



Big Night In

04 – 24 October 2021

Big Night In



53%

of Brits would rather socialise at home than go elsewhere.¹

Even before Covid-19, the *Big Night In* had become rather popular and over the past few years, more consumers were choosing to socialise at home, rather than going out. This was driven by the rise of on-demand TV & Film streaming services and the increase in consumers looking money-saving options. 84% of Brits say that they are always looking for ways to spend less money and one way they are doing this is by opting to stay home.²

Staying in is something we have all become even more accustomed to in the past year, with the coronavirus pandemic fueling the growth of the stay-at-home economy. With more than 70% of people admitting they don't yet feel comfortable resuming all their "normal" out-of-home activities,³ it's likely that the trend for staying in will continue for the foreseeable.

As consumers prepare to settle in for the night, whether it be to cook dinner for family and friends or settling down for a movie night, consumers will be looking for food and beverages to enjoy together. *Big Night In* presents a huge opportunity for brands to reach out to the 'staying-in' audience and inspire them with their products.

Most popular things people do when having a night in at home:¹



Watch TV (27%)
Light candles or incense (19%)
Eat home-cooked food (19%)
Get comfy under a blanket (15%)

27%

of Brits say they are now spending more quality time with their family/friends as a result of the COVID-19 outbreak.⁴

63%

of Brits prefer to stay at home & watch a film rather than go out to the cinema.⁵

1 in 7

Brits like to enjoy a drink or two at home.⁶

£530k

average annual spend per UK household on convenience foods and ready meals.⁷



Heartwarming British dishes remain a popular choice for a cosy night in during the colder months, whilst convenience foods such as pizza, ready meals, snack foods and confectionary prove popular options for movie night - as consumers want to spend minimal time in the kitchen.⁸

6/10

meals consumed in British homes are eaten in front of the television.⁹

+11.7%

Thanks to the staying in crowd, the Big Night In snacking category is experiencing double-digit growth YoY.¹⁰



90%

of consumers want to try something new when sharing foods with others.¹¹

Supplier Opportunities

In-store Media

All campaigns aligned to *Big Night In* will use the supplied toolkit for the following media formats:



Bollard Covers



Security Covers



Digital 6 Sheets



Event Gondola End



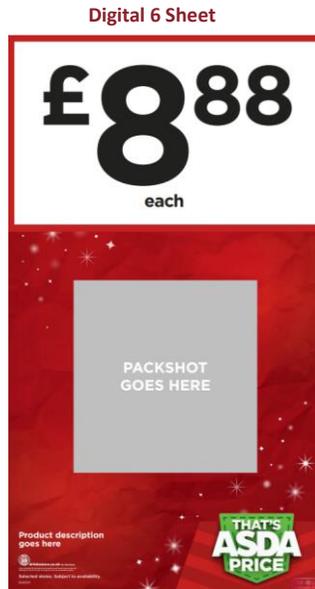
POS Barkers



POS Bubbles



ASDA Radio



Online Media

Big Night In roundel and creative template available to all participating suppliers for use on:



Leader-board Banners



Promo Banners



Department Navigation Banner



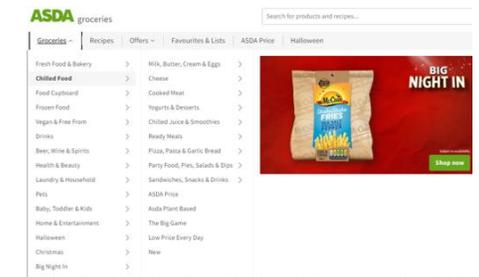
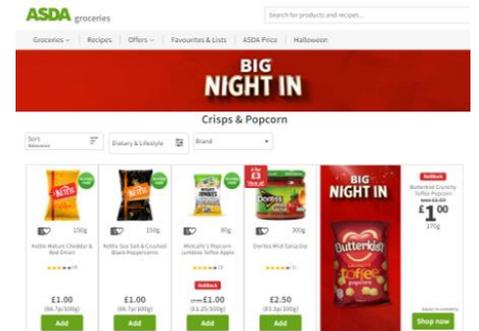
Category Navigation Banner



Inserts (PLA)



Social Media



*Please note these images are examples only - this year's creative may be subject to change

Key Information



Event Live Dates:

04 – 24 October



Booking Deadline:

31 August



Artwork/Briefing Deadline:

01 September



Contact:

Speak to your Account Manager to begin building your *Big Night In* campaign

Invest in Big Night In and...

Inspire ASDA shoppers with solutions for their cosy nights at home

Associate your brand with the growing 'big night in' trend

Inspire shoppers and drive incremental sales for your products



Thank you