

FRESH IDEAS

Media Kit FY26



EDITOR'S NOTE:

We're proud to be the trusted household companion for everyday Australians, making life simpler and bringing joy to tables across the country.

Driven by our passion for quality products and meaningful collaborations, the *Fresh Ideas* team use their deep expertise and insights to drive inspiration, intention and results for our partners.

We look forward to working with you to create something special.



Nicole Byers
Editorial and Publishing Lead



AUSTRALIA'S TRUSTED SOURCE FOR FRESH IDEAS

For 20 years, *Fresh Ideas* has been an essential household companion for Australians across the country, delivering inspiration, trusted recipes and practical lifestyle advice that elevates the everyday.

We transform a moment of inspiration into discovery, giving your brand a competitive advantage that lasts far beyond the page.

Backed by real customer insights, trusted by households and millions of Australians, *Fresh Ideas* is where brands meet shoppers in the moment that matters most.



"Fresh Ideas has so many great suggestions, and really different and enticing dishes. I also enjoy how well presented the pictures are."

Woolworths Customer, 39

FRESH IDEAS: THE HEART OF THE HOME

Enriching the daily rhythm of Australian life through fresh discovery

Fresh Ideas sits at the heart of the Australian lifestyle, connecting brands with households through a shared love of discovery. We move beyond the traditional path, creating a simple, inspirational space where fresh ideas and home essentials meet.

By blending beautiful storytelling with effortless realisation, we ensure that every brand connections feel like a natural extensions of the moments that define our homes.

**TWO DECADES
OF TRUST**

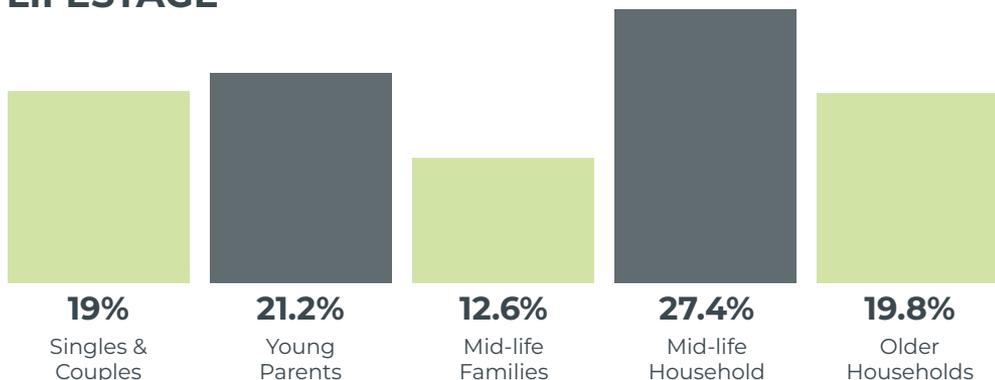
**BRINGING INSPIRATION
HOME TO MILLIONS**



OUR MONTHLY READERS WOULD **FILL THE MCG 43 TIMES OVER**

Reaching 4.3+ Million Woolworths Shoppers every month

LIFESTAGE



Source: Roy Morgan, Single Source Australia: Jan 2025 - Dec 2025

WHEN YOU PARTNER WITH
FRESH IDEAS, YOU'RE
CONNECTING WITH ACTIVE
SHOPPERS READY TO FILL THEIR
BASKET.



A HIGHLY ENGAGED AUDIENCE THAT COOKS, SHOPS AND INSPIRES

Our readership loves...



THE BEST OF BOTH WORLDS

74.2% of *Fresh Ideas* readers like to eat healthily but don't want to compromise on taste.



TO CHOOSE QUALITY OVER PRICE

69% of *Fresh Ideas* readers believe quality is more important than price



TO COOK

68.4% of *Fresh Ideas* readers love to cook



A BARGAIN

66.1% of *Fresh Ideas* readers go out of their way in search of a bargain.

Source: Roy Morgan, Single Source Australia: Jul 2024 - Jun 2025

FROM AWARENESS TO DISCOVERY

Fresh Ideas connects brands to customers at every stage of the shopper journey, transforming fleeting inspiration into the certainty of product realisation.

Our unified solution blends powerful reach and authentic storytelling with a simple, definitive path to Woolworths. Every placement is strategically designed to engage the consumer in the moments that matter - customer purchase.



BRAND
ADVERTISING



SPONSORED
CONTENT



SOCIAL
MEDIA





BRAND ADVERTISING

Build brand awareness and visibility.

Position your brand in a premium, high-reach environment read by 4.32 million Australians each month.

Best for:
Launches, awareness, visibility.

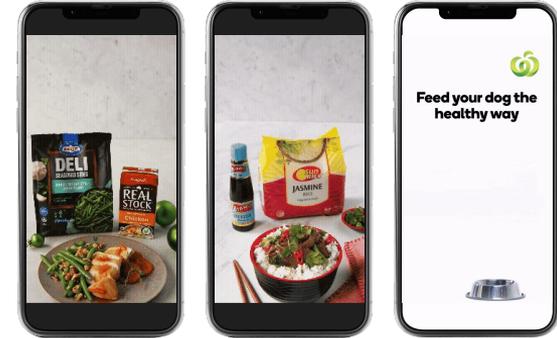


SPONSORED CONTENT

Tell your brand story in the trusted *Fresh Ideas* voice.

Seamlessly integrate your products into our editorial content through recipes, features and themed partnerships.

Best for:
Brand storytelling and engagement.



SOCIAL MEDIA

Amplify Fresh Inspiration with Scale and Trust.

Leverage Woolworths' trusted social ecosystem to place products directly into customer feeds, driving discovery and conversion.

Best for:
Driving discovery and conversion

PRE-SHOP TO POST-SHOP:

Guiding customer decisions from the sofa to the shelf

PRE SHOP Prime Audiences



Off-network



Fresh Ideas Mag



Social Media



ROOH

ACTIVE SHOP Convert customers



Homepage carousel



Front of store and in-store screens



Cross category digital

EARLY SHOP Drive to the aisle for purchase



Everyday Rewards eDM



Sponsored search (CPP)



POS



Digital display

POST SHOP Retain customers



1:1 email



Off-network



Fresh Ideas Mag

DATA-DRIVEN DISCOVERY

At the heart of Mutti's omnichannel campaign was Fresh as the hero, acting as the essential lifestyle companion for Australian households. Backed by deep customer insight, the creative was pulled through-the-line to ensure a seamless flow of inspiration from initial discovery into the home.

THE OBJECTIVES

1 Acquire new customers and grow existing customers (AWOP)

2 Increase sales and units across featured SKUs

Source: Q Checkout & Everyday Rewards, campaign data
May 29th - June 25th 2024 vs. STLY



THE RESULTS

8%

New-to -brand customers

+61%

Weekly sales vs STLY

8.6%

Average Weight of Purchase (AWOP) vs STLY

+67%

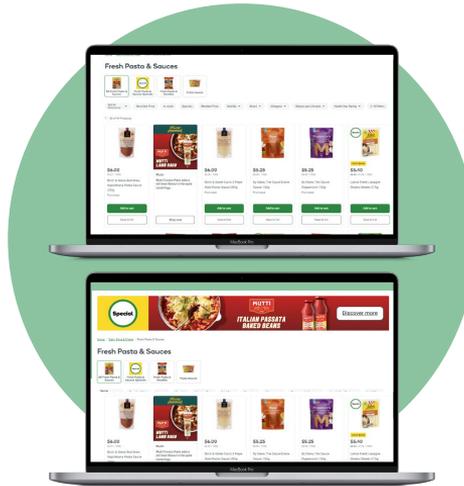
Weekly units vs STLY

HOW THE CAMPAIGN CAME TO LIFE ACROSS THE CUSTOMER JOURNEY



PRE SHOP

Discover



EARLY SHOP

Engage



ACTIVE SHOP

Purchase

A group of people are gathered around a dining table, clinking wine glasses in a toast. The scene is set in a restaurant or cafe, with various dishes like shrimp and bread on the table. The lighting is warm and intimate. A green line graphic is overlaid on the image, tracing the path of the hands and glasses. The text 'ADVERTISING SOLUTIONS' is written in white, uppercase letters on the left side of the image.

ADVERTISING
SOLUTIONS

GAME CHANGER

These tantalizing sideline snacks are the perfect way to fuel your fiery frenzy and keep your tabs on the board.

- 1 CRISP UP** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 TROPICAL DROP** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 3 SWEET VICTORY** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 4 TASTY TIPS** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 5 STICK STARS** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 6 A BAR ABOVE** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 7 PIE-RECTION** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 8 DOUBLE TAKE** **100% Natural Protein** is a protein-packed, gluten-free, and dairy-free snack that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.

DESK FUEL KIT

Save time on lunch prep with tasty choices that will give your work days the serious upgrade they deserve.

- 1 YOUR LUNCH SORTED** **UP'S LUNCH SORTED** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 DELICIOUS PAIR** **UP'S LUNCH SORTED** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 3 SAUCE MANNY** **UP'S LUNCH SORTED** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 4 CHEESY HERO** **UP'S LUNCH SORTED** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 5 GOLDEN MOMENT** **UP'S LUNCH SORTED** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 6 SWEET ON UP** **UP'S LUNCH SORTED** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.

PASTA LA VISTA

Nothing says summer sensation like this juicy, vibrant chicken pasta dish that will certainly wow at any occasion.

- 1 Chicken, tomato & feta pasta** **UP'S PASTA LA VISTA** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 UP'S PASTA LA VISTA** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
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BREKKIE BEAUTIES

Mornings move fast, so you need fuel that lasts. These filling and flavorful breakfast options will help you get up like for the day.

- 1 CHEESE PLEASE** **UP'S BREKKIE BEAUTIES** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 SPREAD THE WORD** **UP'S BREKKIE BEAUTIES** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 3 START STRONG** **UP'S BREKKIE BEAUTIES** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 4 SNACK SUCCESS** **UP'S BREKKIE BEAUTIES** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 5 SWEET ON UP** **UP'S BREKKIE BEAUTIES** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 6 SWEET ON UP** **UP'S BREKKIE BEAUTIES** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 7 SWEET ON UP** **UP'S BREKKIE BEAUTIES** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.

SPONSORED CONTENT AUTHENTIC INTEGRATION

Editorially crafted executions that allow brands to integrate into *Fresh Ideas* in a meaningful and authentic way. Recipes and layouts are crafted by our best-in-class editorial content team and brought to you by Woolworth, one of Australia's most trusted brands.

SIP INTO SUMMER

Cool down with the sunny season's most refreshing drinks, making every moment sensational.

- 1 Orange & passionfruit** **UP'S SIPS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 Orange & ginger** **UP'S SIPS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 3 Orange & passionfruit** **UP'S SIPS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 4 Orange & ginger** **UP'S SIPS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.

SMOKE & SIZZLE

Deck out your grill with these convenient, smoky plant-based options. Perfect for on-the-go and easy to prepare.

- 1 HAWK MAGIC** **UP'S SMOKE & SIZZLE** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 GRILL THRILLS** **UP'S SMOKE & SIZZLE** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 3 INSTANT COMFORT** **UP'S SMOKE & SIZZLE** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 4 DON'T BEAN SHY** **UP'S SMOKE & SIZZLE** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 5 BEYOND THE CORN** **UP'S SMOKE & SIZZLE** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 6 SWEET SPOT** **UP'S SMOKE & SIZZLE** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 7 SMOOKY DELIGHT** **UP'S SMOKE & SIZZLE** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.

SNACK SMART

Choose smart. One to the world's leading gluten-free bites for a tasty and satisfying treat.

- 1 NEW BALL GAME** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 PURE DELIGHT** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 3 ARICE CHOICE** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 4 BITE INTO BLISS** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 5 CACAO MAGIC** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 6 HAPPY GRAZING** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 7 GET CRACKING** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 8 VEG OUT** **UP'S SNACK SMART** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.

HIGH ACHIEVERS

These easy-to-pick, tasty snacks will ensure your little ones get school success & find time for their fun food.

- 1 SWEET BLISS** **UP'S HIGH ACHIEVERS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 2 FRUITY CRUNCH** **UP'S HIGH ACHIEVERS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 3 PERFECT PAIR** **UP'S HIGH ACHIEVERS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 4 GOOD FUEL** **UP'S HIGH ACHIEVERS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 5 CATS GO BOSS** **UP'S HIGH ACHIEVERS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.
- 6 CHEERIO MAGIC** **UP'S HIGH ACHIEVERS** is a convenient, pre-portioned meal that's perfect for on-the-go. It's made with real, natural ingredients and is a great source of protein and fiber.

SPONSORED CONTENT - FOOD

Bespoke recipe inspiration with an editorial execution

Feature in a trusted and relevant
editorial environment focused
around innovative food ideas
and everyday meal inspiration.



PASTA LA VISTA
Nothing says summer sensation like this juicy, vibrant chicken pasta dish that will certainly wow on any occasion.

Chicken, Tomato & feta pasta
PREP 15 mins COOK 15 mins SERVES 4

375g La Molisana Pastificio Extra Di Luoso Farfalle Rigate
1 cup extra virgin olive oil
500g chicken breast fillets, sliced
1 red onion, thinly sliced
2 garlic cloves, crushed
250g parmesan mini Roma tomatoes, halved
200g p4t Danish feta
1 lemon, zested, juiced
60g pkt baby rocket leaves

1 Cook pasta following packet instructions, reserving 1 cup cooking liquid. Heat 1 tbs oil in a large frying pan over medium heat. Add chicken and cook, stirring occasionally, for 3-4 minutes or until browned and almost cooked. Transfer to a plate.
2 Heat 1 tbs oil in same pan. Add onion and garlic and cook, stirring occasionally, for 2 minutes or until softened. Return chicken to pan. Add tomato and cook, stirring, for 1-2 minutes or until chicken is cooked. Add pasta, reserved cooking liquid and half of the feta. Stir to coat. Whisk remaining oil with lemon juice and zest. Add lemon mixture to pasta. Toss to combine.
3 Divide pasta among bowls.
4 Top with rocket and remaining feta. Season with freshly cracked black pepper. Serve.

THE BOW-TIE THAT SMILES
Discover La Molisana Pastificio Extra Di Luoso Farfalle Rigate, a traditional Italian pasta served made from 100 per cent Italian wheat and bronze drums. Their large wings and light ridges make them beautiful to look at.



Expert Content

Recipes are developed for, tested and photographed by the *Fresh Ideas* editorial team.

Inspiration to Action

Readers are more likely to purchase a product promoted via recipe inclusion.

Influence the Shopper Basket

Showcase the different ways your product can be used to position your brand as essential to the consumer's routine

SPONSORED CONTENT - BEVERAGE

Seamlessly integrated,
expert driven bespoke
serving inspiration

Feature in a trusted environment
focused around innovative food
and drink ideas and inspiration.

SIP INTO SUMMER

Cool down with the sunny season's most refreshing drinks, making every moment sensational.

Chocolate & pistachio frappe

PREP 10 mins • SERVES 2

Sprinkle 2 tsp sugar-free chocolate topping in a small dish. Place 2 tsp finely chopped pistachios in a separate dish. Dip the rim of each serving glass in topping to coat, then in pistachios to coat. Place glasses in the fridge to chill. Place 1 cup ice and 200ml Paula Pura Protein Chocolate Flavoured Milk in a high-powered blender. Blitz until smooth. Divide 2 tsp sugar-free chocolate topping around the side of each serving glass. Pour frappe mixture into 1 serving glass. Top with remaining 200ml chocolate flavoured milk, 1 capsule and remaining serving glass. Serve immediately.

Ingredients for recipe (200ml): 100g cold, 15g protein, 5g fat, 2g net fat, 12g carbs, 1g sugars, 4g dietary fibre, 25mg sodium

Orange sunrise

PREP 5 mins • SERVES 2

Place 1 tbs raspberry cordial in each serving glass. Add 1 cup ice and 1 cup Pressed Puro Juice Orange with Puro in each glass. Garnish each with 1/2 orange slice and 1/2 small strawberry. Serve immediately.

Ingredients for recipe (200ml): 100g cold, 15g protein, 5g fat, 2g net fat, 12g carbs, 1g sugars, 4g dietary fibre, 25mg sodium

THIRST BUSTERS

Burst into summer with the vibrant taste of Pressed Puro Juice Orange with Puro. Squeezed from the finest Australian oranges, this refreshing, no-added-sugar juice is perfect for breakfast, parties, and parties. Head a power-up! Getting extra protein just get delicious with Paula Pura Protein Chocolate Flavoured Milk. Every serve contains 20 grams of natural dairy protein to help you crush your goals.

Orange, mango & passionfruit sritz

PREP 10 mins • SERVES 2

Place 1 1/2 cups Melissa Orange & Mango Fruit Drink in a large jug. Scoop out pulp of 2 passionfruit and add to jug. Stir until well combined. Pour serving 2 serving glasses. Add 1 cup ice and 2 tbs chilled seed water to each glass. Garnish each with 1 passionfruit wedge and 1 mango slice. Serve immediately.

Ingredients for recipe (200ml): 100g cold, 15g protein, 5g fat, 2g net fat, 12g carbs, 1g sugars, 4g dietary fibre, 25mg sodium

Orange & ginger cooler

PREP 10 mins • SERVES 2

Thinly slice 1 lime. Place 1 cup ice and half of the lime slices in each serving glass. Divide 2 1/2 cups Daily Juice Co Orange Pulpless Juice between glasses. Top up each with 1 cup chilled ginger beer. Garnish each with 1 orange and lime. Serve immediately.

Ingredients for recipe (200ml): 100g cold, 15g protein, 5g fat, 2g net fat, 12g carbs, 1g sugars, 4g dietary fibre, 25mg sodium

SIP BACK AND RELAX

Whether you're proactive, taking back the week, or just chilling in the backyard this summer - get your Daily Juice Co Orange & Mango Fruit Drink in the smooth Daily Juice Co Orange Pulpless Juice. These delightful cups will crush your #AOL, wherever you are.

Expert Content

Serving suggestions and recipes are developed, tested and photographed by the *Fresh Ideas* editorial team.

Inspiration to Action

Readers are more likely to purchase a product promoted via recipe or serving suggestion inclusion.

Influence the Shopper Basket

Showcase the different ways your product can be used to position your brand as essential to the consumer's routine

SPONSORED CONTENT

- HEALTH, BEAUTY, PET, BABY, CLEANING

Integrated product in an editorial environment

A trusted environment focused around expert advice and products that simplify and enhance home life beyond the kitchen.



GET GLOWING
Achieving a comprehensive beauty regimen has never been easier, thanks to Rimmel's Multi-Tasker range.

Let Rimmel take you to the next level with its game-changing Multi-Tasker range. The **Rimmel Multi-Tasker Better Than Filters Primer** is a must-have, acting as a primer, highlighter and glow booster all in one. Available in eight skin-adapting shades, the versatile primer helps you create a flawless finish with fewer products.

Another triple threat in the range, the **Rimmel Multi-Tasker Concealer**, covers up blemishes, brightens dull areas, and expertly contours for added definition. With a built-in soft-touch wand for precise application, the high-pigment liquid concealer glides on and blends in for full coverage when you need it.

Create the perfect base with the **Rimmel Multi-Tasker All Day Grip & Breathable Primer**, originally designed to provide superior all-day gripping power while also letting skin breathe.

Seal your stunning look with a spritz of the **Rimmel Multi-Tasker Setting Spray** to maintain a fresh, shine-free look throughout the day.

SAME PRODUCTS, BOLD NEW LOOK
The Rimmel range of **Winkles** now has brand new compostable packaging. Simply place the product alongside its household compost once you're finished.

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JACK OF ALL SHAVES
It's time for affordable, barber-quality grooming products with attitude. Jack's got you sorted.

There's no reason to compromise on style or quality with Jack The Barber's range of best-in-class hair styling, shaving, body wash and skincare products. Created with Australian men in mind, the products are designed and formulated in Sydney based on more than 20 years of experience. The Australian-owned company celebrates the men who put in the time to craft their look.

FRESHEN UP
Clean the skin with Jack The Barber's all-in-one daily Shower Gel for a fresh start, then dry your hair before styling it with Jack The Barber Paste for a firm hold and matte finish, and combing it through with a Jack The Barber Comb.

TAME THE MANE
Always apply Jack The Barber Shaving Cream for a smooth shave using the Jack The Barber 6 Blade Razor. Precision hair and beard styling is your fingertips with the Body Hair & Beard Rechargeable Trimmer.

TRADITIONAL BARBER
SAVING CREAM SHAVE
SANTALWOOD

ROGUE 6 BLADE RAZOR KIT
THE NEW LOOK

BEARD CARE
BEARD OIL
BEARD BALM

SHOWER GEL
BODY - FACE - HAIR
MINT & COCO

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Trusted Integration

Seamlessly hero your brand in a highly trusted environment, influencing purchasing decisions across all major non-food categories.

Expert-Driven Content

Leverage premium, bespoke lifestyle content, including custom guides and tips, developed by the *Fresh Ideas* editorial team.

Influence the Shopper Basket

Position your product at the crucial point of inspiration, directly influencing the consumer's routine and basket building.

SPONSORED CONTENT - FRONT COVER SPONSORSHIP

High-impact exclusive
execution, proven to
drive product discovery



Get Noticed

For maximum impact, secure premium front cover positioning with a specially created recipe and prominent brand logo positioning.

Bespoke Storytelling

Amplify your message with guaranteed positioning within the first third of the magazine. Hero your product packaging and bespoke recipe with editorial style photography and styling

Insight-led Impact

Leverage our deep understanding of customer behaviour and trend forecasting. We place your brand at the heart of the home using content analytics that ensure your product meets the right shopper at the right time.

SPONSORED CONTENT - FOUR WAYS

Demonstrate versatility
of your product in four
simple ways

An engaging feature highlighting
the versatility and utility of your
brand in four distinct ways.

RISE & SHINE

Enjoy a brighter start with breakfast delights that perfectly combine the wholesome crunch of Carman's Low Sugar Granola and the velvety smooth Gippisland Dairy Yogurt.

Berry frozen yogurt granola bars
PREP 15 mins • OVERNIGHT REFRIG • SERVES 5

Place 1½ cups Carman's Low Sugar Raspberry & Coconut Granola and 60g melted unsalted butter in a food processor. Blitz until very finely chopped and combined. Firmly press mixture into a lined 11x21cm, 6cm-deep loaf pan. Spoon 700g tub Gippisland Dairy Smooth & Creamy Yogurt over base in pan. Place 6 raspberries in a bowl. Crush with a fork. Dollop spoonfuls of crushed raspberries over yogurt. Using the end of a teaspoon, swirl raspberry into yogurt. Freeze overnight or until frozen. To serve, remove from pan and cut into 5 bars. Serve with 15 raspberries.

Nutrition Per serve: 1850kJ (450 cal), 33g protein, 25g fat, 44g net fat, 62g carbs, 23g sugars, 7g dietary fibre, 107mg sodium.

Strawberry & granola smoothie
PREP 5 mins • SERVES 2 • MAKES 2 cups

Place 1 cup Gippisland Dairy Smooth & Creamy Yogurt, ½ cup milk, 4 roughly chopped strawberries, ½ tsp vanilla extract and ½ cup Carman's Low Sugar Raspberry & Coconut Granola in a blender. Blitz until smooth. Divide mixture between serving glasses. Top each with 1 sliced strawberry and 1 tsp Carman's Low Sugar Raspberry & Coconut Granola. Serve.

Nutrition Per serve: 447kJ (105 cal), 13g protein, 51g fat, 8g net fat, 37g carbs, 27g sugars, 5g dietary fibre, 152mg sodium.

Granola pancakes
PREP 10 mins • COOK 45 mins • SERVES 4

Prepare 350g original pancake shaker according to packet instructions. Add ½ cup Carman's Low Sugar Raspberry & Coconut Granola. Shake until well combined. Heat a large frying pan over medium heat. Grease with 25g melted unsalted butter. Spoon ½ cup batter into pan. Repeat to make another pancake. Cook for 2 minutes each side or until cooked through. Transfer to a plate and cover to keep warm. Repeat with remaining batter to make 8 pancakes in total. Divide pancakes among serving plates. Top each with 2 tsp Gippisland Dairy Smooth & Creamy Yogurt, 4 raspberries, 4 blueberries and 1 tsp Carman's Low Sugar Raspberry & Coconut Granola. Drizzle with 1 tsp honey. Serve.

Nutrition Per serve: 2925kJ (700 cal), 17g protein, 25g fat, 17g net fat, 49g carbs, 30g sugars, 1g dietary fibre, 71mg sodium.

Raspberry & coconut bircher
PREP 10 mins • OVERNIGHT REFRIG • SERVES 2

Place 1 cup Carman's Low Sugar Raspberry & Coconut Granola, 1 cup Gippisland Dairy Smooth & Creamy Yogurt, ½ cup milk and 1 small grated green apple in a medium bowl. Stir to combine. Cover and refrigerate overnight. Divide between serving bowls. Thinly slice 1 small green apple. Top each bowl with 4 raspberries, 3 blueberries and 1 tsp Carman's Low Sugar Raspberry & Coconut Granola. Serve.

Nutrition Per serve: 2080kJ (500 cal), 18g protein, 22g fat, 10g net fat, 66g carbs, 36g sugars, 5g dietary fibre, 103mg sodium.

CRUNCHY PERFECTION
Carman's Low Sugar Raspberry & Coconut Granola's delicious crunch makes it incredibly versatile for any time of day. Use it as a topping for smoothies and porridges, or create tasty treats like frozen granola bars.

PURE INDULGENCE
Gippisland Dairy Smooth & Creamy Yogurt delivers a velvety texture and full-flavour that's perfect on its own or dolloped on pancakes. This luxurious dairy delight will elevate every bite.

BRISKIE UPGRADE
Carman's Protein-Rich Mixed & Heartful Granola features a nutty combination of almonds and hazelnuts, blended with Aussie wholegrains and super seeds. Best of all, it offers over 7g plant protein per serve - perfect for a protein smoothie!

TROPICAL TWIST
The vibrant pinkish-red tint in Gippisland Dairy Protein-Rich Taro Yogurt makes this dairy treat the ideal choice for a delicious breakfast, a refreshing snack, or a dessert enhance.

Showcase Versatility

Instantly communicate multiple, simple uses for your product in one impactful spread

Authentic integration

Your product is seamlessly woven into high-quality, trusted content from the Fresh Ideas editorial team.

Fast & simple

Bespoke recipes presented as simple serving suggestions to fit into customer's busy routine.

Impactful presentation

Leverage a premium double page spread format to maximise brand visibility and engagement.

SPONSORED CONTENT - THAT'S CLASSIFIED

Themed Integration with high visibility

A streamlined alternative to fully owned sponsored content, our themed Classifieds provide a visually engaging and cost-effective way to drive product discovery.

HEALTH & BEAUTY

BLOCKED OUT

Equipped with these high-protection sunscreen products, you'll embrace every outdoor adventure with confidence.

SHEER ARMOUR
Delivering a non-greasy, non-sticky matte finish, Neutrogena Ultra Sheer Face Lotion Sunscreen SPF 50 is perfect for everyday wear under makeup or on its own. The lightweight lotion provides broad-spectrum UVA/UVB protection against the sun's damaging rays, so you can make the most of your time outdoors without worry.

MUST-HAVE PROTECTION
Protect your face from the sun every day with Banana Boat® Ultra Light Face Fluid Sunscreen Lotion SPF 50+. Formulated with hyaluronic acid and jojoba oil, the non-greasy sunscreen provides 12 hours of moisture and a soft, matte finish, leaving your skin feeling refreshed and protected while you're out and about.

MOISTURISING SHIELD
Banana Boat® Moisturising Sunscreen Lotion SPF 50+ provides 12 hours of moisturisation with aloe and glycerin to help protect and nourish skin. The non-greasy, four-hour water resistant formula offers very high broad-spectrum UVA/UVB protection from the sun, so you can have fun no matter where the day takes you.

SUN ESSENTIAL
Hawaiian Tropic® Hydration Face Fluid Sunscreen Lotion SPF 50+ moisturises your skin for up to 12 hours while shielding it from the sun. Combining hyaluronic acid and jojoba oil, this ultra-light, non-greasy, very high protection sunscreen is the perfect way to pamper and protect your skin while enjoying time outside.

GENTLE BARRIER
With chamomile and colloidal oatmeal, the hypoallergenic Cancer Council Ultra Sensitive Kids SPF 50+ sunscreen lotion is like a gentle hug for your little one's delicate skin, protecting them from harsh UVA/UVB sun rays. The very high protection lotion is clinically proven to be suitable for eczema-prone skin.

MAKING WAVES
Whether you're catching waves, building sandcastles, or simply soaking up the sun, the life-guard-approved Sun Life Saving Daily Sunscreen SPF 50+ has you covered. The ultra-light formula containing vitamin E, and aloe vera comes in a 1L bottle so you can rest assured you've got plenty of lotion to keep loved ones protected all day long.

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High visual impact

Strong brand presence as one of two to three products on the page, guaranteeing optimal exposure for each featured item.

Best-in-Class Photography

Leverage the high-quality production of the Fresh Ideas team bespoke styling and photography to makes your product shine.

Themed Editorial Alignment

Guaranteed placement within topical or trending themes to ensure maximum reader relevance.

Persuasive Storytelling

Up to 50 words of compelling copy to craft a mini-narrative for your product within a trusted editorial environment.

SPONSORED CONTENT - YOUR BRAND STORY

Share your powerful brand story, product provenance and benefits

A longform editorial style feature telling your unique brand or product story. This native integration weaves together your heritage, provenance, and values with practical meal inspiration to increase brand loyalty and trust while providing a clear path to purchase.

CREAM OF THE CROP
A trusted stalwart of the industry, Dairy Farmers has been delivering goodness to Australians for more than 120 years.

Strawberry & yoghurt loaf
PREP 20 mins • 25 mins standing
COOK 1 hr • SERVES 10

1½ cups Dairy Farmers Thick & Creamy Field Strawberries Yoghurt
1 cup caster sugar
3 free range eggs
1 lemon, zested
½ cup vegetable oil
1 tsp vanilla extract
1½ cups self-raising flour
2 x 250g punnets strawberries, hulled, quartered

1 Preheat oven to 170°C/150°C fan-forced. Grease a 33.5x24cm (7cm-deep) loaf pan.
2 Whisk together 1 cup yoghurt, sugar, eggs, lemon zest, oil and vanilla in a large bowl until combined.
3 Add flour and gently mix to combine. Fold through half of the strawberries, then pour batter into prepared pan.
4 Bake for 1 hour, turning the pan halfway through, or until a skewer inserted comes out clean. Remove from oven. Allow cake to cool in the pan for 25 minutes before removing to a wire rack. Serve topped with remaining yoghurt and strawberries.

*** Nutrition** Per serve: 330kJ (79 cal), 42g protein, 12g fat, 2g sat fat, 45g carbs, 28g sugar, 2g dietary fibre, 250mg sodium.

CREAMY CONTENTS
Dairy Farmers' selection of Australian-made dairy products has something for everyone, from a range of milks one Thick & Creamy yoghurts to sour cream and custard.

Trust & connection

Build trust by sharing your brand values and connecting customers to where their products come from.

Creative Ownership

Bring your brand to life by providing your own bespoke lifestyle imagery, ensuring a seamless and premium connection between your story and our readers.

Credibility

Leverage the expertise and trusted voice of the *Fresh Ideas* editorial team for high-quality, product-centred recipes and storytelling.

Premium editorial

Bespoke recipe development by the *Fresh Ideas* team, a professionally styled packshot & high-quality recipe imagery. Seamless integration with your own brand photography.

SPONSORED CONTENT PRODUCT ROAD TEST

Showcase the versatility of your products and range with expert endorsement

Native content integration that goes beyond recipes. Tell a range story and highlight product USPs with tips and testimonials from *Fresh Ideas* food editors.

Showcase Versatility

Create a deeper connection with consumers while showcasing the versatility of your products and the different ways it can be showcased.



Credibility

Leverage the trusted reputation of the *Fresh Ideas* team to speak to your brand's strengths and desirability.



Premium editorial

Bespoke imagery and editorial quality design and photography elevates the look and feel of this special execution.

SPOTLIGHT ON: BESPOKE CATEGORY FEATURES

Your brand is seamlessly integrated into engaging, editorially-driven content that inspires immediate purchase intent for key occasions.



High-Impact Exposure

Get your brand in front of a targeted audience of over 4.3 million readers

Influential Environmental

Feature in seasonally relevant, high-impact environments at key customer moments

Editorial Excellence

Harness the expertise of the *Fresh Ideas* editorial team to highlight your product with high quality executions

SPOTLIGHT ON: BESPOKE CATEGORY THEMED FEATURES

These bespoke features demonstrate our ability to create seasonally relevant, high-impact environments, ensuring your brand is seamlessly integrated into engaging, editorially-driven content that inspires immediate purchase intent for key festive occasions.



White chocolate & raspberry truffle cups
PREP 40 mins • 8 hrs chilling SERVES 8

Ingredients:
 1/4 x 450g Madeira cake, cut into 2cm pieces
 2 x 45g packets Aeroplane Flavoured Jelly
 500ml thickened cream
 2 x 125g raspberries
 1/2 cup dark choc melts, melted
 100g pkt white chocolate, finely chopped

Instructions:
 1 Divide cake among 8 x 1 cup serving glasses. Dissolve 1 packet jelly crystals in 2 cups boiling water. Stir in 1/2 cup cold water, then pour over cake in glasses. Refrigerate for 2 hours or until set.
 2 Dissolve remaining jelly crystals in 2 cups boiling water in a shallow bowl. Refrigerate for 30 minutes or until partially set. Using an electric mixer, beat 300ml cream in a bowl until soft peaks form. Add jelly and beat until combined. Spoon 2 heaped tbs of jelly cream into each glass

Instructions (continued):
 over set jelly. Arrange raspberries around the outer edge. Top with remaining jelly cream. Refrigerate for 4 hours or until set.
 3 Transfer melted dark chocolate to a piping bag with a 0.5mm plain nozzle. Pipe star shapes on a sheet of baking paper. Allow to set.
 4 Stir white chocolate and remaining cream in a heatproof bowl over a saucepan of simmering water until smooth. Refrigerate for 1 hour. Using an electric mixer, beat white chocolate cream in a bowl until soft peaks form. Transfer to a piping bag fitted with a 1cm star nozzle. Pipe white chocolate cream on top of truffle cups. Decorate with chocolate stars. Serve.

Nutrition Per serve: 2310kJ (550 cal), 6g protein, 37g fat, 23g sat fat, 45g carb, 40g sugars, 2g dietary fibre, 185mg sodium

SPREAD YOUR WINGS
Let your creativity soar with Aeroplane Raspberry Flavoured Jelly. This jelly's vibrant hue and tangy berry flavour will add a touch of whimsy to any sweet treat.




Almond ginger cake
PREP 30 mins • 20 mins chilling COOK 40 mins SERVES 14

Ingredients:
 1/2 cup Lucky Natural Pistachios
 250g unsalted butter, softened
 1 1/2 cups brown sugar
 2 tbs golden syrup
 6 eggs
 1/2 cup buttermilk
 2 cups self-raising flour
 1/2 cup Lucky Almond Meal
 2 tsp ground ginger
 1/2 cup Lucky Toasted Sliced Almonds
 1 punnet rosemary, sprigs separated
 375g cream cheese, softened
 50g unsalted butter, softened
 2 cups icing sugar mixture, sifted

Instructions:
 1 Preheat oven to 180°C/160°C fan-forced. Grease and line sides and bases of 2 x 20cm (8 inch) round cake pans with baking paper. Process pistachios until fine crumbs form. Using an electric mixer, beat butter, sugar and syrup in a bowl until pale. Add eggs, one at a time, beating until combined. Fold in buttermilk and combined flour, almond meal, ginger and pistachio crumbs. Divide between prepared pans. Smooth surfaces. Bake for 40 minutes or until a skewer comes out clean. Transfer to a wire rack to cool.
 2 To make frosting, using an electric mixer, beat cream cheese and butter in a bowl until creamy. Gradually add icing sugar, beating until combined. Place 1 cake on a plate. Spread with 1 cup frosting. Top with remaining cake. Spread remaining frosting over top and side of cake, scraping away

Nutrition Per serve: 2625kJ (630 cal), 10g protein, 56g fat, 79g sat fat, 56g carb, 49g sugars, 2g dietary fibre, 275mg sodium

GO NUTS FOR FESTIVE FLAVOUR
Elevate your baking with Lucky Almond Meal, Toasted Sliced Almonds and Natural Pistachios, which will add delicious crunch and oh flavour. Simply fold, sprinkle or mix them into your favourite festive recipes.



High-Impact Exposure

Gets your brand in front of a targeted audience of over 4.3 million readers

Influential Environmental

Allows your brand message to influence consumers at the critical point of inspiration.

Premium Positioning Options

For key campaign messaging or new product launches secure premium placement of your brand ad including inside front cover (IFC), inside back cover (IBC) and outside back cover (OBC).

PREMIUM BRAND ADVERTISING

Creative freedom in an aligned environment

Showcase your own brand assets and tone of voice across a full-page or double-page spread in an aligned and trusted environment.

High-Impact Exposure

Gets your brand in front of a targeted audience of over 4.3 million readers

was the promotion



ACE THE BASE

An irresistible dinner starts with the robust flavours of Ardmoma's diced tomatoes and pastes.

Ingredients

Cheesy meatball tomato bake
PREP 5 mins COOK 15 mins
SERVES 4

400g pkt beef meatballs
extra-virgin olive oil cooking spray
60g pkt baby spinach leaves
2 x 410g cans Ardmoma Rich & Thick Basil & Garlic Diced Tomatoes with Paste
1 cup shredded mozzarella
1/4 cup baby basil leaves
4 slices sourdough, toasted

1 Preheat oven to 220°C/200°C fan-forced. Heat a large non-stick overproof frying pan over medium-high heat. Spray meatballs with oil. Add to pan and cook, stirring occasionally, for 5 minutes or until browned. Transfer to a plate.

2 Add spinach to same pan and cook, stirring, for 1 minute or until wilted. Transfer to a plate. Remove pan from heat. Add canned tomato. Return meatballs to pan. Top with spinach and mozzarella. Bake for 10 minutes or until golden brown.

3 Sprinkle with basil. Season with freshly ground black pepper and serve with sourdough.

Supersauce
Nutrition Per serve: 1630kJ (435 cal), 21g protein, 21g fat, 1g sat fat, 20g carb, 1g sugars, 1g dietary fibre, 700mg sodium



SUPERSAUCE
Made with 100 per cent Australian tomatoes, Ardmoma Rich & Thick Diced Tomatoes with Paste provides a flavourful foundation for meatballs, pastas and casseroles. Available in Basil & Garlic, Classic and Mixed Herbs, the savoury tomato with paste brings a sensory depth of flavour for your cooking.

Influential Environmental

Allows your brand message to influence consumers at the critical point of inspiration.

A rich
full-bodied
Australian red



NEW LOOK PACK

SAME GREAT AUSTRALIAN TOMATOES

Premium Positioning Options

For key campaign messaging or new product launches secure premium placement of your brand ad including inside front cover (IFC), inside back cover (IBC) and outside back cover (OBC).

EXTEND INTO SOCIAL MEDIA

Amplify Fresh Inspiration with Scale, Trust, and Shoppability

Leverage Woolworths' strategic social media ecosystem and brand trust to amplify your Fresh Ideas inspiration and place your products directly into customer's feed, driving discovery and conversion.

Cut through the feed noise with content that is hyper-engaging and purpose built per platform.

Campaigns are short (max 15 seconds) with a single objective.

Our solutions include:

Recipe Stop Motion

Fast-pace recipe demos linking directly to digital recipes.



Serving Suggestions

Quick visual concepts inspiring immediate use and linking to product.

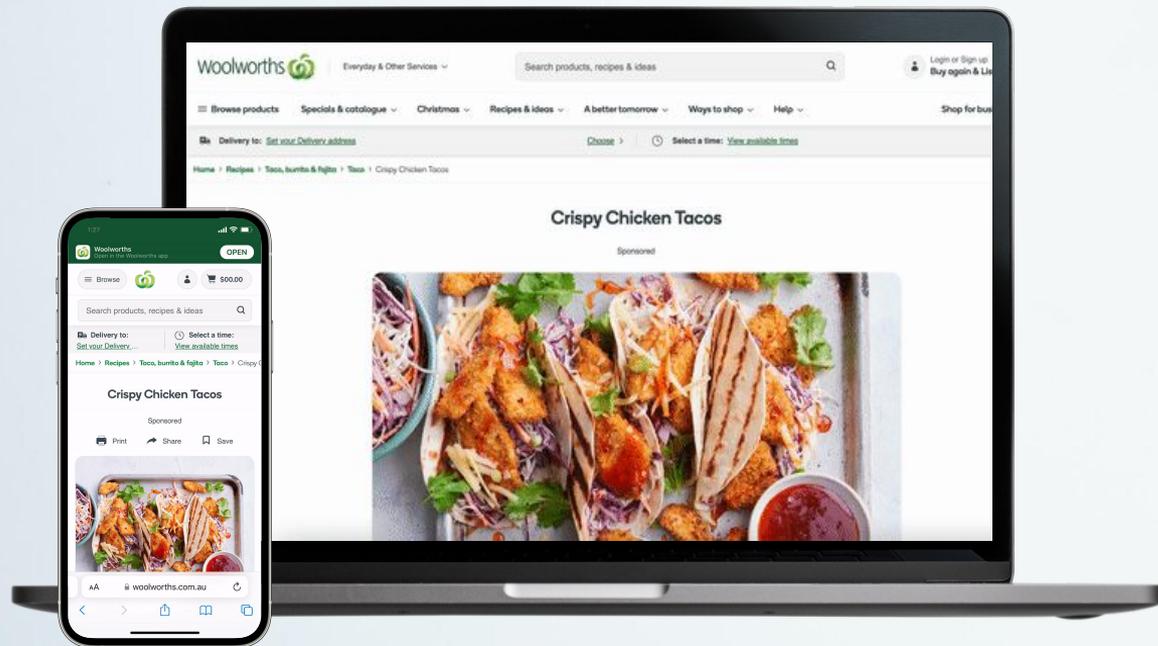
Cinemagraph

Animated movement creating a visually arresting, short-loop sponsored post.

EXTEND INTO ONLINE MEDIA WITH DIGITAL RECIPES

Digital recipes deliver trusted content, amplifying your brand from fresh idea to full shopping basket

Digital recipes are the ideal tool to engage customers and seamlessly integrate your brand into their next shopping list. We meet Woolworths' customers precisely when they are seeking inspiration and fresh ideas to try at home.



Seamless Conversion

The recipe links directly to the Woolworths ecosystem, allowing ingredients to be **immediately added to the basket** directly from the recipe.

High-Value Reach

Leverage **1.8m average monthly visits** and guarantee **50k impressions**

Targeted Discovery

Recipes are discoverable on the Recipe Hub and amplified via **content card placements** targeting relevant customers across search and aisle pages.

EDITORIAL LIFESTYLE SPECIALS

Seasonally timed environment opportunities

BABY/TODDLER
July



Editorial feature with expert advice, tips and products to help nurture and care for the little people in our lives.

PETS
April + June



Expert led advice, tricks and products to help care for the furry, feathered or finned friends in our lives.

HOME
Jan/Feb + September



From spring cleaning and storage, to on-trend styling tips and products - the Fresh Homes Special caters to our home-proud audience

GARDEN
August



Expert advice and tips for greenthumbs - budding and advanced.

BEAUTY & HEALTH
May + October



From the practical to the pretty, our Health & Beauty specials are filled with expert led tips, tricks and product news.

KEY TIMINGS
AND CONTACTS



SEASONAL MOMENTS

Seasonally timed environment opportunities



JUN

Winter Warmers
Winter Breakfast
Winter Entertaining
Pets Special

JUL

Baby & toddler Special
Back to School

AUG

Slow Cooking
Cooking with Kids



SEP

Spring cleaning
Father's Day
Diwali, Footy Finals

OCT

Halloween
BBQ Special
Summer Health & Beauty

NOV

Christmas Gifting
Christmas Prep



DEC

Christmas
Summer Entertaining

JAN

Outdoor eating, Back to school/work,
Lunar New Year, Australia Day

FEB



MAR

Easter Prep
Reset Your Routine

APR

Easter
Back to School
Camping

MAY

Winter Health & Beauty
Mother's Day

FRESH IDEAS - BESPOKE ADVERTISING SOLUTIONS

Editorially-driven advertising solutions that are tailored to individual brand needs in order to drive maximum engagement.

Innovate

We are committed to developing innovative packages tailored to your brand's unique goals.

Inspire

We provide a unique gateway to millions of engaged consumers at the crucial moment of inspiration.

Influence

Our content seamlessly integrates your product, leveraging deep reader trust and the Woolworths brand halo to drive sales.

Ignite

Our expert team craft evocative storytelling and visual executions that capture the imagination and ignite the customer journey across print, social and digital platforms.



