



Household & Pet – April Savings

Seasonal aisle event: **05 – 25 April**

In-run event: **15 April – 12 May**

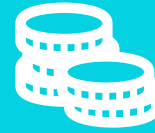
April Savings

4 in 5

Brits say that they like to save money on everyday essentials.¹

Covid-19 has had a huge impact on how consumers shop and what they buy. With rising health and hygiene concerns, the desire to get rid of bacteria and dirt is increasing - driving growth in the household cleaning market.¹ In addition to this, 2020 saw a 78% increase in people registering new pets throughout lockdown, and with more households owning pets than ever before, the industry is booming!²

With the economic impact of Covid-19 consumers are now, more than ever, looking for ways to save money³ - they are on the look out for great products at great prices. This 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.



50%

of UK households have been financially affected by the economic impact of Covid-19.³



-£35

The average family is trying to spend less, with each British household cutting back on £35 a week on average.⁴



84%

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

*No.1

purchase influencer

Quality

61%



77%

of UK households Spring Clean every year⁵ - with rising hygiene concerns, it's likely that this will increase.

*No.2

purchase influencer

Value

54%



£148

per household is spent each year on cleaning products⁶ - 77% of which are purchased in Supermarkets.⁷

*No.3

purchase influencer

Promotion

37%



£95

the average amount pet owners spend each month⁸ - discounts in the pet aisle could appeal to those looking to save.

Supplier Opportunities

The April Savings Event will take place instore and on ASDA.com - reaching both ASDA's in-store and online shoppers. Event roundel and creative template will be made available for use on the following media:



In-store Media



Bollard Covers



Security Covers



Digital 6 Sheets



Gondola Ends



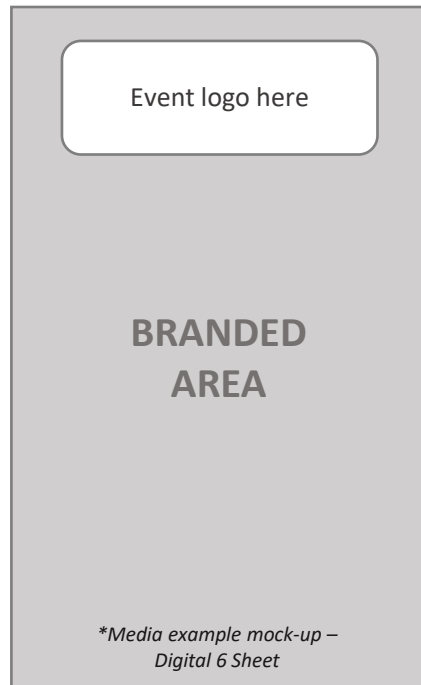
POS Barkers



POS Bubbles



ASDA Radio



Online Media



Leader-board Banners



Promo Banners



Department Nav Banner



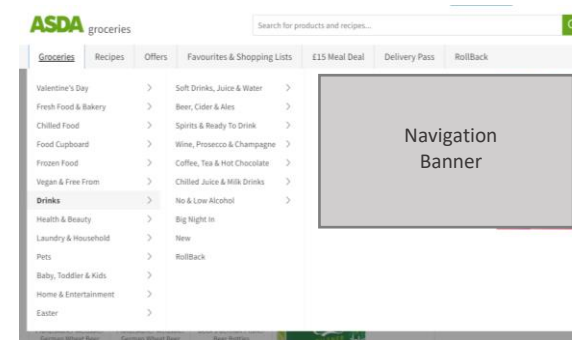
Category Nav Banner



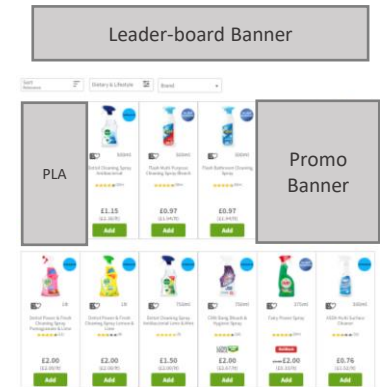
Product Listing Ads



Social Media



*Media example mock-ups only



Key Information



Event Live Dates:

Seasonal aisle event: **05 – 25 April**
In-run event: **15 April – 12 May**



Briefing Deadline:

16 January



Booking Deadline:

27 February



Contact:

Speak to your Account Manager to begin building your *April Savings* campaign

Invest in Spring Savings and...

Inspire ASDA households looking to save money on everyday essentials

Associate your brand with a key seasonal consumer trend

Engage with shoppers and drive incremental sales for your products

A collage of various cleaning supplies including sponges, brushes, gloves, and spray bottles. The items are arranged around a central white banner. The sponges are in shades of blue, pink, yellow, green, and red. The brushes have green handles and white bristles. The gloves are pink. The spray bottles are green and yellow.

Thank you