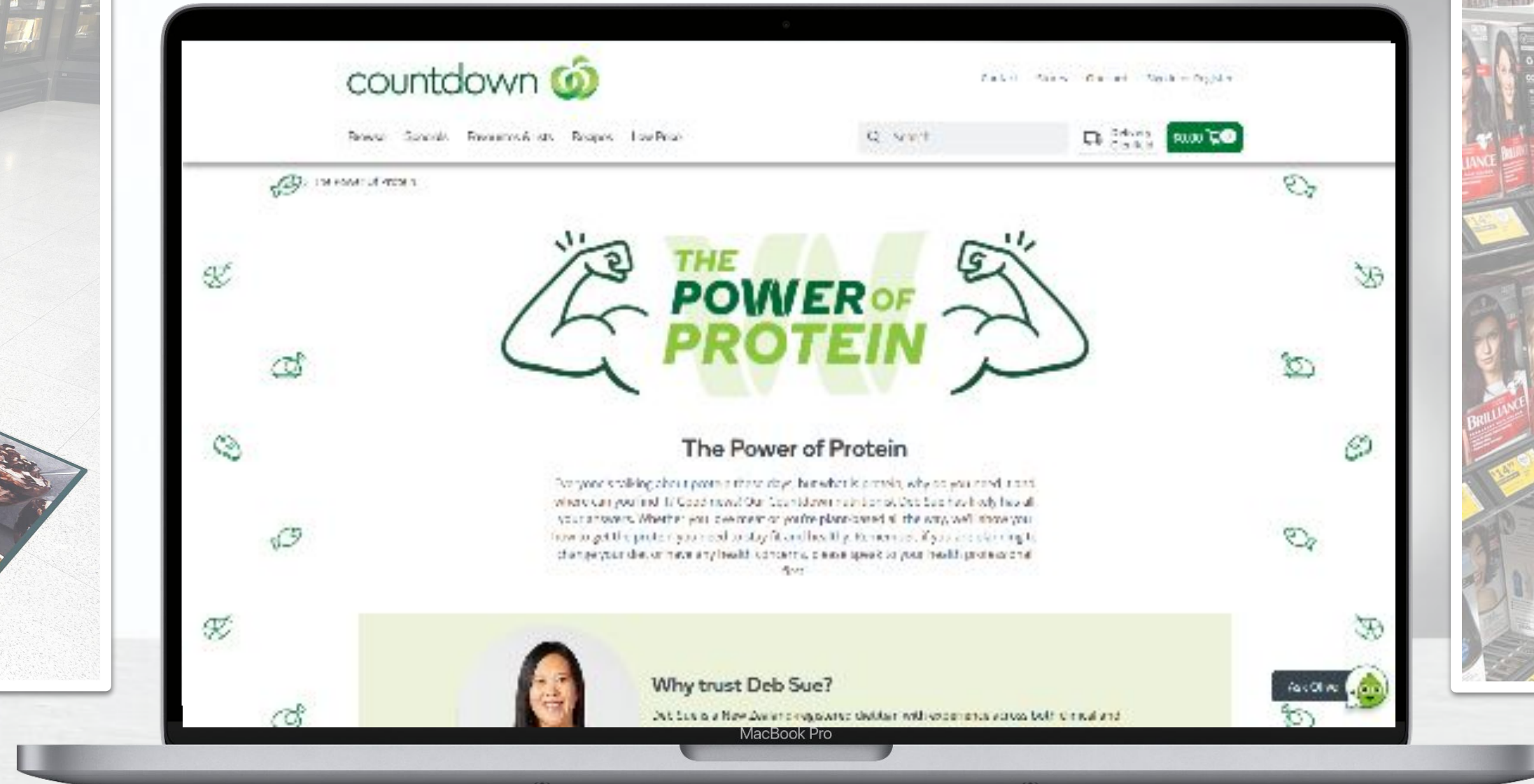
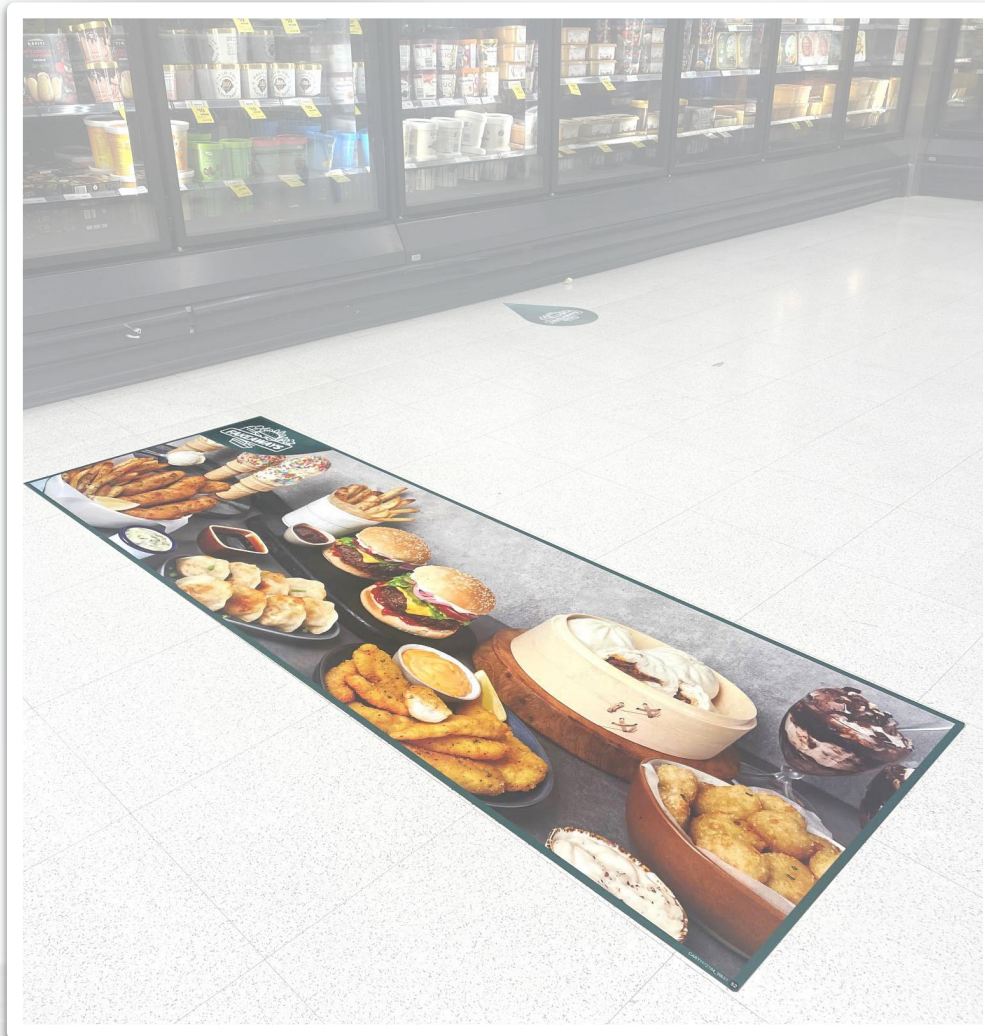


Subcategory Events

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

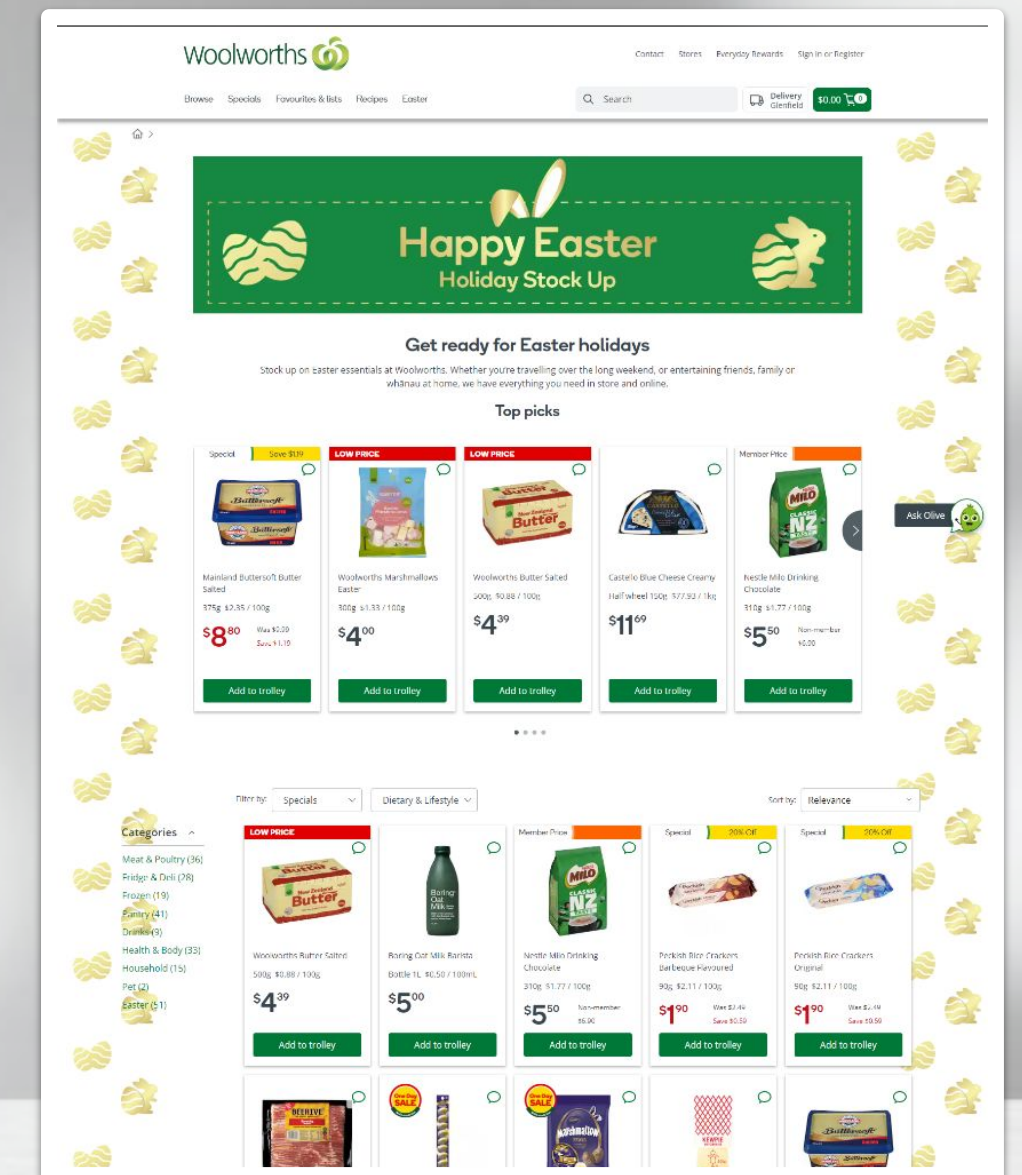
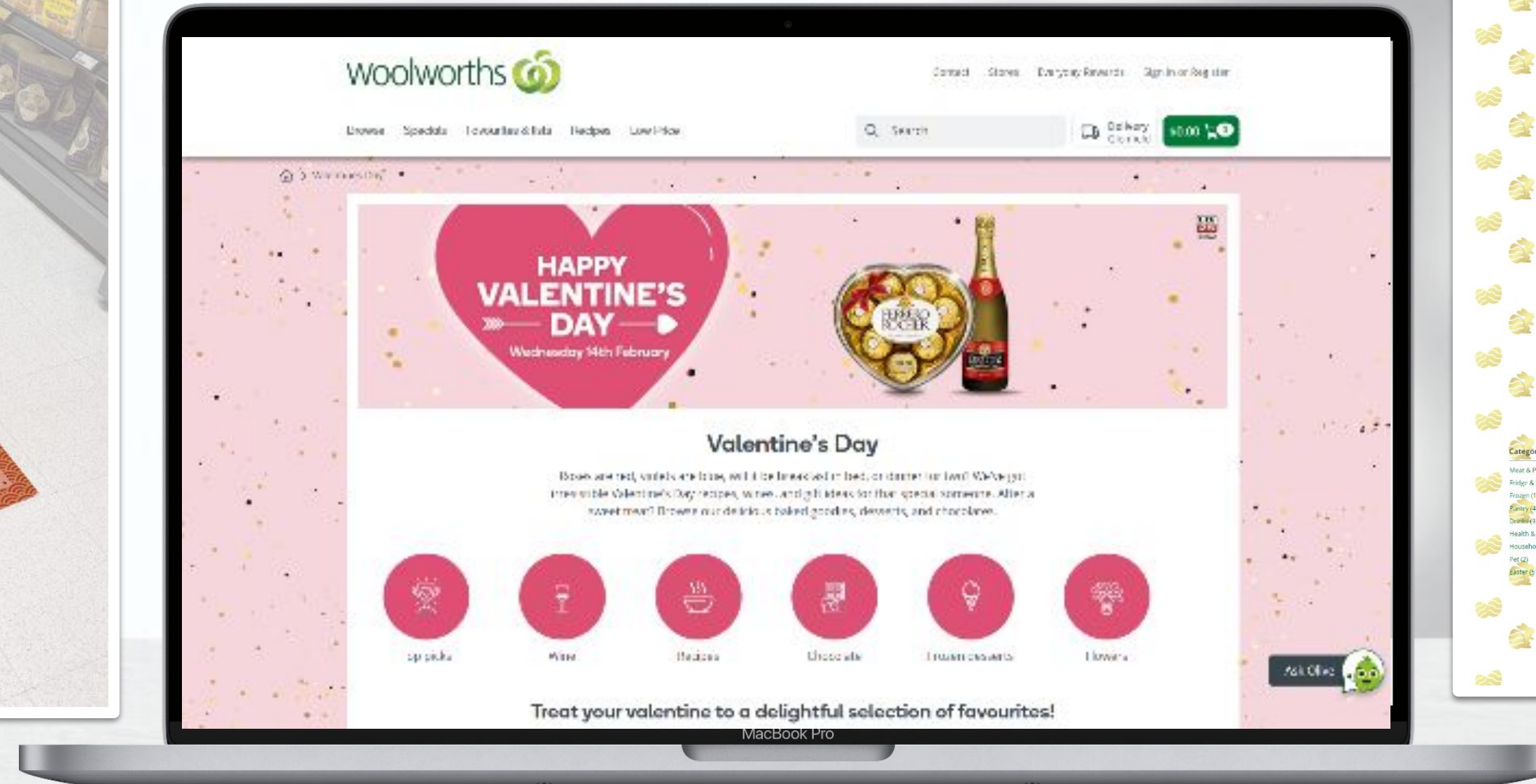


Seasonal Events

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

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

Sales Metrics



New to Brand Sales

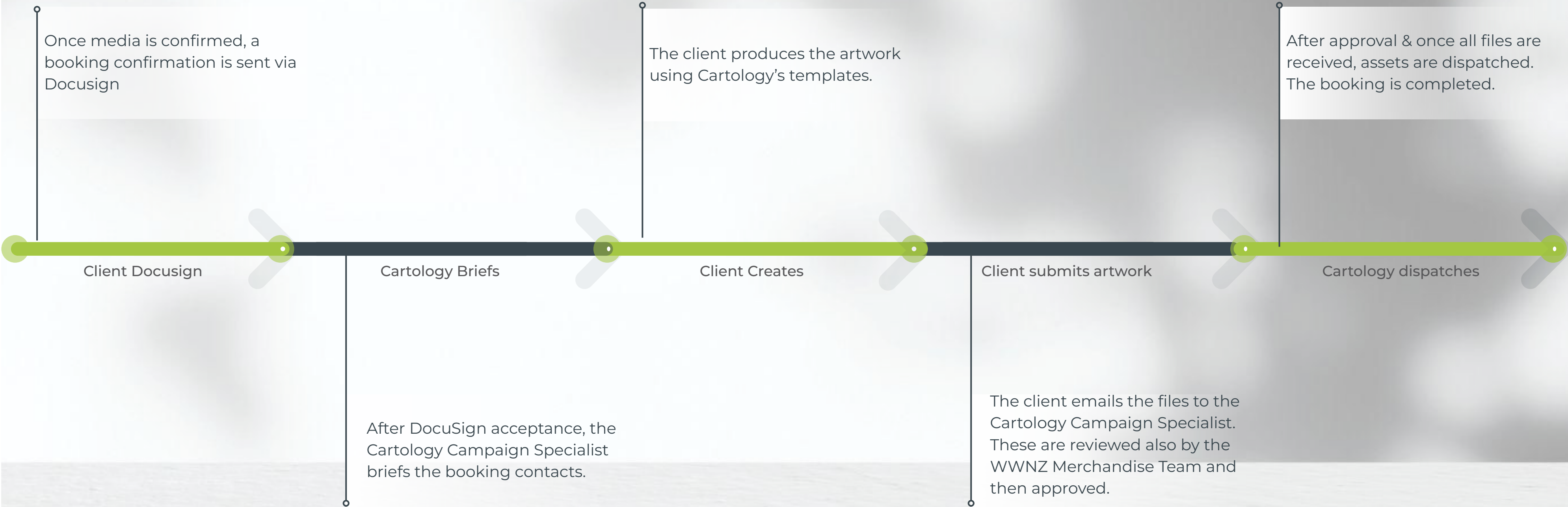
Number of Everyday Rewards customers who purchased the brand, that had not purchased in the last 12 months



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

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

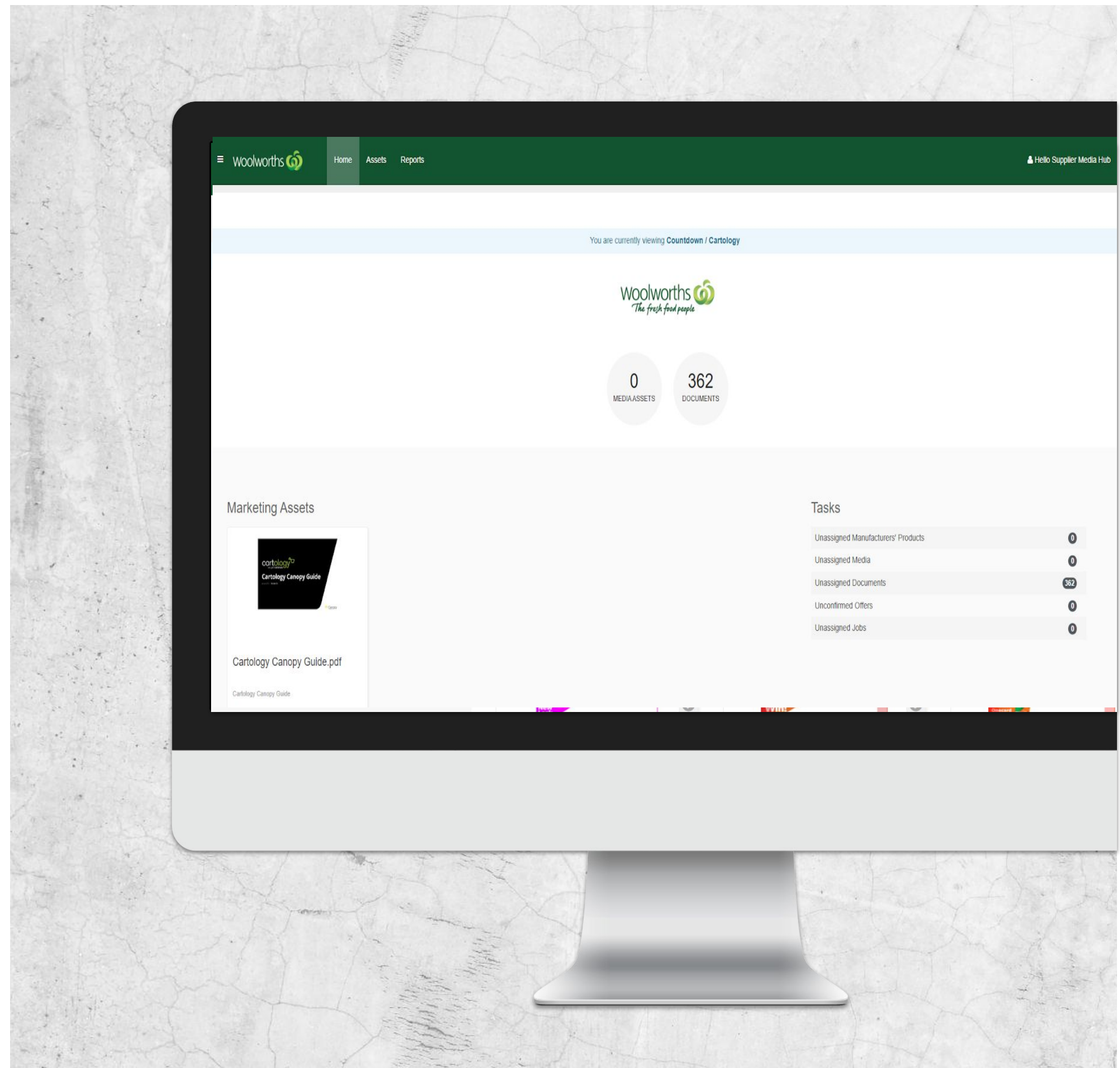
Artwork Process



Artwork Specifications

Lead Times

- Follow the templates, these must be used
 - Available at canopyapp.net with login ID: supplier1@woolworths.co.nz, PW: Cart#5u99lier
 - Spec sheets are available
 - Digital: JPEGs at 72 dpi resolution maintain dimensions from template
 - Print: Print-resolution PDFs with 10mm bleed and crop marks, as well as packaged open files.
 - Final art only.
-
- Due 6 weeks prior: Branded shop
 - Due 8 weeks prior: Mailer & eDM
 - Due 4 weeks prior: All other media assets



Thank you

