



2021 Supplier Guidelines

New

**Exclusively
at ASDA**

Merchant's Den Overview

The Merchant's Den programme is designed to support the launch of NPD in Asda and takes place once per trading quarter. Asda will support the NPD launch to drive awareness and sales through an impactful launch plan and internal engagement.

Working in collaboration with our suppliers, all successful NPD will receive a launch media package. The launch packages will be designed specifically to your brief, within the outlaid agreed investment. Each package unlocks exclusive assets and added value media.

How to be a part of the programme

- ✓ Complete the Merchant's Den Nominations form with your category execution team
- ✓ All nominations are internally reviewed and the strongest NPD proposals will progress to the pitching stage
- ✓ NPD nominated for the Exclusivity only packages (that meet the criteria) will automatically receive £ for £ matched investment (subject to number of weeks exclusivity)
- ✓ You will be invited to give a 10 minute pitch to a senior judging panel followed by Q&A
- ✓ NPD is short-listed post the pitching stage and you will be advised if your NPD nomination has been successful
- ✓ If successful a Launch Package will be agreed and confirmed for your NPD

In the Den...Come with your best pitch

This is the chance to really showcase your NPD and sell to the senior judging panel why your nomination should make it through to be an Asda Merchant's Den launch. All assets for creative must be available (i.e. product sample, packaging etc.) Although your pitch should deliver the key commercial, customer and operational messages it should also be packed with Asda personality and fun. There should be **no** animals involved within the pitch.

The Pitch:

You have 10 minutes to deliver an exciting and informative pitch which addresses:

- Product Overview
- What type of NEW is the product? i.e. New to Market / New to Brand / Social Agenda / Variant
- Target Customer
- Commercials
- Projected Performance [12wk Launch & Annual]
- Marketing & Media Campaign including media budget
- In Store execution & Timings
- What is Asda's Point of Difference / Exclusivity
- How will this gain Asda Market Share

| | Minimum Investment £ |
|------------------|----------------------|
| JMP Supplier | £200k |
| Non-JMP Supplier | £50k |

The Panel

Pitches will take place in front of our senior judging panel who's expertise cover Trading, Marketing/Customer Strategy and Retail Operations. Your trading and category execution teams may also be present in the audience.

What happens if you win?

- Nominations are invited to the pitch day
- There will be 5 winners chosen by the Dragons
- Each winning product receives:
 - ❑ A sponsorship package of £100k***
 - ❑ 20% Added Value on top of your investment
 - ❑ Exclusivity £ for £ if eligible (dependant on number of weeks, see next slide)
- Dragon's will support the launch of your product in terms of:
 - ❑ Space
 - ❑ In-run Branding
 - ❑ Exclusive assets
 - ❑ Store comms
 - ❑ Launch plans
 - ❑ Exclusivity £ for £ eligibility
- All other submissions from the pitch day are only eligible for Exclusivity £ for £ if they want to proceed with media plans, subject to number of weeks exclusivity (please see next slide)
- There will be no added value, sponsorship or unlocking of unique assets for unsuccessful pitches

***Sponsorship package media is exclusively chosen, planned and booked by the AMP team and is non-negotiable

Exclusivity Explained

| Exclusivity Period | 12 weeks | 8 weeks | 4 weeks |
|----------------------|-------------------------------|---------|---------|
| Exclusivity Package* | 100% | 67% | 33% |
| Space** | Incremental promotional space | | |

All NPD must be nominated through the Merchant's den process to qualify for the Exclusivity packages.

Exclusivity packages are not accompanied with a spend threshold, allowing all suppliers to deliver fantastic new launches with Asda regardless of budget i.e. Supplier X has a budget of £50k and is offering Asda 12 weeks exclusivity. In this example, the supplier will qualify for the 100% exclusivity package and Asda will match the investment £ for £.

If your product is successful in the Merchant's Den Pitch, you will receive 20% Added Value + £100k sponsorship package + Exclusivity package (if applicable).

Exclusivity Definition...

The product will be sold exclusively in an Asda store for the number of weeks specified. After this time, the product will then launch into the market i.e. Tesco, Boots, B&M etc.

- True innovation – Not proliferation/variant exclusives (Pack sizes, Flavours, Scents etc)
- Exclusive to Asda only and confirmed 4 – 12 weeks exclusivity

*Exclusivity Package media is exclusively chosen, planned and booked by the AMP team.

**Space – subject to commercial discussions with the trading team.

Added Value Media & Sponsorship Package

The added value media and sponsorship package will be planned to go live in-line with the same timings as the paid for media during the 12 weeks NEW period.

The added value media and sponsorship package will be chosen, planned and booked at the AMP team's discretion with the final plan being shared with the supplier. This is non negotiable.

All supplier investment, which is agreed at pitch, added value media and sponsorship package must be planned and spent within 12 weeks from the product launch date. This investment should be used to support the launch of this product only and not be split across other media campaigns.

Unique Merchant's Den Assets

- Car Park 48Sheet Special Build
- Digital 6Sheet Takeover
- Die-Cut Bollard Covers
- Die-Cut Security Covers
- Branded Car Park Banner*

