



We are Quantum.

Retail Safari

Issue No.7

Welcome

To the 7th instalment of the Quantum Retail Safari!

If this is your first time receiving this, we've created this to be an ear to the ground for all the exciting work going on in-store for FMCG brands. If you have been lucky enough to see the previous instalments, we hope you find this issue just as helpful, informative and inspiring.

Please feel free to share this with any of your friends and colleagues and do keep us posted if you have anything going on in-store or in bar you'd like us to feature in our next safari.

If you need help delivering winning activations in-store or in venues for your brand, [make sure to get in touch with us today.](#)



All the Fun of the Season

Seasonal Retail Activations

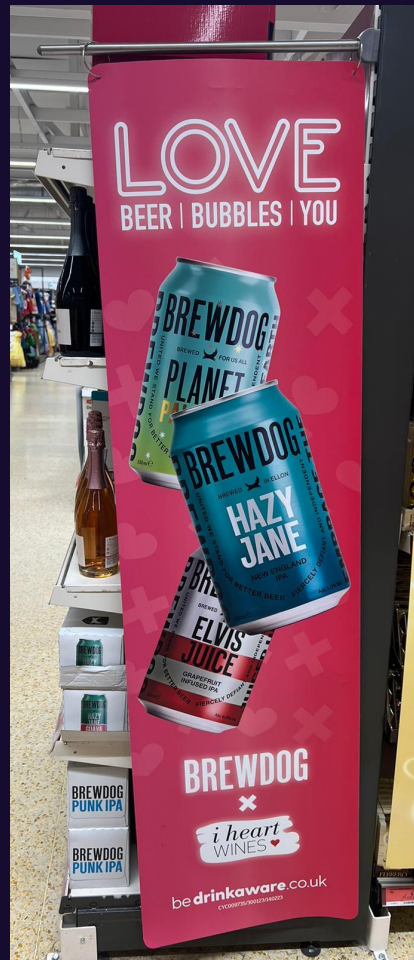
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Sainsbury's

BrewDog x i heart Wines

Appeasing lovers of both beer and wine, this power couple teamed up in an unexpected Valentine's Day collaboration aimed at couples who can't agree on their tipple for their romantic night in.



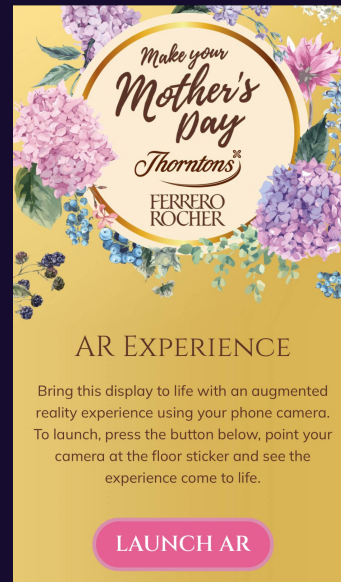
Sainsbury's

Thorntons & Ferrero Rocher

Ferrero Rocher and Thorntons team up for Mother's Day to deliver a standout retail display, showcasing their collection of premium chocolate gifts and immersing consumers in a unique phygital experience.

Each promotional pack of chocolate contains a QR code where consumers can bring the display or other events to life with an augmented reality experience using their phone camera!

But they don't stop there. Within the microsite, consumers can also enter their online competition to be in with a chance to win fresh flowers for their mums!



Sainsbury's Baileys

With the overarching message of 'Give them the Baileys Treatment this Mother's Day', Baileys uses these stunning front of store displays that span across the top and bottom of the unit to champion both their classic and chocolate flavours.

Nestled within the shelves, are unique recipe boxes showing consumers how to use their products to create an array of sweet treats, like crème brûlée.



Sainsbury's

Cadbury

Cadbury delivers a number of eye catching displays throughout Sainsbury's in an effort to cut through the vast array of Easter themed chocolates on offer.



Sainsbury's

Lindt

Lindt Gold Bunnies are a staple of the Easter chocolate portfolio, and we look forward to picking one or two (or three) up every year.

To accompany their leafy, money-green display, spanning across the top and bottom of the shelves, Lindt are giving chocolate lovers the chance to find a £5,000 token in one of 10 bunnies hidden across the UK!



Sainsbury's

Guinness

On 7 December 2018, Guinness was announced as the Six Nations Championship new title sponsor, with the competition to be named the Guinness Six Nations from 2019 to 2024.

In celebration of the Six Nations tournament, Guinness deploys this awesome cardboard stand out display that seemingly towers above all other ales and beers, solidifying that they are THE chosen alcoholic and low-alc beverage when enjoying the rugby.



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The Joy of Giving

Gift With Purchase

Tesco Guinness

Back at it again with the Guinness! The famous Irish stout have launched their brand new nitrosurge device that uses ultrasonic technology to create the iconic two-part pour seen in pubs and bars that everyone knows and loves.

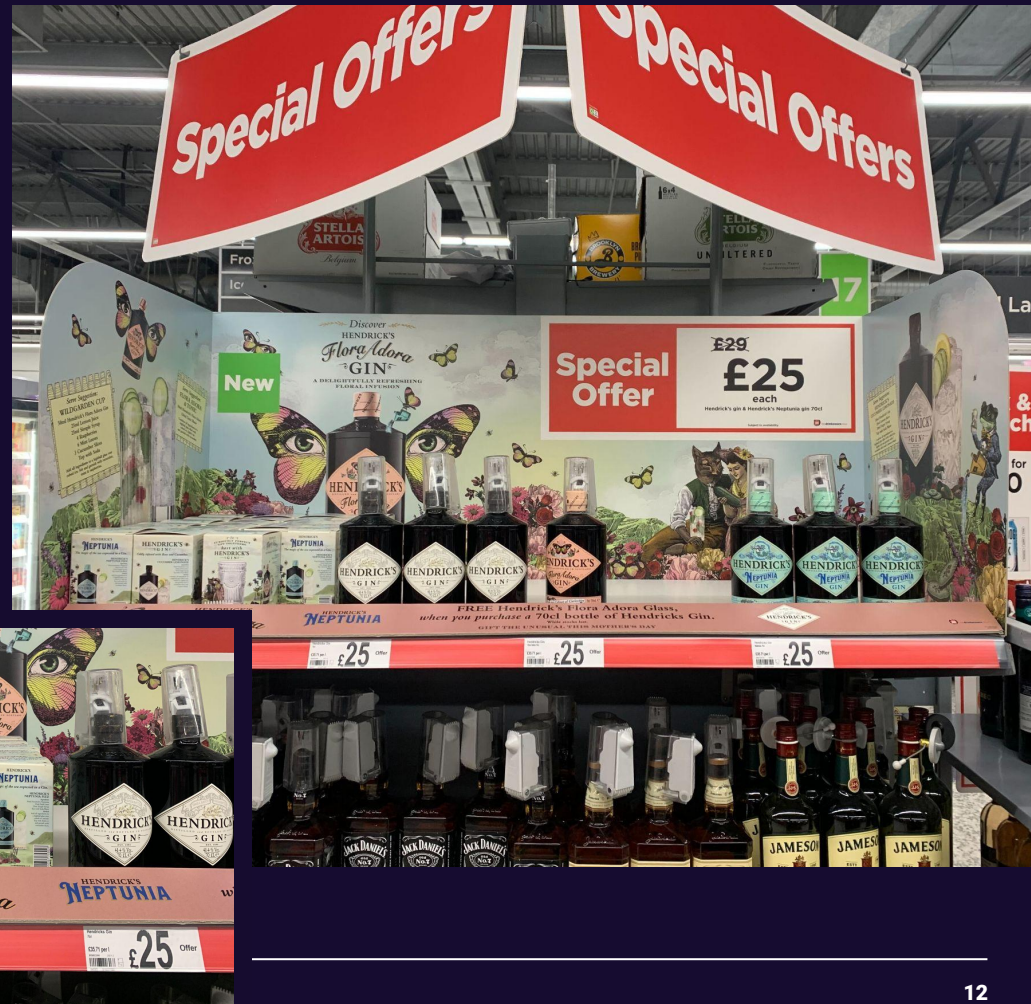
Paired with the nitrosurge, are cans designed for exclusive use with the device. The fixtures shown here bring both elements together to help consumers 'bring home the perfect pour.'



Asda Hendrick's

As part of their Flora Adora campaign and the launch of their limited edition line of floral and herbaceous gins, Hendrick's are offering a free Flora Adora Glass when you purchase a 70cl bottle of Hendrick's Gin.

These glasses are designed to inspire consumers to create their favourite gin cocktails at home as the warmer months approach.



Asda

Brooklyn Brewery Lager

Staying true to their roots as a Brooklyn born beer and naturally, fans of Major League Baseball, Brooklyn Brewery are offering a free baseball cap with every 12 pack of Brooklyn Lager.



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In It to Win It

On-Packs and Chances to Win



Tesco

19 Crimes

19 Crimes honours those, beginning in 1788, who were transported to Australia for a life of hard labour, having been convicted of at least one of 19 Crimes. 18 of these crimes are printed on the corks that seal the bottles; but the 19th crime has forever been rogue.

19 Crimes are challenging consumers to purchase a bottle to find the infamous 19th crime for a chance to win a share of £100,000.



Asda

Monster Energy

In collaboration with world champion F1 driver, Lewis Hamilton, Monster Energy have deployed these epic front of store displays to support the launch of their new zero sugar beverage.

Each 4 pack of Lewis Hamilton Zero Sugar Monster offers the chance to win a trip for 2 to the UAE and meet up with Lewis Hamilton as part of an Ultimate Desert Adventure.



Co-op Relentless

On the theme of energy drinks, Relentless are offering the chance to win one of three pairs of tickets to Hangout Festival with any purchase of Relentless Original or Relentless Raspberry.

Relentless also uses this fixture opportunity to boast their £1 price point.



Tesco

Brooklyn Brewery Lager

Brooklyn Lager uses their striking yellow branding to create these standout fixtures, highlighting their roots in Brooklyn by offering the chance to win an all expenses paid trip to the neighbourhood and their brewery with every purchase of a 12 pack.



Asda

Walkers

Walkers are offering budding crisp eaters £250 every hour with the purchase of a six pack.

Simultaneously, Walkers are also continuing to run their hit on-pack Valentine's Day promotion, where they're offering £100,000 to one lucky winner who finds the best heart shaped crisp in one of their packets.



Sainsbury's Campo Viejo

Staying true to their proud Spanish roots, Campo Viejo are offering the chance to win a range of Spain inspired prizes, including 1,000 paella cookery kits and the grand prize of a £10,000 Spanish holiday.



Sainsbury's Conker Spirit

Here's one very close to home, literally! Established in 2014 as Dorset's first gin distillery, Conker Spirit and their award winning range of gins are giving away a weekend for two in Bournemouth, with an exclusive distillery experience and a two night stay in a luxury Bournemouth beach lodge.

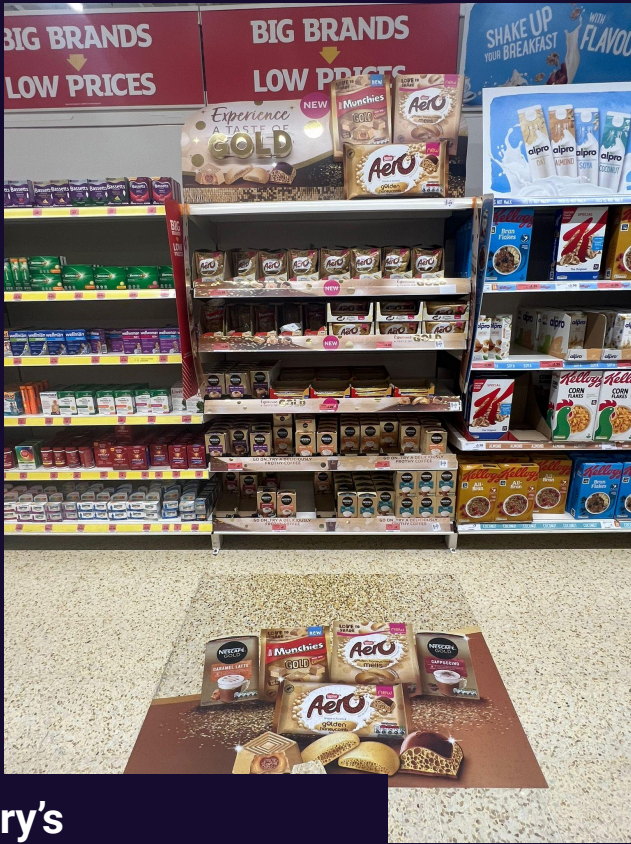


Above the Rest

Standout Visibility and Off Fixture Displays



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Sainsbury's Nestlé Aero

Nestlé's standout Gold collection of chocolates utilises both above-shelf and floor space for their promotion.



Sainsbury's Listerine

Leveraging their colourful products and branding, Listerine deployed this awesome end of aisle display, championing their USP of being 5x more effective than floss at reducing plaque.

Extra points for the smiley donkey.



Tesco

Tesco Meal Deal

To support the launch of their new premium Meal Deals, Tesco show off their partnership with high-end fast food restaurants, itsu and YO! Sushi, with these huge, 3D end-of-aisle displays.



Tesco

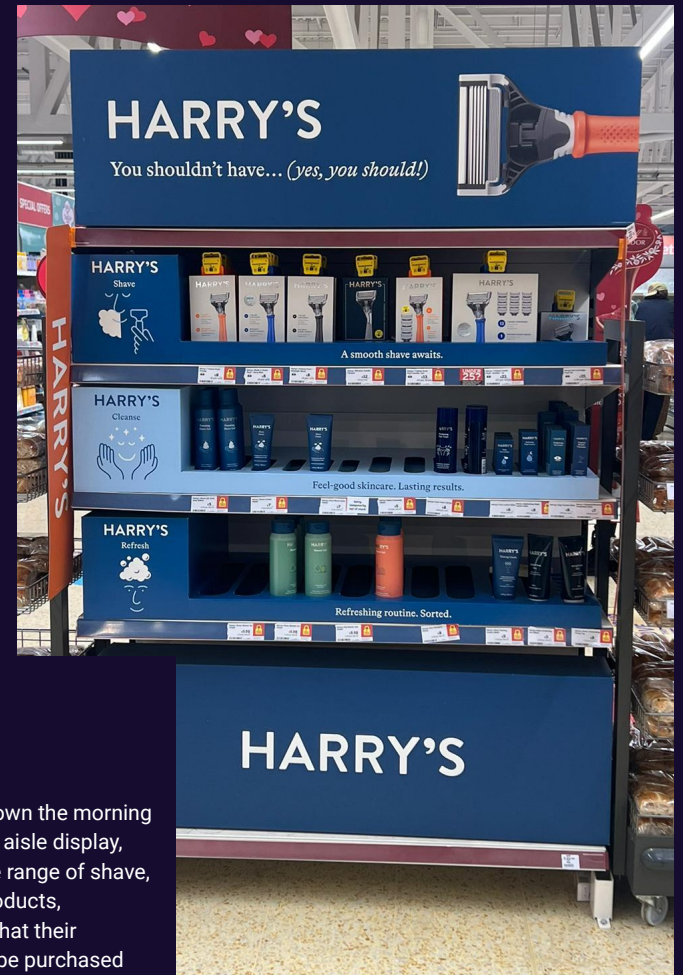
Tango Paradise Punch

Displaying their brand new flavour, Paradise Punch, Tango uses these carnival inspired stands with their 'Get Tango'd' messaging.



Sainsbury's L'OR Espresso

L'OR entices coffee drinkers to discover their flavour collections with their chic end of aisle display.



Sainsbury's HARRY'S

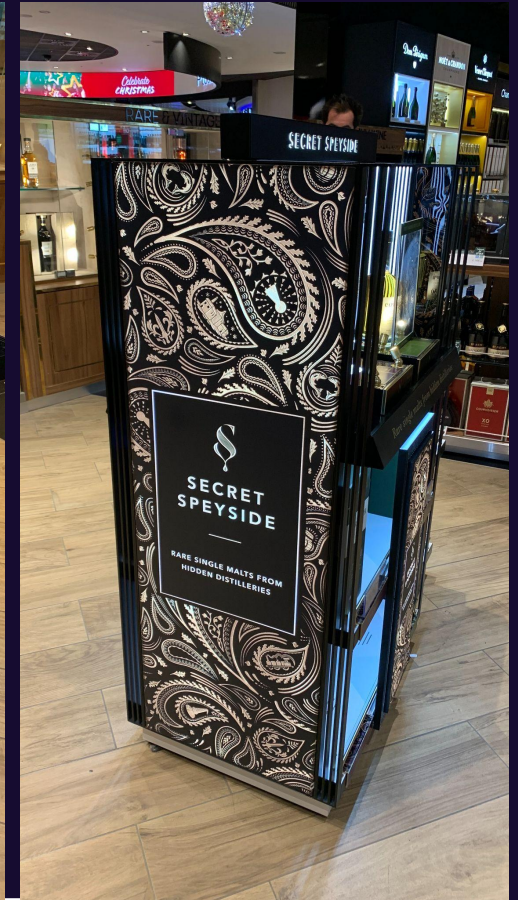
Harry's razors aims to own the morning routine with this end of aisle display, showcasing their entire range of shave, cleanse and refresh products, educating consumers that their products are meant to be purchased together.

Global Travel Retail

Secret Speyside

For lovers of whisky, Secret Speyside uses these ultra premium stand up displays to showcase their collection of high-end single malts from their hidden distilleries.

These displays feature glass cases for their aged Caperdonich and Longmorn bottles, with added theatre spotlights to make them pop for all the duty free shoppers.



Sainsbury's Finish

In a wise move to consider the rise in household bills in recent months, Finish deploy these educational posters across their shelves to demonstrate how their products help to save 1,000 litres of water a year, thus reducing water bills.

**SKIPPING THE RINSE
SAVES
1000 LITRES
OF WATER A YEAR**

UNBREAKABLE CLEAN

finish QUANTUM
finish ULTIMATE PLUS
finish UNBREAKABLE CLEAN
finish POWER

Feature	Quantum	Ultimate Plus	Unbreakable Clean	Power
Water saving	✓	✓	✓	✓
Energy saving	✓	✓	✓	✓
Time saving	✓	✓	✓	✓
Temperature saving	✓	✓	✓	✓
Water saving (2)	✓	✓	✓	✓
Energy saving (2)	✓	✓	✓	✓
Time saving (2)	✓	✓	✓	✓
Temperature saving (2)	✓	✓	✓	✓
Water saving (3)	✓	✓	✓	✓
Energy saving (3)	✓	✓	✓	✓
Time saving (3)	✓	✓	✓	✓
Temperature saving (3)	✓	✓	✓	✓

finish

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Temperature saving (2)	✓	✓	✓	✓
Water saving (3)	✓	✓	✓	✓
Energy saving (3)	✓	✓	✓	✓
Time saving (3)	✓	✓	✓	✓
Temperature saving (3)	✓	✓	✓	✓

finish

Sainsbury's smol

As a new challenger brand to the household cleaning product market, smol stays true to their mission of reducing single use plastics by deploying a 100% plastic-free display.

This display is complete with a reusable, wooden flat pack frame with cardboard display units to hold their product. Smol uses the wooden frame to show off their positioning statement and sustainability accreditations.



See you soon...



Get in touch

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