



September Rollback

19 August – 15 September 2021

September Rollback



39%
of UK shoppers say having the lowest price is of highest importance to them when choosing products.¹

50% of UK households have been financially affected by the economic impact of Covid-19 and consumers are looking for ways to save money, more than ever before.² Shoppers are on the look out for great products at great prices and with the September Rollback event, we aim to deliver just that!

September has become a key time of year for households to focus on their finances, with many looking to cut back on their expenditure, after months of summer spending. ASDA's September Rollback event is the perfect opportunity for brands to reach out to money-saving shoppers who are actively seeking simple, cost-effective solutions to everyday living. Inspiring campaigns, combined with high profile price promotions could drive incremental sales for your brand during this period. Advertise your products in the Rollback event and make the most of this seasonal shopping moment.



The average family is trying to spend less, with each British household cutting back on £35 a week on average.³



Brits like to save money on everyday items and will even boast when they've bagged a bargain.⁴



of shoppers factor value for money into their choices when shopping at the supermarket.⁵



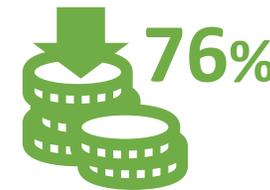
of consumers say they regularly look for opportunities to stock up on everyday items and save money.³



of shoppers are regular bulk buyers - with toilet paper, baked beans and soap among the items people are most likely to stock up on.³



of UK shoppers say that they will always be looking for ways to spend less money.⁴



of consumers regularly price check competitors, showing that price is a driving factor for shoppers when considering a purchase.⁵



of UK consumers go online for inspiration and to research items & prices before buying groceries.⁶



41% do research online first, then go to a store to make their purchase.⁶

September Rollback 2020



Suppliers involved in ASDA's 2020 September Rollback event, enjoyed notable sales uplifts. In-store and online performance saw positive ROI delivered across the 3 levels.



FEATURED LINES:

FEATURED BRANDS:

FEATURED PPGS:

FEATURED LINES:

FEATURED BRANDS:

FEATURED PPGS:

CAMPAIGN UPLIFT



£7m

CAMPAIGN UPLIFT

£10m

CAMPAIGN UPLIFT

£22m

CAMPAIGN UPLIFT



£1m

CAMPAIGN UPLIFT

£799k

CAMPAIGN UPLIFT

£2m

UPLIFT %



+41%

UPLIFT %

+8%

UPLIFT %

+8%

UPLIFT %



+31%

UPLIFT %

+2%

UPLIFT %

+3%

MEDIA ROI



£8.99

MEDIA ROI

£14.93

MEDIA ROI

£31.78

Supplier Opportunities

30%
discount when you align
your campaign with
ASDA holdout week
events.



In-store Media

All campaigns aligned to *September Rollback* will use the supplied toolkit for the following media formats:



Bollard Covers



Security Covers



Digital 6 Sheets



Gondola Ends



Shippers



POS Barkers



POS Bubbles



In-run Blinkers



ASDA Radio



Online Media

September Rollback roundel and creative template available to all participating suppliers for use on:



Leader-board Banners



Promo Banners



Dept Navigation Banner



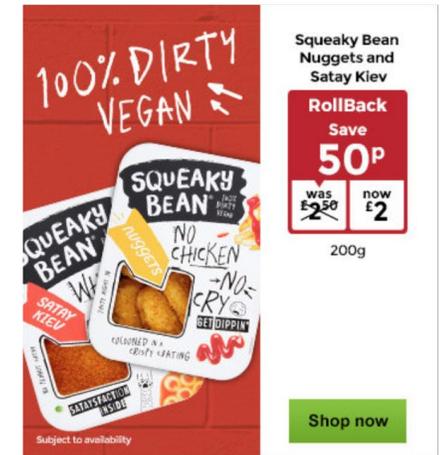
Category Navigation Banner



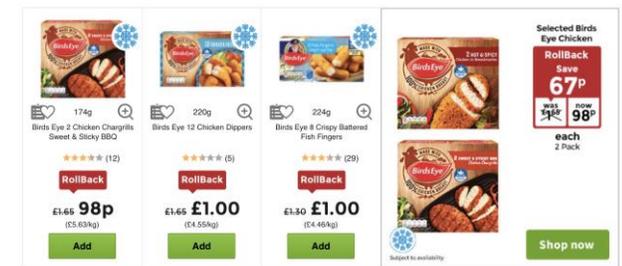
Inserts (PLA)



Social Media



We Think You'll Love



*Please note: these images are examples of previous event media - this year's creative may be subject to change

Key Information



Event

Live Dates:

19 August – 15 September

Hold Out Week:

02 – 08 September



Campaign Briefing

Deadline:

03 June



Campaign Booking

Deadline:

14 June



Contact:

Speak to your Account Manager to begin building your *September Rollback* campaign

Invest in September Rollback and...

Help ASDA households save money with great value products

Associate your brand with a key retail event

Inspire shoppers and drive incremental sales for your products

SAVING YOU MONEY EVERY DAY

Thank you