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Retail Safari

ISSUE NO.

12



Welcome

To the 12th instalment of the Quantum Retail Safari!

If it's your first time receiving this, we've created our Retail Safari 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.

Feel free to share this with your friends and colleagues, and please keep us informed about any ongoing or upcoming activations you'd like us to showcase in our next safari.

If you're seeking help in crafting impactful in-store or venue-based activations for your brand, [don't hesitate to reach out to us today.](#)



Debbie Wheeler
Founder & MD



Love, Pancakes and of course... Chocolate

Seasonal Retail Activations

Tesco Baileys

Kicking off the month of love with a Valentine's Day offering from Baileys, who have produced limited edition 'I Love You!' bottles.

A perfect gift idea for the special someone, Bailey's have gone big and bold with their messaging.



Tesco 19 Crimes

Another limited edition, Valentine's inspired bottle from the ever popular 19 Crimes. The label features a heart covered in spikes surrounded by barbed wire, an interesting take on the typical Valentine's imagery.

Supported by FSDUs emblazoned with the tagline "Have a traditional Valentine's, or don't", 19 Crimes are presenting themselves as the disruptor among love-longing wine competitors this Valentine's Day.



ASDA Joy Wines

Next up we have Joy Wines with a subtle take on Valentine's, promising "Love at first sip". With a full range of wines featuring on their in-line plinth, they offer a type of wine for everyone this Valentine's night in.

The unit is also branded with the tagline "Wine without convention", an astute nod to democratising the wine category.

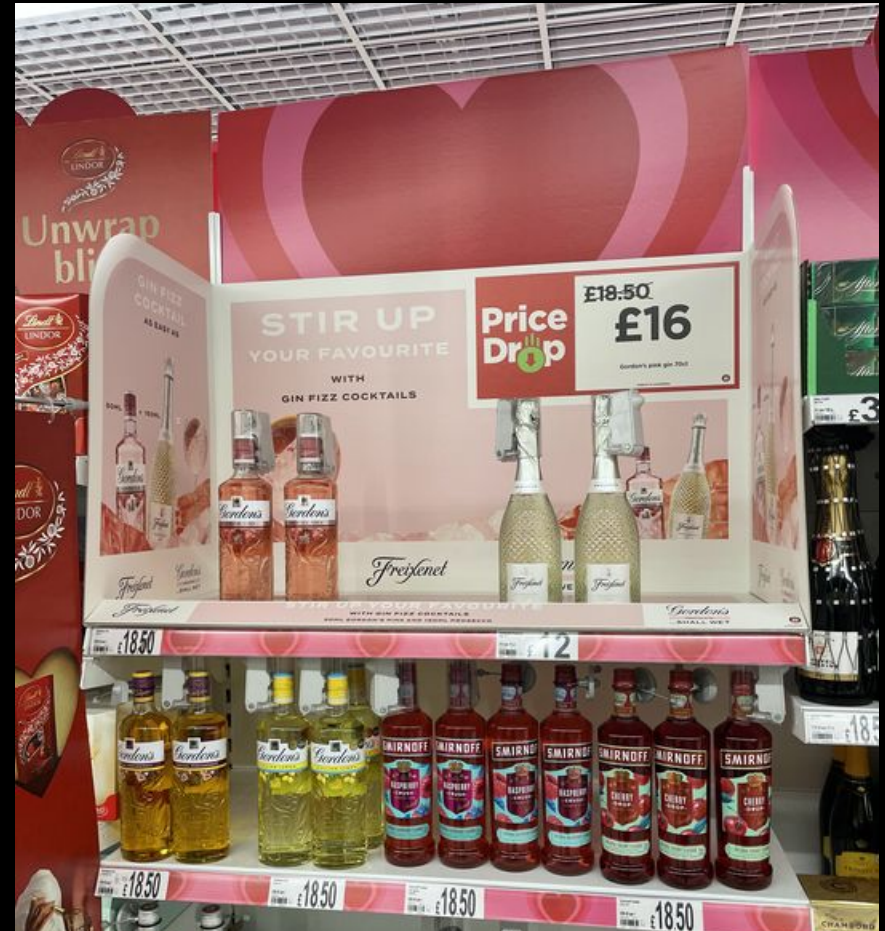


ASDA

Gordon's x Freixenet

Coupling up this Valentine's Day, Gordon's and Freixenet ask consumers to stir up their favourites to create 'gin fizz cocktails'.

An interesting collaboration between two market leaders in their own categories, the partnership shows how brands can tactically work together when the opportunity presents itself.



Sainsbury's Lindt

Looking to be the number one gift this Valentine's Day, Lindt have utilised FSDUs as well as a standout 3D shelf display to support their range of products, including Valentine's exclusive heart shaped packages.

In a bid to become top pick for the day of love, Lindt are encouraging shoppers to "unwrap the gift of bliss", a delightful sounding proposal I'm sure you'll agree.



ASDA Lindt

Same Lindt, different celebration!
Hopping into Easter, the chocolatiers are giving away £20 lifestyle vouchers to winners who purchase the iconic gold bunny.

The competition is running across multiple retailers, with various voucher-based prizes on offer.



ASDA Nutella

Nutella are covering all seasonal bases with these branded FSDUs and their refreshed packaging. Not only do their new labels feature a delectable shot of pancakes in time for Shrove Tuesday, but the hearts and lifestyle imagery suggest a secondary focus on Valentine's Day.

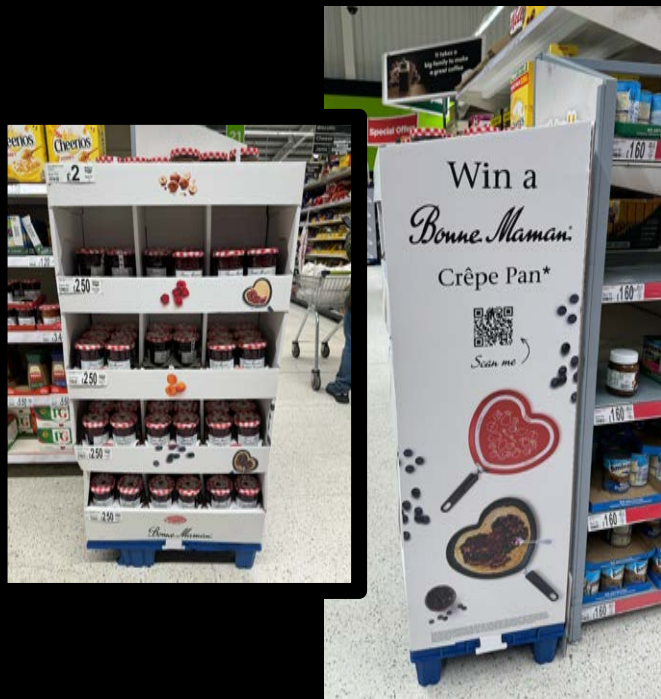
A tactical move no doubt with the two days falling next to each other this year.



Sainsbury's Bonne Maman x Tefal

An excellent example of two brands that are the right fit for each other in the seasonal calendar. Capitalising on the Shrove Tuesday/Valentine's Day blockbuster this year, jam brand Bonne Maman are running a market-wide promotion to win a heart-shaped Tefal crêpe pan.

The pan can also be exclusively purchased at Sainsbury's.





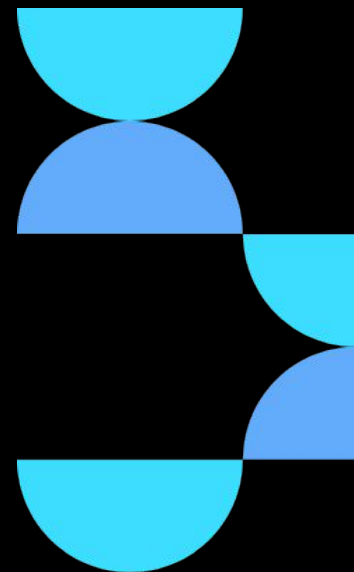
Sainsbury's Blue Dragon

Creating stand out in store for the year of the dragon is Blue Dragon, who have produced gondola ends and a rather impressive layered FSDU celebrating Lunar New Year.



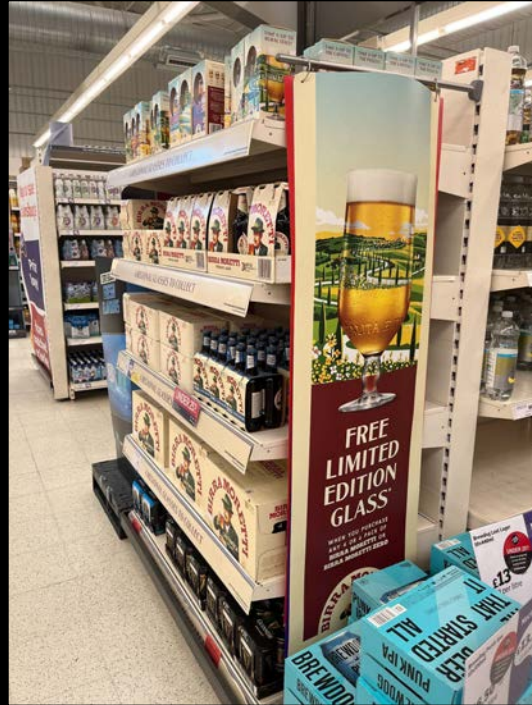
The Joy of Giving

Gifts with Purchase



Sainsbury's Birra Moretti

Birra Moretti are offering 4 regional glasses to collect upon purchase, a simple yet effective mechanic to keep customers coming back for more! Got, got, need!



Waitrose Campari

Campari are looking to bring out the mixologist in all of us by offering a complimentary stirrer with bottles of Campari.

The neck collar contains a QR code directing consumers to a Negroni recipe, informing them on the perfect serve, and offering them an opportunity to use their new cocktail utensil from home!



ASDA

Dead Man's Fingers

Dead Man's Fingers never fail to elevate a simple GWP. This time offering a funky skull glass to enjoy a glass of their spiced or mango rum.

Offering a desirable gift, such as this rather unique glassware, can encourage trial amongst consumers and even recruit new brand advocates.





Sainsbury's Laphroaig

Offering a complimentary whisky glass with purchase of their 10 year single malt whisky, the Scottish distillery aim to be the 'Perfect Dram for Burns Night', the Scottish holiday celebrated at the end of January. A nice example of a brand acknowledging their heritage.

Sainsbury's Tia Maria

Tia Maria are also offering a complimentary glass with bottle purchase. A tasteful branded martini glass allows consumers to go home and attempt to 'make the perfect Espresso Martini', with the recipe also featuring behind a QR code on all of the in-store hot spot displays.

Giving buyers all the tools they need to create the perfect serve can positively impact brand advocacy, offering somewhat of a challenge to consumers to create the 'perfect' version.





In It to Win It

On-Packs and Chances to Win



ASDA Coca-Cola

Looking to make themselves the drink of choice for family pizza night, Coca-Cola are offering a chance to win a cash prize if you purchase 2 x pizzas and a drink at ASDA.

A great example of a brand looking to own a moment that all families can relate to.



Sainsbury's Gordon's

Another example of limited edition bottles, this time from Gordon's who are offering people the chance to win 2 tickets to party the night away with Maya Jama.

The brand have previously teamed up with the TV personality, and this limited edition packaging and competition is another strong example of talent partnerships done right. Send us an invite as well, Maya!



ASDA Dove

With Six Nations 2024 underway, Dove have teamed up with ASDA for an exclusive offer, giving shoppers the chance to win tickets to any of the home nations games in the tournament when they purchase any of the qualifying Dove products.



Waitrose Mini Cheddars

Mini Cheddars here with an 'everyone's a winner' competition. The on-pack presents the chance to win European holidays, travel vouchers as well as coupons, targeting those in need of a city break. The competition is supported by aisle fins that call out the inviting 'every pack wins' claim.



Sainsbury's Maltesers

Another returning Easter favourite, the Maltesers chocolate bunnies, are back! Featuring on FSDUs and shelf hangers, the bunnies bring with them a competition with prizes such as a weekend getaway or a humble takeaway on offer.

A special mention goes to their tagline 'see the bunny side'. Very punny...





ASDA

Pot Noodle

Cash is king with Pot Noodle! With no purchase necessary, the competition gives anyone and everyone a chance to win £1,000 every day, surely a desirable prize for consumers.



Sainsbury's Walkers

Interestingly another cash prize promotion, this time round it's Walkers offering a £2,500 payday, every day. Could the cost-of-living crisis facing consumers be causing brands to go back to basics when it comes to their prize selection.

Compelling usage of the term 'payday' which rationalises the competition prize for consumers.



Tesco Nescafé

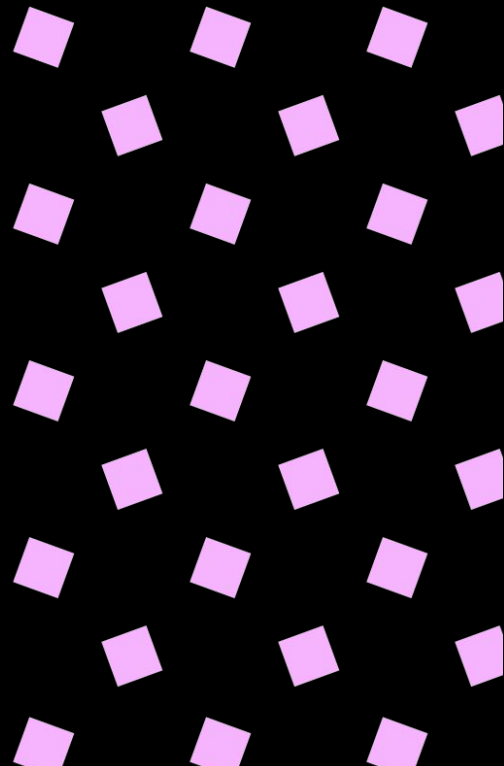
On the topic of cash prize competitions that utilise monthly wage based messaging...

This Nescafé on-pack promotion offers a jackpot prize of £30,000, this time framed as a 'salary'. Once again potentially driving up desirableness with their choice of communications.



Going Green

Sustainability Developments on the Shelves



Tesco Banrock Station

In a sea of homogenous wine bottles, Banrock Station have produced this innovative recycled bottle to house their Chardonnay.

The label ensures the the product's USP is front and centre when shoppers are deliberating, and the unorthodox vessel will surely intrigue consumers when browsing.





Tesco Robinsons

An interesting product development from Robinsons, who have created an eco pack of their orange, summer fruits and apple and blackcurrant squash. Offering 'less plastic, more serves', Robinsons ensure that consumers know that they're not sacrificing quantity when picking the eco friendly option.



Tesco Pringles

Housed within their (very well merchandised) branded mod, Pringles have launched new recyclable tubes which feature paper bottoms.

A nice example of a brand seamlessly adapting to sustainability cues, without sacrificing their iconic packaging.





Thanks!

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