

ASDA MERCHANT'S — DEN —



SUPPLIER GUIDELINES 2023

WHAT IS IT?

The Merchant's Den programme is designed to support the launch of NPD in Asda and takes place once per trading quarter with the exception of Q4.

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.

BENEFITS

Increase market share

Better choice for the ASDA customers

A chance to pitch to our senior leadership panel

Sponsorship package*

Unique campaign assets

An invite to ASDA House to be part of our NEW quarterly atrium events, held exclusively for our winners. Show our head office colleagues how great your product is through product demo or taste sampling!
Please Note: You will need to supply your own stock.

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—DEN—



COME WITH YOUR BEST PITCH

Successful nominations are invited to the pitch day by the AMP.

This is the chance for suppliers to showcase their NPD and sell to the senior judging panel why their nominations should have an Asda Merchant's Den launch.

Although the pitch should deliver the key commercial, customer and operational messages it should also be packed with Asda personality and fun.

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
- . ATL & media campaign including budget
- . In-store execution & Timings
- . What is Asda's Point of Difference / Exclusivity
- . How will this gain Asda Market Share
- . Projected Performance (12wk Launch & Annual)

THE PANEL

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

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

WHAT HAPPENS IF YOU WIN?

A sponsorship package of £100k*
Exclusivity £ for £

Dragon's will support the launch of your product in terms of:

In run branding
Exclusive assets
Colleague comms package
Launch plans

If your pitch is unsuccessful you will need to work with your GIG AM to book your plan separately. In this instance, you will still need to alert the Merchants Den team to any request for exclusivity. This cannot be agreed directly with GIG as exclusivity is given at the discretion of the Merchant's Den team.

Feature space is subject to commercial discussions with the trading team, it is not included as part of this programme.



*The exclusivity 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

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SPONSORSHIP PACKAGE

*A Sponsorship Package of 100K!!

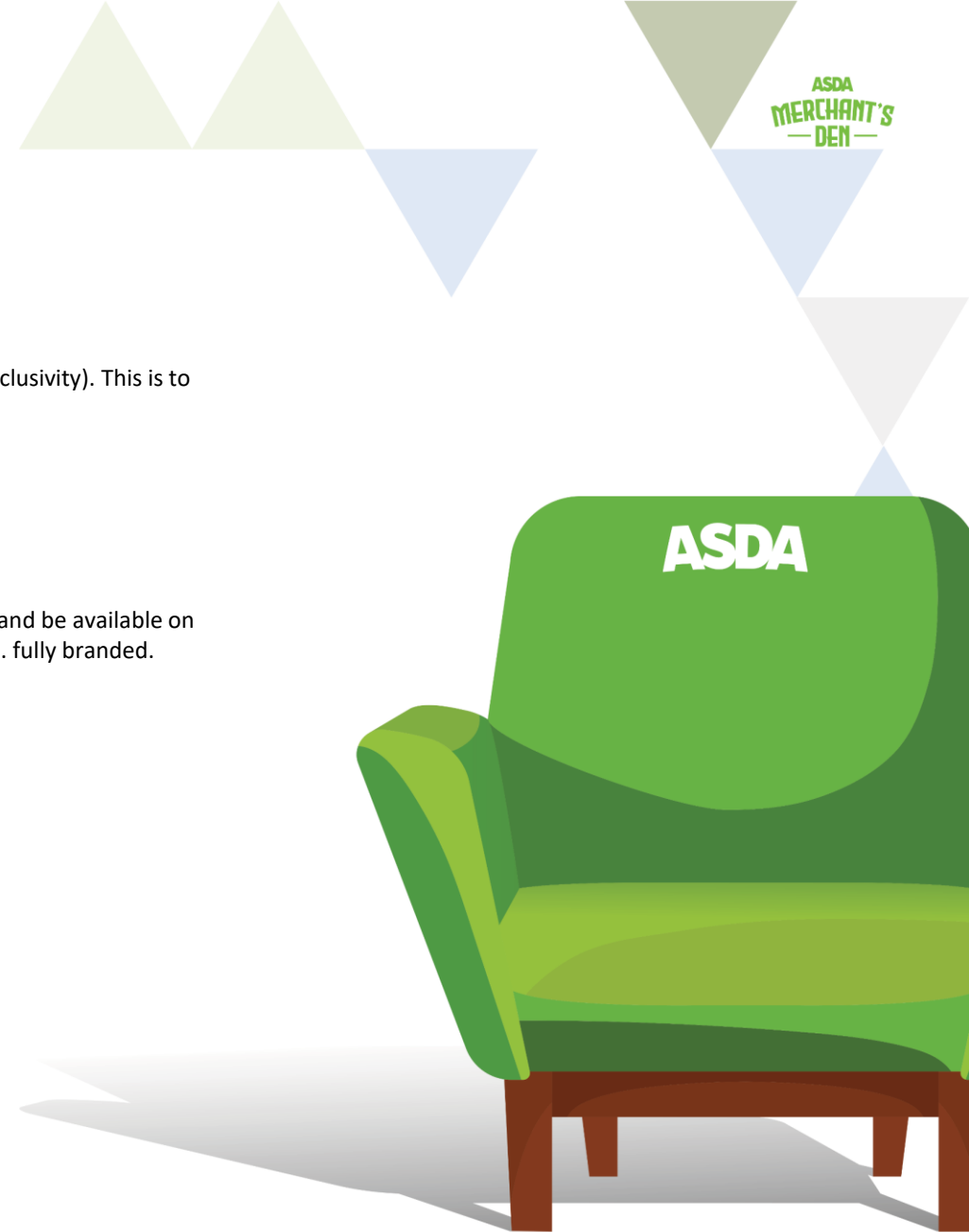
The full media budget needs to land within the first 12 weeks of the new product launch period (supplier investment, sponsorship and exclusivity). This is to ensure that the campaign has maximum impact, and the budget isn't diluted.

*The exclusivity 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.

The media plan will land two weeks after the product lands in store to allow time for range reviews and hours, for the product to bed in, and be available on GHS. No media will be planned outside of the 12 week window, and all media will be in 'New' template unless exceptional media rules i.e. fully branded.



*The exclusivity 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



EXCLUSIVITY EXPLAINED

Exclusivity Period	12 Weeks	8 Weeks	4 Weeks**
Exclusivity Package***	100%	67%	33%

Asda will match the investment £ for £ for a percentage per number of weeks that your product is exclusive with ASDA.

If your product is successful in the Merchant's Den Pitch, you will receive:
£100k sponsorship package + Exclusivity package.

Exclusivity is only redeemable through the Merchant's Den programme. If you do have exclusivity but can't meet the investment threshold of the Merchant's Den programme, then please speak to your GIG AM and they can request a separate exclusivity package from ASDA.

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.

**Product needs to be exclusive for a minimum of 4 weeks

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



HOW TO BE A PART OF THE PROGRAM

- . Complete the Merchant's Den Nominations form with your AMP Account Manager
- . Your product must be exclusive to ASDA for a minimum of 4 weeks.
- . All nominations will be internally reviewed & approved by trading, with the strongest NPD proposals progressing to the pitch day
- . You will be invited to give a 10 minute pitch to a senior judging panel followed by a 5 minute 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
- . Any Merchant's Den Investment for JMP suppliers needs to be incremental to the JMP agreement
- . No competitions to feature within the first 12 weeks of launch

WE LOOK FORWARD TO RECEIVING YOUR ENTRY!

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