

Wake Up To Breakfast

04 February – 17 March 2021

Wake Up To Breakfast



58%
of people agree that breakfast is the most important meal of the day.¹



55%

of people eat breakfast at home each morning.³



49%

sometimes eat breakfast out of home or on the go.³

£11.6bn

value of the UK Breakfast market annually.⁵

Most popular breakfasts in the UK⁴:

- Full English breakfast
- Bacon sandwich
- Tea and toast
- Porridge
- Cereal
- Croissants and coffee
- Eggs on toast
- Fruit and natural yoghurt
- Scrambled egg and smoked salmon
- Eggs benedict
- Crumpets
- Bagel with cream cheese & salmon
- Cereal bar



say that a Full English is their favourite hot breakfast⁵, but only a quarter of us manage to find the time to prepare one.⁶



of breakfasts include cereals. This is likely to remain a popular choice – especially amongst families.⁷



of Brits drink coffee with Breakfast. Tea and fresh juices are also in the top 3 drink choices.²

Countless studies have shown that eating breakfast reduces the risk of health problems and helps us perform better throughout the day. However, as many as 20% of Brits skip breakfast - some say it doesn't fit into their diet and others say that it's due to a busy schedule.²

Time-pressed consumers are fuelling the market for on-the-go options. Products that tick the health and convenience boxes are booming but there's still plenty of love for a full English and home cooked breakfasts – especially on the weekends!

The breakfast occasion is expanding, taking place at any time from early morning up until lunch and anywhere from home, at the office or on the go. *Wake Up To Breakfast* presents an opportunity for brands to drive incremental sales for their products by reaching out to ASDA shoppers who are looking for breakfast inspiration and ideas as they shop.

2 million



people in the UK have a food allergy or intolerance, so there is a high demand for free-from foods.⁸

1/3



of people believe that free-from products are healthier for them so will choose them over their conventional counterparts.⁹

Key trends



Healthy Living

With rising health concerns, shoppers want to ensure that the food they feed themselves and their families is healthy and nutritious. Consumers are looking for foods that they can eat as part of a healthy, balanced lifestyle - with high protein and high fibre content being key priorities.¹ The ability to help people enjoy authentic yet guilt-free eating not only can lead to greater sales, but increased loyalty as shoppers learn to trust brands that match great taste with a superior nutritional profile.²

72% of shoppers in the UK are buying healthier food – with less salt, sugar, fat or calories.³

88% of consumers are willing to pay more for healthier foods.⁴



96% of shoppers buy cereal on every grocery run.⁵ While lightly sweetened cereal remains consumers' most popular choice, rising health awareness is accelerating market growth for healthy products.⁶



Convenience

Over the last decade there has been a 15% rise in the amount of people working over 48 hours a week.⁷ As consumers lives become increasingly busy, the demand for convenience foods has also risen. Focus on portability is a must – due to the ever-increasing pace of life and changing consumer habits. With so many eating breakfast on the run it is important to offer a variety of 'grab and go' options so that they have a choice that suits their lifestyle and dietary needs.

1/5 25 to 34-year-olds eat breakfast on the go every day and half will do so at least once a week. That figure falls to just 6% of 65-plus consumer.⁸

45% of on-the-go breakfast purchases are cereal bars – followed closely by fruit, breakfast biscuits, pastries and breakfast drinks – all popular items with the convenience shopper.¹



Bakery products are increasingly popular in the breakfast market. A filling and tasty breakfast choice, they can be enjoyed on the spot or picked up and taken away to eat on the go.¹⁰



Energy Boosting

According to the latest nutritional research, we should all be aiming to consume around 15–25% of our daily energy intake at breakfast,¹¹ – so it's important that consumers get the boost they need on a morning. Not all of us are morning people and some of us need an extra kick to get us going at the start of the day – whether it be a caffeine boosting drink or a filling snack or meal to fuel us and give us the energy we need to keep going until lunchtime.

49% of people say that feeling energised is a high priority for them when choosing what to eat for breakfast, with 19% wanting something that improves their concentration.¹

56% of adults are interested in eating more superfoods and high-protein foods to boost energy and improve their general health.¹²



Reliant on the caffeine spike a morning brew offers to face the day ahead, **the UK's coffee consumption has soared to 95m cups a day** in recent years. **Tea still appears to be the most popular British drink, with 165m cups being consumed each day.**¹³

Wake Up To Breakfast 2020

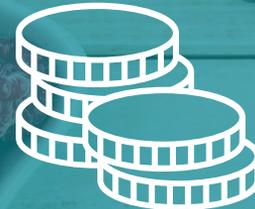
Suppliers involved in the ASDA Wake Up to Breakfast Event 2020, enjoyed a notable sales uplift as a result of the media they booked.



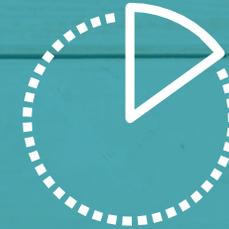
+47%
sales uplift on
featured products



£488k
total media spend
for the event



£966k
in incremental
sales



+1.4ppt
category share
gain



+91%
uplift in online
cart additions

Instore

The event achieved a 47% uplift across featured lines

Media had a positive effect on purchasing, with featured PPG Sales seeing a +10% uplift

Featured lines increased share from 4.4% pre, to 5.8% during the campaign.

Online

The event period saw cart additions increase by +91%...

...equating to an extra 40k items in shoppers' baskets

Page views increased by +21% for Featured Products

Supplier Opportunities

Wake Up to Breakfast Brand Zone

Campaign Header & Logo – fully event branded.
No opportunity for supplier branding / sponsorship

Section Navigation: Anchor links to each of the 4 Section Headers listed on the page. *No opportunity for supplier branding / sponsorship*

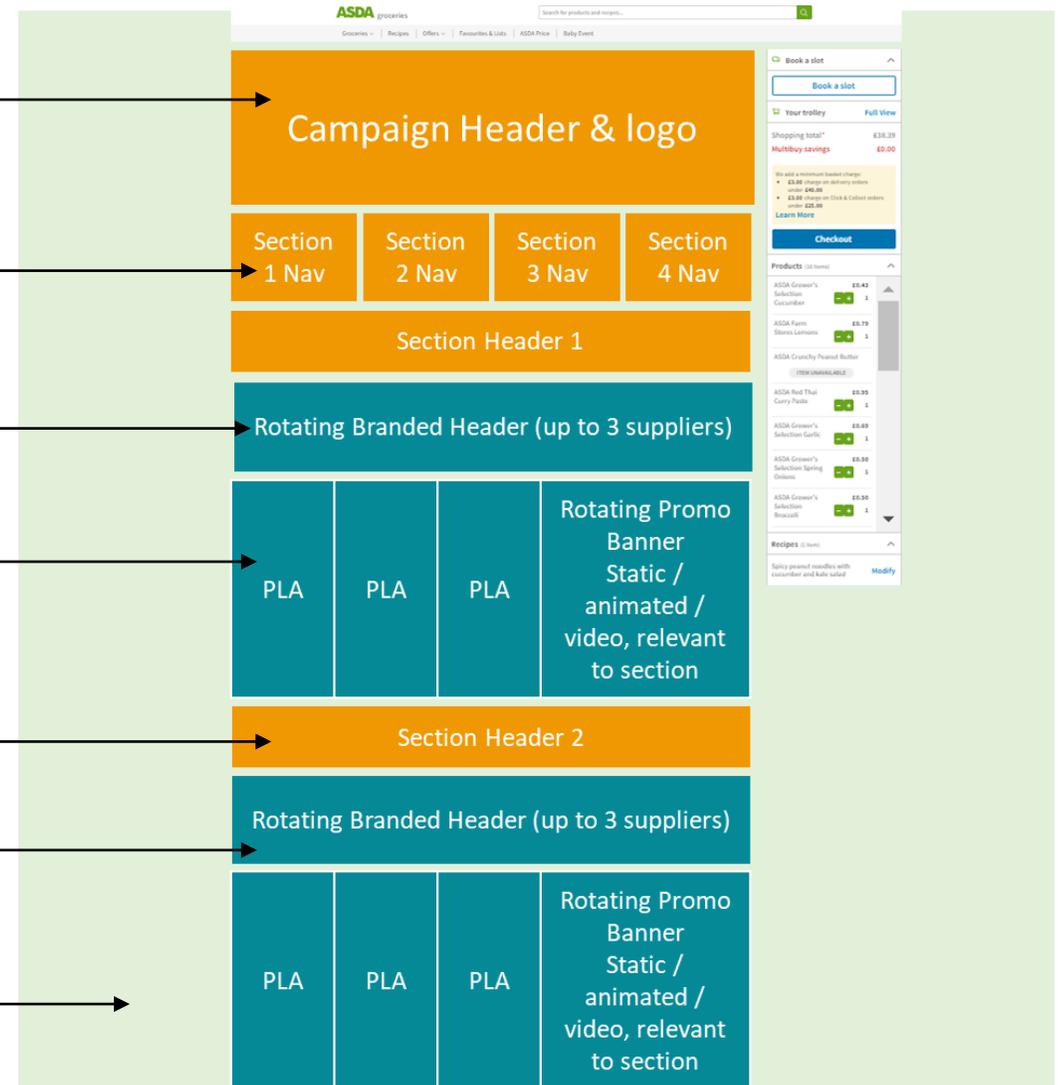
Rotating Header Banner: This will be allocated by category to 3 suppliers in each section. **NOT AVAILABLE TO PURCHASE**

Product Listing Ads: Includes pack shot & price

Section Headers: Fully event branded. *Busy Everyday Breakfasts, Weekend Breakfast, Best For Brunch, Snacking.*
No opportunity for supplier branding / sponsorship.

Rotating Promo Banner: This will be allocated by category to 3 suppliers in each section. **NOT AVAILABLE TO PURCHASE**

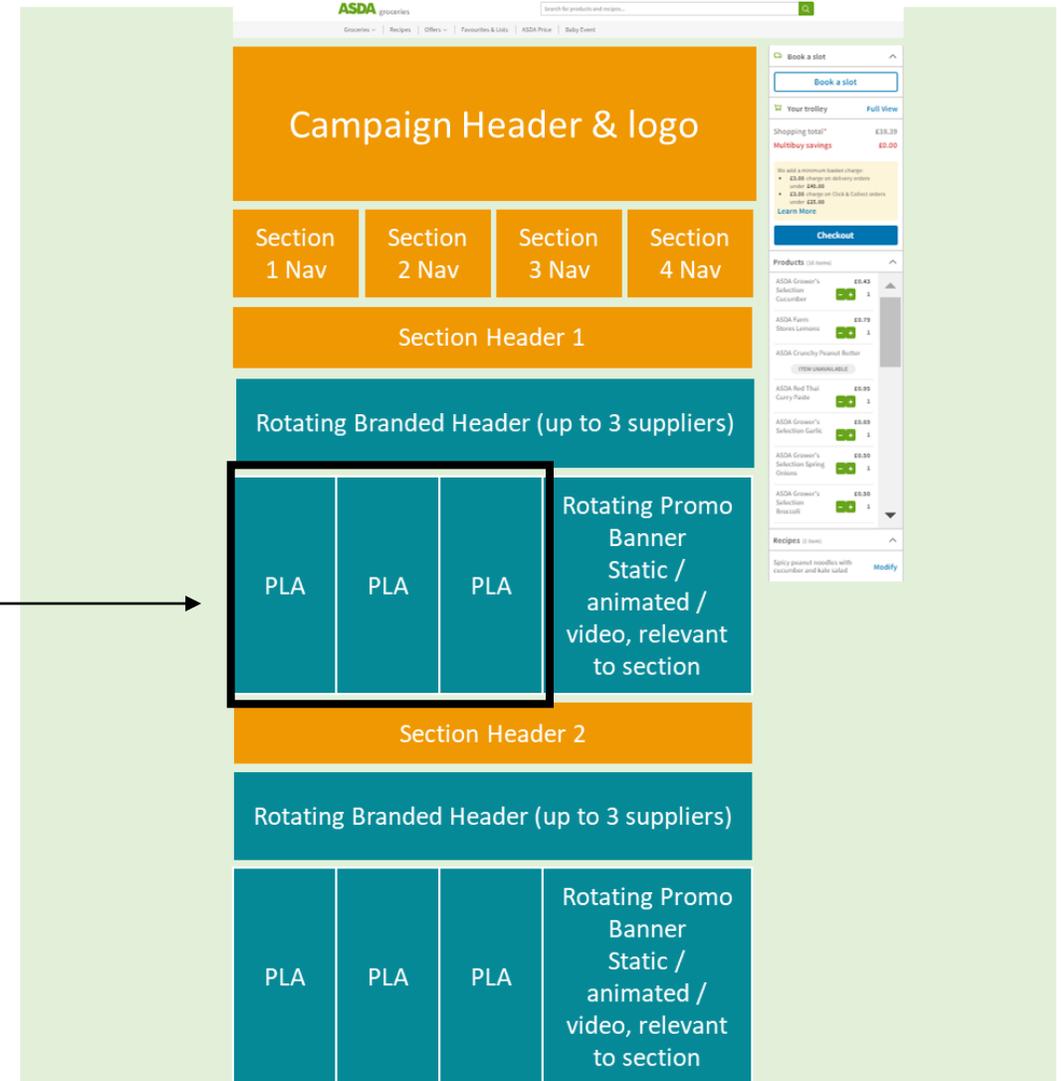
Page Skin: Fully event branded. *No opportunity for supplier branding or sponsorship*



Supplier Opportunities

The **Wake Up to Breakfast Brand Zone** will be the heart of the campaign, providing recipe-based inspiration for shoppers.

Cost:	Included:
£15k	3 x Product Listing Ads
	Taxonomy Signposting



NB: Please note that additional traffic drivers must be bought to support your Brand Zone booking.

Supplier Opportunities

The following additional media is available to suppliers taking part in the **Wake Up to Breakfast** event. **Wake Up To Breakfast** roundel and creative template will be made available for use on:



In-store Media



Bollard Covers



Security Covers



Digital 6 Sheets



Gondola Ends



POS Barkers



POS Bubbles



ASDA Radio



**Examples only – this year's creative may vary.*



Online Media



Leader-board Banners



Promo Banners



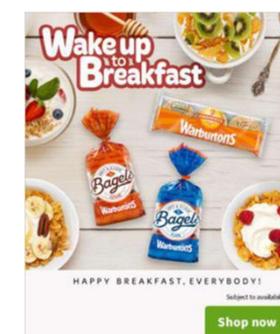
Department Nav Banner



Category Nav Banner



Social Media



**Examples only – this year's creative may vary.*

Key Information



Event

Live Dates:

04 February – 17 March



Campaign Briefing

Deadline:

05 November



Campaign Booking

Deadline:

08 December



Artwork/Assets

Deadline:

15 December



Contact:

Speak to your Account Manager to begin building your *Wake Up To Breakfast* campaign

Invest in Wake Up To Breakfast and...

Inspire ASDA households with breakfast ideas for the whole family

Associate your brand with a key retail event

Inspire shoppers and drive incremental sales for your products



Thank you