



Father's Day

29 May – 20 June 2021

Father's Day

Sunday 20 June

75%
of men in the UK
celebrate Father's
Day.¹



Last year, almost half of the UK (45%) weren't able to see their Dads on Father's Day.³ It's expected that this year, people will want to make more of an effort than ever to make up for it.

Typically, dads are showered with cards and presents on Father's Day, as a thank you for all they do, and some households celebrate by sharing a meal together. From socks and ties to chocolates and Dad's favourite tipples, Britons present their paternal figures with an array of gifts on Father's Day – creating opportunity for numerous categories to get involved.

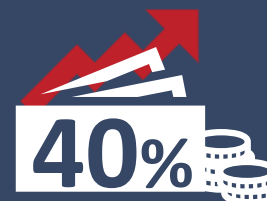


834m

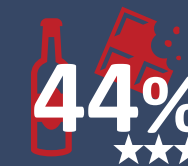
average retail value of
Father's Day annually.²



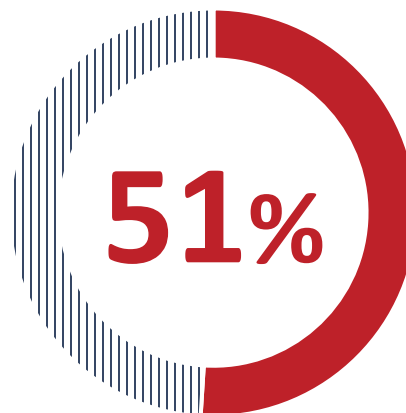
average spend
per person on
Father's Day
in 2020.³



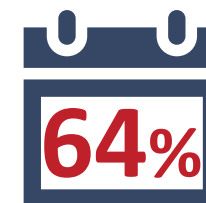
plan to spend more this
year to make up for last
year – as many spent less in
2020 due to COVID-19.²



will buy luxurious,
expensive food and
drinks to celebrate the
special occasion.⁴



51%
of shoppers look for
Father's Day inspiration
whilst shopping in the
Supermarket.²



64%
of shoppers plan in advance
what they are going to buy for
Father's Day.⁵



11%
leave Father's Day purchases
until last minute, shopping
more impulsively.⁵



60%
of shoppers are going online
for Father's Day inspiration
and gift purchases.⁴


Supplier Opportunities

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



In-store Media

All campaigns aligned to *Father's Day* will use the supplied toolkit for the following media formats:

 Bollard Covers

 Security Covers

 Digital 6 Sheets

 Gondola Ends

 Shippers

 POS Barkers*

 POS Bubbles*

 ASDA Radio





Online Media

Father's Day roundel and creative template available to all participating suppliers for use on:

 Leader-board Banners

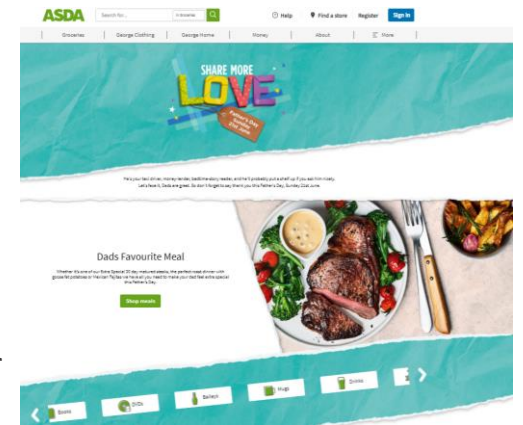
 Promo Banners

 Dept Navigation Banner

 Category Navigation Banner

 Inserts (PLA)

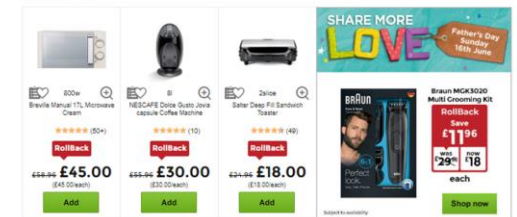
 Social Media



Electronics & Appliances



Top offers...



*POS Barkers & Bubbles are subject to approval. **Please note: these images are examples of previous years' media - this year's creative may be subject to change

Key Information



Event Live Dates:

In-store: 29 May – 18 June
Online: 31 May – 20 June

Hold Out Week:

10 – 16 June



**Campaign Briefing
Deadline:**
12 March



**Campaign Booking
Deadline:**
23 April



Contact:
Speak to your Account
Manager to begin
building your *Father's
Day* campaign

Invest in Father's Day and...

Inspire ASDA households
looking to treat their
loved ones.

Associate your brand
with a key retail event

for
Daddy

Inspire shoppers and
drive incremental sales
for your products



DADDY

Thank you