



We are Quantum

# Retail Safari

Issue No.8

# Welcome

To the 8th 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 installments, 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 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, [get in touch with us today.](#)



**Nick Anscombe**  
*Marketing Manager*

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# The Joy of Giving

Gifts With Purchase

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# Sainsbury's

## Stella Artois

Securing a huge amount of real estate in Sainsbury's, Stella Artois are giving consumers the chance to take home the new signature Unfiltered Chalice with every purchase of a Stella Artois Unfiltered four-pack.

This year, Stella have come through with the 'Savour this Spring' tagline to make sure their lager is at the forefront of consumers minds when the sun starts to shine.



# Asda

## Birra Moretti

On the theme of lager, Birra Moretti is encouraging shoppers to 'Live Italian' with the launch of their limited-edition collectable glassware.

Available in four designs, the glassware box and surrounding POS features a QR code. Shoppers can scan the code for an immersive Augmented Reality (AR) experience, allowing shoppers to play games, enter competitions and discover food recipes from Positano, Rome, Tuscany and Siena.



# Tesco

## Jameson

Jameson aims to promote friendly, Irish sociability with their latest 'Widen the Circle' campaign, spreading the message that you should 'celebrate sparks between new people over a glass of Jameson'.

As part of this campaign, Jameson are offering a free mini hip flask with every purchase of a 70cl bottle.



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# In It to Win It

On-Packs and Chances to Win



# Waitrose

## The Singleton

With the purchase of a 70cl bottle, The Singleton are offering scotch sippers the chance to win a private dessert-making masterclass for up to 10 people, hosted by Masterchef Pros Judge, Monica Galetti.





# Asda

## Tequila Rose

Here's one of our very own on-pack campaigns that we ran for our friends at Tequila Rose.

To target their authentic, fun seeking, spicy consumers, we launched an eye-catching neck collar promotion in partnership with Ibiza Rocks festival.

Consumers simply scan the QR code on the neck hanger for the chance to win flights, accommodation, and VIP tickets for four people to Ibiza Rocks!



# Tesco

## FUNKIN COCKTAILS

On the topic of Quantum and Ibiza, we are back once again with another sunny beach themed promotion.

In this on-pack with FUNKIN COCKTAILS, we are challenging consumers to 'shake it lucky' for a chance to win a fabulous Ibiza beach break, plus 100s of other awesome prizes.

In this promotion, consumers scan the QR code which prompts them to shake their device like a cocktail to reveal a prize.



## Asda Drambuie

Another Quantum on-pack promotion!

We worked with Drambuie to make their drinker's dinner get-togethers the perfect place for treasured moments with friends and family.

In this promotion, Drambuie are giving one lucky winner a dining room makeover worth £5K, including an interior design consultation and furniture! Consumers are also in with a weekly chance to win a £100 homeware voucher to update their décor.



# Tesco

## Wolf Blass

Wolf Blass targets consumers craving a getaway with their partnership with Secret Escapes in their latest on-pack promotion.

The promotion offers £100,000 worth of prizes up for grabs, including a trip of a lifetime for two, and five £250 Secret Escapes vouchers for consumers to craft their own perfect trip.



# Asda

## Bacardi

Another summer themed on-pack promotion.

Bacardi are offering drinkers the chance to win weekend entry passes for a Live Nation Festival in 2023. These include Parklife, TRNSMT, Reading/Leeds, Creamfields or Wireless.

This is a great way Bacardi associates their rum with summer, good times and hanging out with friends.



## Asda Kind

Staying true to their commitment to making snack bars that are full of wholesome goodness using the best ingredients, Kind are offering snackers the chance to win weekly active inspired prizes like sports equipment and tech.



## Asda Lucozade

Lucozade use this standout, hot pink display to champion their latest on-pack promotion for Lucozade Alert. Cash and mystery prizes are up for grabs for those who dare to 'Get Alert'.



## Tesco Cockburn's

Cockburn's are challenging port drinkers to find one of 50 golden corks, to be in with a chance to win one of two weekends in Portugal with £2,500 spending money.



## Tesco Cadbury

One for the footy fans. Cadbury's first football themed promotion of 2023 is once again 'Win a Day in Their Boots'.

As well as the opportunity to win one of six amazing VIP matchday experiences at a Premier League Club, there are 201 pairs of matchday tickets for the 2023/24 football season to be won instantly.



# Above the Rest

Standout Visibility and Off Fixture Displays

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## Asda Campo Viejo

Campo Viejo uses this huge standout display to showcase their entire collection of red and white 'best-loved Rioja'.

Campo also use this opportunity to boast their competitive price point against competing wines on display.



# Sainsbury's

## Colman's

Colman's promises to help consumers 'create tasty nosh for less dosh' with their collection of 'meal hack' seasoning packs.

These strikingly yellow end-of-aisle displays are complete with tall side panels and a large above-shelf poster, educating consumers on how cheap they can make their favourite dishes. Very relevant for today.



# Asda

## Heineken

Now this one is impressive.

Heineken uses these stunningly unique video aisle signs to dazzle shoppers with their unmistakable green branding and signature red star.

These stopped us in our tracks, so top marks!



# Global Travel Retail

## Tanqueray

And now to the home of stunning retail displays - Duty Free at the airport!

Tanqueray use this rustic drinks trolley decorated with lemons and vines to show off their range of premium gins. Scattered throughout the activation are photos of cocktail inspiration and recommended mixers.



# Global Travel Retail

## Chateau d'Esclans

Advertised as 'The Provence Rosé for every occasion', Chateau d'Esclans use these striking pink stands to display their flagship tittle, Whispering Angel Rosé.



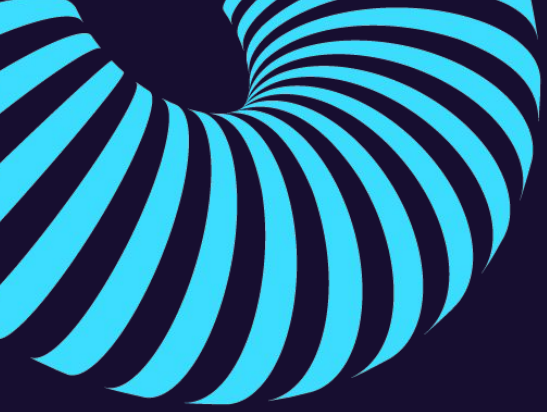
# Global Travel Retail

## Belvedere

Blue water, picture perfect scenery, and a party scene that never stops. There's no place like Mykonos.

Spotted in Mykonos airport, Belvedere use these chic and stylish white displays to show off their range of top-shelf vodka and limited edition blue bottles, available exclusively in Mykonos.





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# Perfect Pairing

Partnerships and Serve Recommendations

# Waitrose

## Heinz x Absolut

Pasta alla Vodka had one of its biggest moments in history in 2020, when supermodel and influencer, Gigi Hadid created a viral sensation with their recipe for spicy vodka pasta, becoming one of the trendiest recipes on TikTok and Instagram.

In partnership with Swedish vodka brand, Absolut, Heinz once again steps into the premium food market to deliver their limited edition Heinz Tomato Vodka Pasta Sauce.

These chic red displays in Waitrose definitely make them pop.





# Waitrose Fever-Tree

Fever-Tree boasts their versatility by creating these simple, yet effective displays in Waitrose, educating drinkers that their mixers can be paired with anything from gin, to rum, to whisky to concoct the perfect serve.

These on-shelf boxes contain handy serve recommendations and cocktail recipes, urging consumers to 'mix at home'.

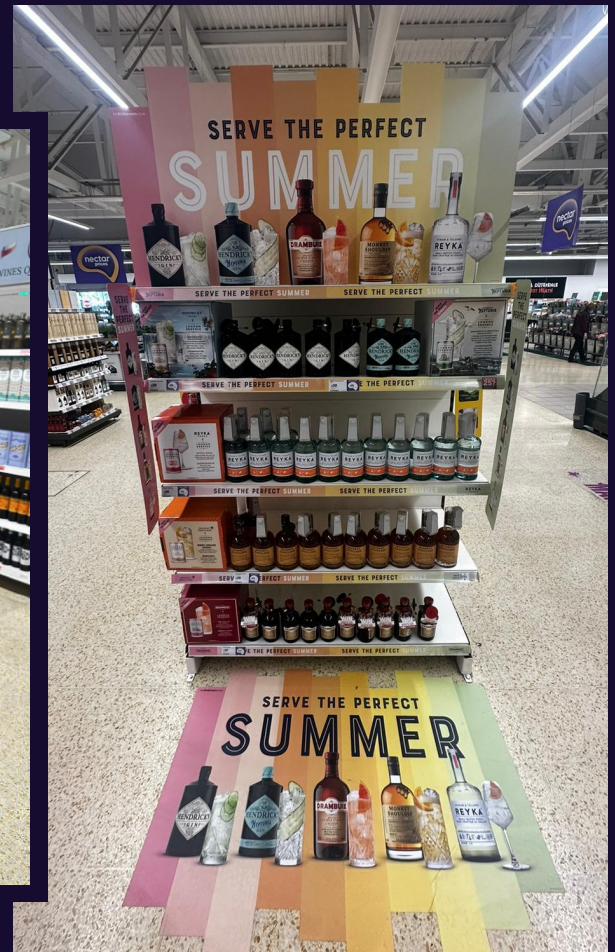


# Sainsbury's

## William Grant & Sons

And here's another one of Quantum's own!

We are so pleased to see our concept come to life in Sainsbury's ahead of summer! Our huge end-of-aisle display showcases an eclectic mix of William Grant & Sons brands, accompanied by bespoke 'discovery cubes' to display refreshing cocktail recommendations, urging shoppers to "serve the perfect summer".



## Waitrose

### Beefeater Gin x Schweppes

Tonic water leaders, Schweppes and highly coveted gin brand, Beefeater, team up to create this bright and beautiful display, showing that they are indeed a match made in heaven.

We love the tagline, 'We've got the tonic, you've got the spirit'.



## Waitrose

### Cockburn's & Taylor's

Usually considered as winter tipples, these Cockburns and Taylors bottles both wear fashionable neck collars, featuring some refreshing port cocktail ideas that are perfect for summer.



## Waitrose

### Pampelle

Pampelle bottles fashion these simple yet refreshingly appetising neck hangers, educating consumers on how to make a delicious French Negroni with 3 simple ingredients.



## Waitrose

### Grey Goose

Made with vodka infused with real fruit and botanicals, luxury beverage brand, Grey Goose launch their all-new Essences collection, featuring these simple neck hangers instructing buyers to 'just add tonic'.

Vodka with botanicals and mixes well with tonic? Don't know about you, but that sounds strangely like gin if you ask me...



## Waitrose Bombay Sapphire

Bombay Sapphire come through with some stylish, double-page neck hangers fastened with fashionable coloured ribbons.

Their neck tags not only feature serve recommendations, but also a QR code to sign up for their latest offers and news, as well as an additional gift tag for when you want to 'celebrate with Bombay Sapphire'.



# Asda

## 7up

This one is almost a hybrid of a *gift with purchase*, *on-pack promotion*, and a *perfect pairing*.

Enjoy 2 for 1 on KFC 'Meals for One' when you purchase an 8 x pack of 330ml cans of Tango or 7UP from Asda.

By partnering with a fast food vendor, Tango and 7up associate their beverages with treats, so when consumers consider spoiling themselves, they think to reach for something sweet and fizzy to wash it down.



# Asda

## Old El Paso

According to data from Yale University, Mexico is the largest consumer of soft drinks worldwide, with an average of 163 liters per person per year. In the state of Chiapas, it was calculated that each resident drinks an average of **821.25 litres** of this soft drink annually.

Whilst the data is clearly alarming, can you think of a better collaboration? I think not.

Old El Paso teams up with Coca-Cola to deliver this massive end-of-aisle display, promoting a zero fuss fajita Friday and an apparently indisputably perfect pairing.



# See you soon...



## Get in touch

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