



Sustainability

15 April – 12 May 2021

Sustainability

80%

of consumers say that sustainability is important to them.¹



People are becoming far more environmentally aware, with consumer trends including the rise in veganism and increasing activism on plastic packaging – more shoppers than ever are now looking for sustainable and eco-friendly products.

The rise in popularity could also be linked to consumers becoming more aware of the ingredients in cleaning products and their concerns over the effects some chemicals may have on their health and the planet. Shoppers want to ensure that the products they choose to use are safe for both their families and the environment.

Sources: ¹IBM – 2020 Consumers Driving Change ²FMCG, 2019 ³Novozymes - demand for greener products, 2020



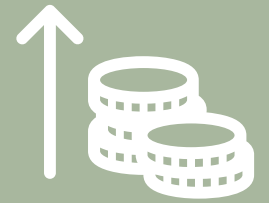
57%

of consumers are willing to change their purchasing habits to help reduce negative environmental impact.¹



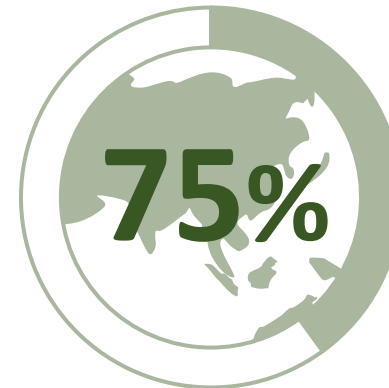
77%

of consumers say it's important that brands are sustainable and environmentally responsible.¹



70%

are willing to pay more for brands that support recycling, practice sustainability, and/or are environmentally responsible.¹



of UK shoppers want to be able to find sustainable and ethical products at the supermarket.²



40% of adults are interested in household brands that are more environmentally friendly.³



Consumers are increasingly using their phones to look up product information whilst shopping in store - deciding on products based on researching ingredients. This increase in education naturally leads to a move towards greener products.³

Supplier Opportunities

The Sustainability Event will take place on ASDA.com with a Brand Zone featuring participating brands/products.



Event Landing Page

Section Navigation

Navigates shoppers to each of the 3 section landing pages:

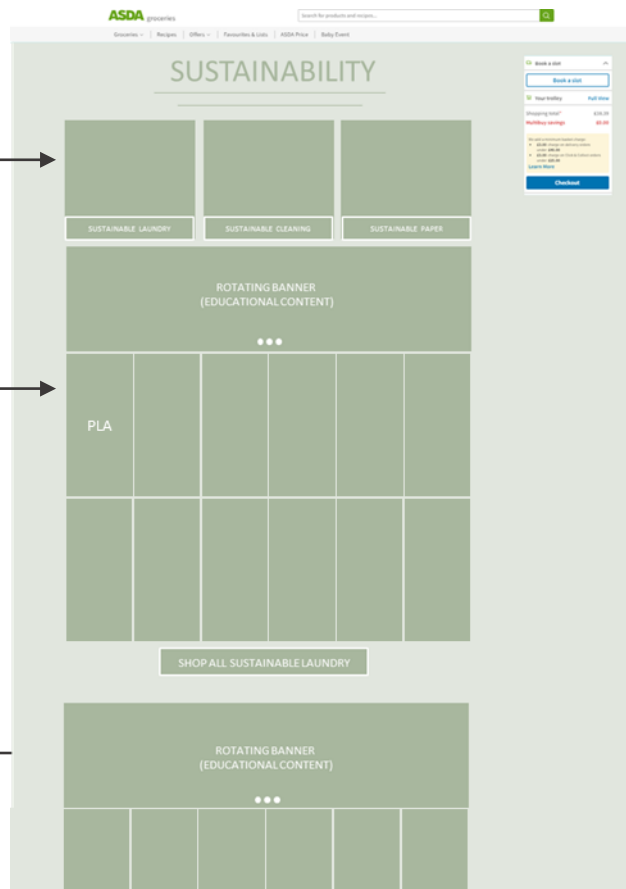
- Sustainable Laundry
- Sustainable Cleaning
- Sustainable Paper

Product Listing Ads

Includes pack shot & price

Section Headers:

Fully event branded with educational content.



Key:



Available to book



Not available for supplier branding or sponsorship



Section Landing Page

Rotating Header Banner

3 rotations – one will be event branded. Opportunity for 2 suppliers to add branding within their section.

Sub-section navigation

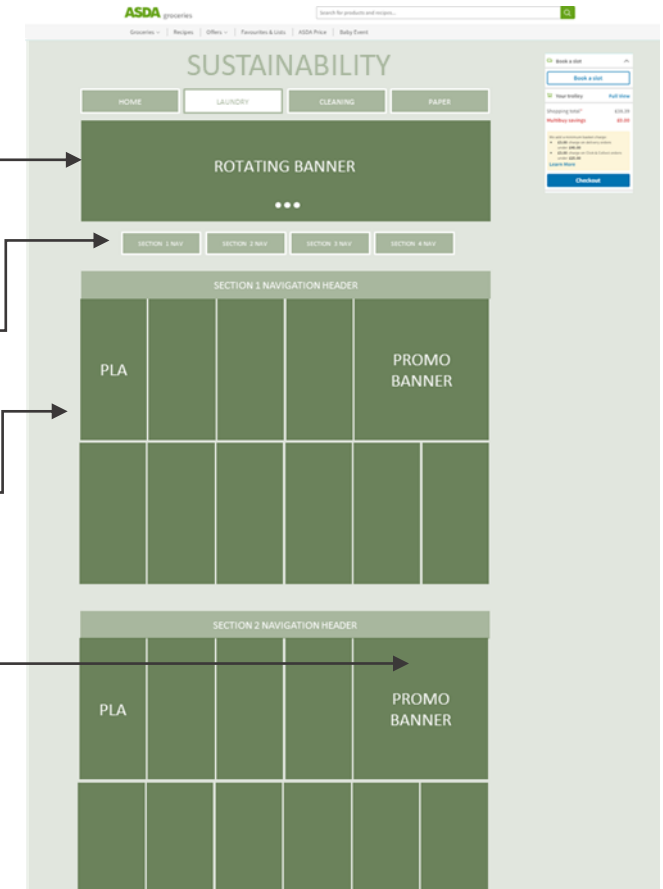
Anchor links to each of the sub-sections listed on the section page.

Product Listing Ads

Includes pack shot & price

Promo Banner

3 rotations – available for up to 3 suppliers per sub-section. Opportunity to gain premium standout with a fully branded promotion.



Supplier Opportunities

Brand Zone entry cost:	Includes:
£5k	3 x Product Listing Ads
	Taxonomy Signposting:
	Link builder Featured Logo

NB: Please note that traffic drivers should be bought to support your Brand Zone booking. Recommended £15k per month.

Optional Ad-Ons:	
Section Page Header Banner (only 2 available per section page)	£1,500
Promo Banner (only 3 available per sub-section within the section landing pages)	£500
Additional Product Listing Ad	£900 per SKU



Supporting Digital Media

Event roundel and creative template will be made available for use on the following driving media:



Leader-board Banners



Category Nav Banner



Promo Banners



Product Listing Ads



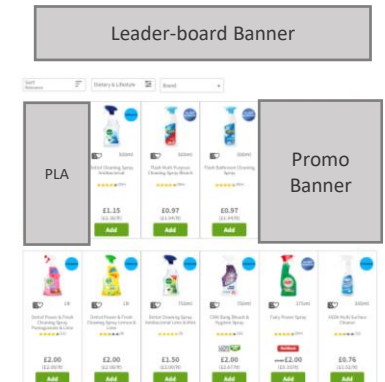
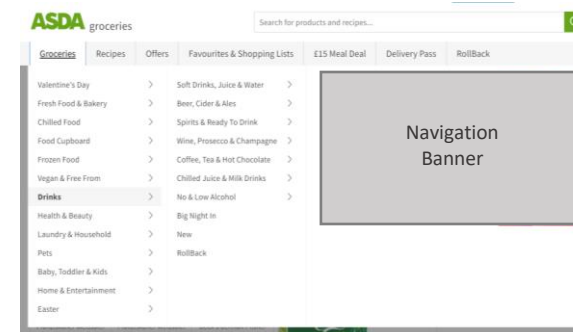
Department Nav Banner



Social Media



ASDA Radio



*Media examples - mock-ups only

Key Information



Event Live Dates:

15 April – 12 May 2021



Campaign Briefing Deadline:

10 February



Campaign Booking Deadline:

03 March



Contact:

Speak to your Account
Manager to begin
building your
Sustainability campaign

Invest in Sustainability and...

Provide ASDA's eco-
conscious shoppers with
sustainable product ranges

Associate your brand
with sustainability and
key consumer trends

Inspire shoppers and
drive incremental sales
for your products



Thank you