

# Woolworths Media Kit | FY23



cartology   
closest to customers

Woolworths 



# We are *Cartology*

Cartology gives you access to some of Australia's most valuable and unique media assets. We position your brand where it needs to be on the customer's path to purchase, including the critical final step of the shopping journey.

Our marketing solutions are built on rich and detailed customer data, giving you unprecedented insights into bespoke solutions and campaign effectiveness to meet your brand objectives.



# We get customers

Powered by the **scale** of the Woolworths Group

Woolworths 

**BIGW**



**#1**

Food & Grocery  
website in Australia



**176**

BIG W Stores



**13.5m**

Members



**13.2m**

Monthly customers  
in-store + online



**22.1m**

Monthly visits  
BIGW.com.au



**1 in 2**

Australians have an  
Everyday Rewards card

Source: Woolworths Group Q3 Results 2022, Woolworths Quantum, average monthly customers 07/04/2021-05/04/2022 (last 52 weeks) vs. 08/04/2020-06/04/2021 (YoY); BigW data 29/03/2021-29/03/2022.



Cartology helps brands grow by driving real customer impact in the *moments that matter most.*

Unless it ends in a *customer* does any of it matter?





# Targeting 100% FMCG customers

Powered by the **scale** of Woolworths



**1,081**  
Woolworths  
Stores



**12.9m**  
Monthly  
customers in-store



**71.6m**  
Monthly  
transactions  
in-store



**90%**  
of Woolworths sales  
happen in-store



**#1**  
Food &  
Grocery  
website in  
Australia



**+42%**  
eCom sales  
growth YoY



**34.3m**  
Monthly visits on  
Woolworths.com.au  
(web + app)



**9.6min**  
Average time  
spent on  
Woolworths  
app (per visit)

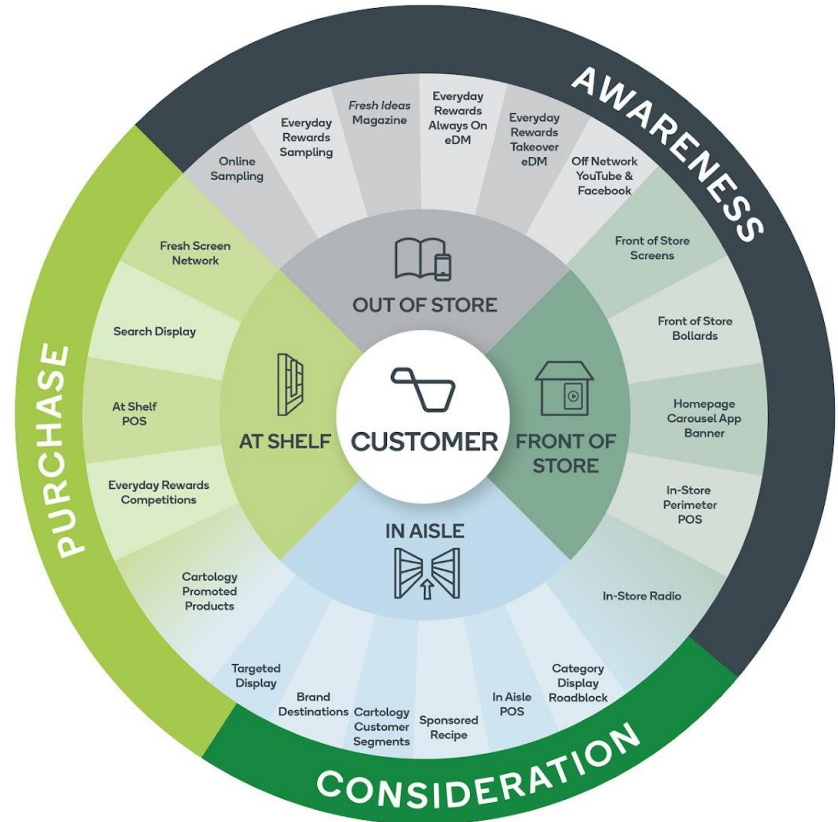
Source: Woolworths Group Q3 Results 2022; Woolworths Quantum, average monthly in-store customers, 07/04/2021-05/04/2022 (last 52 weeks) vs. 08/04/2020-06/04/2021 (YoY); Woolworths Quantum, average monthly in-store transactions (visits), 07/04/2021-05/04/2022 (last 52 weeks) vs. 08/04/2020-06/04/2021 (YoY); Woolworths Quantum, sales penetration 07/04/2021-05/04/2022 (last 52 weeks) vs. 08/04/2020-06/04/2021 (YoY); Adobe Analytics, average monthly online visits (web & app) April 2020-March 2021 vs April 2021-March 2022; Woolworths Quantum, ecom sales growth 07/04/2021-05/04/2022 (last 52 weeks) vs 08/04/2020-06/04/2021 (YoY); Adobe Analytics, average monthly time spent on app April 2020-March 2021 vs. April 2021-March 2022.



# Connect and impact Woolworths' customers, at the moments that matter most

The customer journey is no longer just online or in-store. Our multi-channel media solutions enable brands to target customers at every step, wherever they are and whatever their mindset.

Cartology can help your brands impact customers along the omnichannel shopping journey, driving *awareness*, *consideration* and *purchase*



Out of store





Drive *brand awareness* and reach *customers at scale* with content-rich solutions that deliver impact.

## Out of store

Woolworths customers' shopping journey begins out of store as they research and discover new products, look for ideas, inspiration and value on their weekly shop.

From *Fresh Ideas* magazine, recipes online and 1:1 eDM, there is a range of influential marketing solutions to connect your brand with customers at the first step of their shopping journey.



4.6m

Monthly *Fresh Ideas* magazine readership



7m+

Aussies watch YouTube on their screens



5.5m+

Opted into rewards email channels nationwide

Source: Roy Morgan, Magazine readership (AIR) 12 months to March 2022. Everyday Rewards, average weekly eDMs sent last 52 weeks based on annual figure as at 04/07/2021.







# YouTube

Connect with Australia's largest grocery audience, targeting active category and brand buyers outside the Woolworths network.

Captivate, educate and inspire FMCG customers through a richer video-led experience.

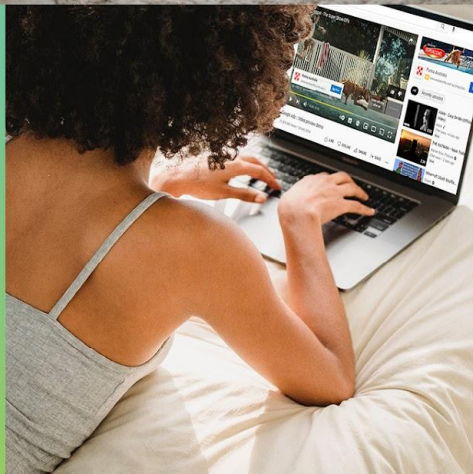
cartology  +  The most efficient video media buy in-market for FMCG advertisers

## *The benefits*

- Guaranteed ability to target qualified audiences who have a high propensity to purchase your brand's product
- Activate exclusive grocery shopper data across YouTube
- Continue the conversation with your audiences beyond the supermarket and into video

# 64%

YouTube has the highest share of eyes on screen compared to BVOD at 54% & FTA 49%



Source: YouTube internal data ending April 5, 2020 compared to the previous 28 days. Calculated for a given month (28 days) using the 7 day average of the specified pre and post period. YouTube internal data, March 2020.



# Fresh Ideas magazine

Through inspiring recipes, expert tips and tricks and the latest Woolworths news, *Fresh Ideas* magazine is the ideal platform to inspire and educate shoppers.

Reach highly engaged, active shoppers seeking inspiration for delicious, fresh food, and help them get the most out of every shop.



4.6m

Monthly readership



78%

Read *Fresh Ideas* magazine to discover new products

## Advertising solutions



Display Advertising  
& Classifieds



Sponsored Product  
Integration



Premium Editorial  
Sponsorship



Themed Content  
Alignment

Source: Roy Morgan, Magazine readership (AIR) 12 months to March 2022.



# Exclusive 1:1 connections with Everyday Rewards

Build exclusive connections with Woolworths' engaged Everyday Rewards members, Australia's largest customer personalisation engine.



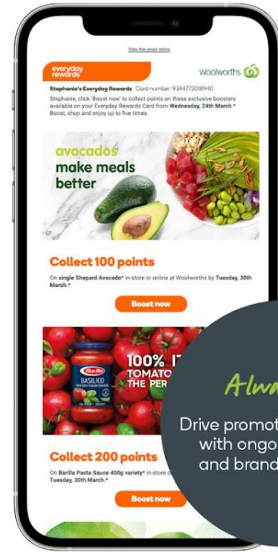
*Sampling*  
Efficient, sophisticated targeting  
Monitor repeat purchases for true ROI



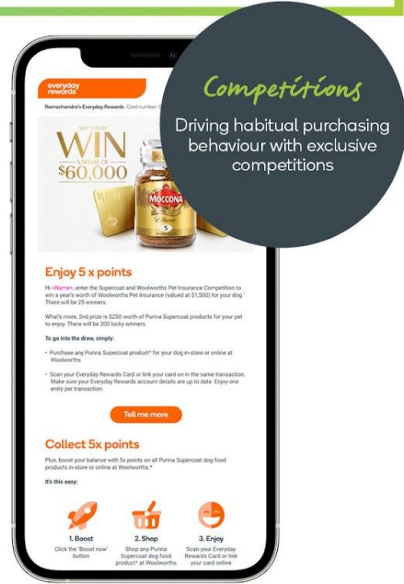
*Takeover eDM*  
Themed eDMs with multiple offers

*The benefits*

- Reach 13.5m Everyday Rewards members
- Target engaged FMCG shoppers with a 1:1 message and minimise wastage
- Drive brand awareness, product trial and habitual purchasing behaviours



*Always on*  
Drive promotional strategy with ongoing product and brand awareness



*Competitions*  
Driving habitual purchasing behaviour with exclusive competitions

Source: Woolworths Group Q3 Results 2022



# Woolworths

Front of store





## Front of store

As shoppers cross the threshold from awareness to consideration, it's paramount for your brands to be salient and visible.

Front of store gives you the chance to make your brand top of mind and on the purchase list. Maximise awareness and consideration of your brand at the most influential point on the path to purchase.



1,081

Woolworths stores



34.3m

Monthly visits on  
Woolworths.com.au  
(web+app)



30%

of customers are  
omnichannel

Shoppers are *open to being influenced*,  
with 80% of shoppers planning less than  
half of their in-store spend

Source: Woolworths Quantum, average weekly visits 01/07/2020-29/06/2021 (includes in-store and online). Adobe Analytics, average weekly visits 06/07/20-04/07/21 (web and app).



# POS front of store

With over 12.9 million customers through Woolworths' doors every month, point of sale offers brands an opportunity to influence shoppers' purchase decision at the very first step of their in-store shopping journey.

Our front of store POS solutions allow brands to drive awareness and reach customers as they are looking for inspiration and discovery.

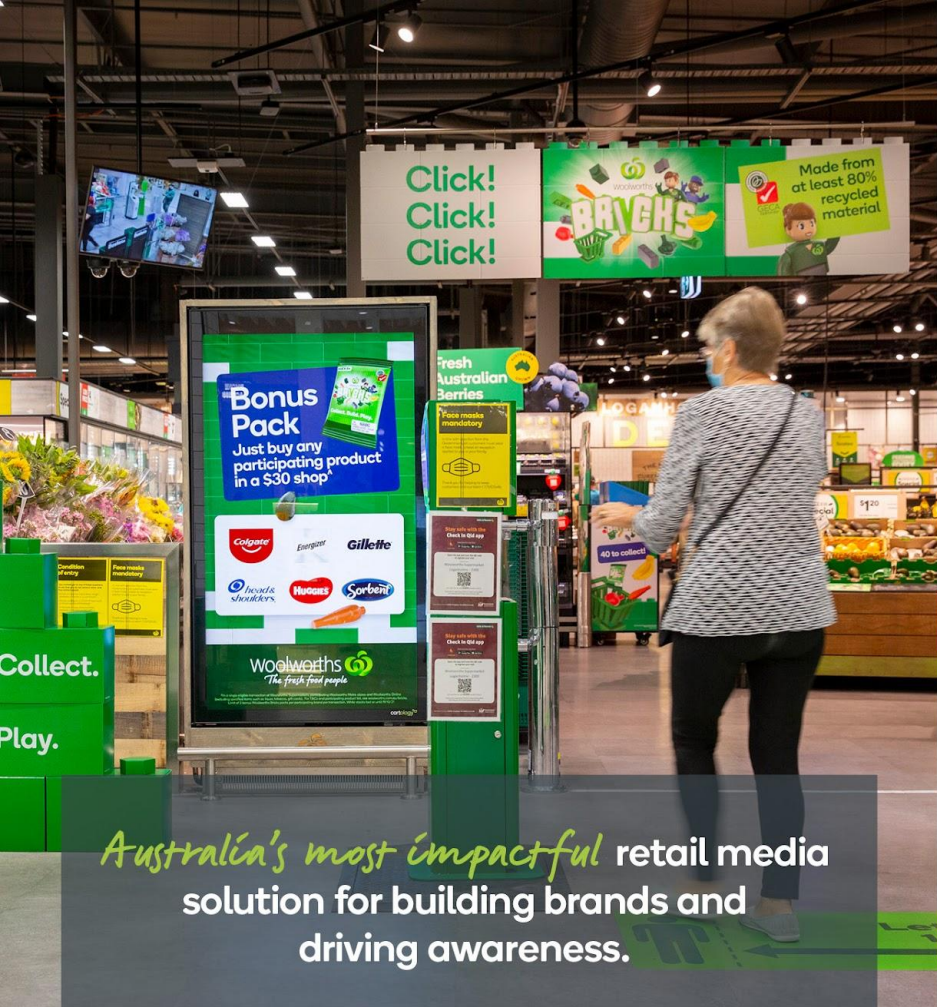
## The benefits

- Deliver large audience impact via the high traffic at these sought after locations
- Drive brand awareness and prime customers as they enter Woolworths
- Contextually integrate your brand within the retail environment

12.9m   
million monthly  
customers in-store

Source: Woolworths Quantum, average monthly in-store customers, 07/04/2021-05/04/2022 (last 52 weeks) vs. 08/04/2020-06/04/2021 (YoY)





*Australia's most impactful* retail media solution for building brands and driving awareness.

## Front of store digital screens

Drive unrivalled proximity and context in the supermarket with Australia's leading retail media solution, Woolworths Screen network.

Both format and location impact 12.9 million monthly in-store customers switching into shopping mode – the moment that matters most.

The screen network is perfectly placed to drive awareness at scale, helping brands educate, inspire and storytell, while priming customers with relevant advertising when they are in a purchasing mindset.

### *The benefits*

- 900 screens in Woolworths nationally
- Top of mind awareness as customer starts their shop
- 100% on target FMCG shoppers, delivering media efficiency and value

Source: Woolworths Quantum, average weekly visits 01/07/2020-29/06/2021 (includes in-store and online), Adobe Analytics, average weekly visits 06/07/20-04/07/21 (web and app).



# In-store radio

Engage and inspire active in-store customers through the power of sound, encouraging navigation to your brand.

Woolworths in-store radio has been designed to provide an enhanced in-store ambience and elevated shopping experience for customers.

## *The benefits*

- National coverage across all Woolworths supermarkets
- Increased frequency, engaging customers who are actively in the shopper mindset
- Immersive audio content to tell your brand story to 100% on target FMCG customers

Source: Woolworths Quantum, average weekly customers 4/08/2020 - 27/07/2021 (in-store).



*Maximise impact through sound*  
to deliver a rich brand impression  
within the in-store journey.



# Digital catalogue

Showcase your brand with high impact full page placements using the second most visited destination on the Woolworths.com.au digital catalogue.

Maximise sales conversion through seamless eCommerce integration, allowing add-to-cart with a few clicks.

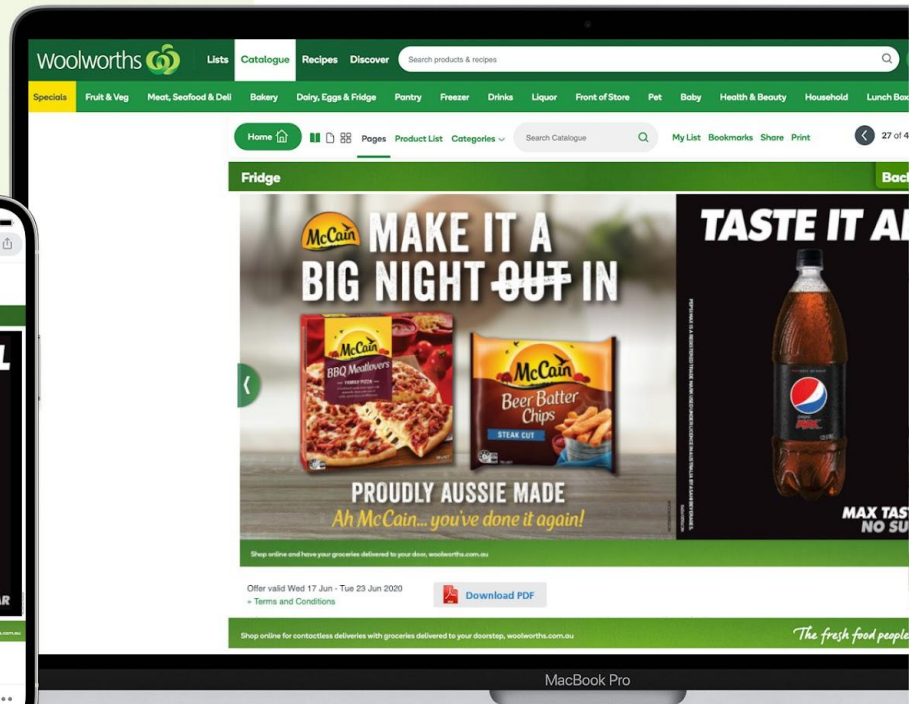
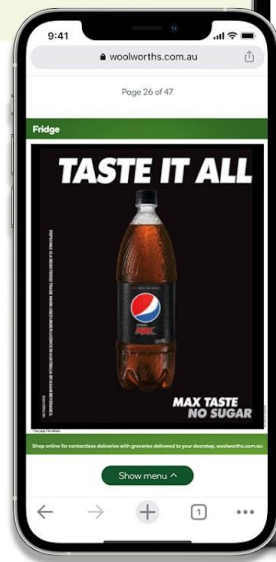
## The benefits

- Position your brand and products in a contextually relevant environment
- Capture attention and drive consideration when customers are actively looking for inspiration

Maximise shopper response with a high impact ad

33.5m

weekly digital catalogue page views



# Homepage carousel

Drive awareness and consideration for your brand with a high-impact placement at the top of the Woolworths.com.au homepage, engaging customers at the very start of their shopping journey.

Offering maximum exposure, delivering cut-through and lifting brand salience, the homepage carousel helps influence purchase behaviour in our highest traffic destination across web and app.

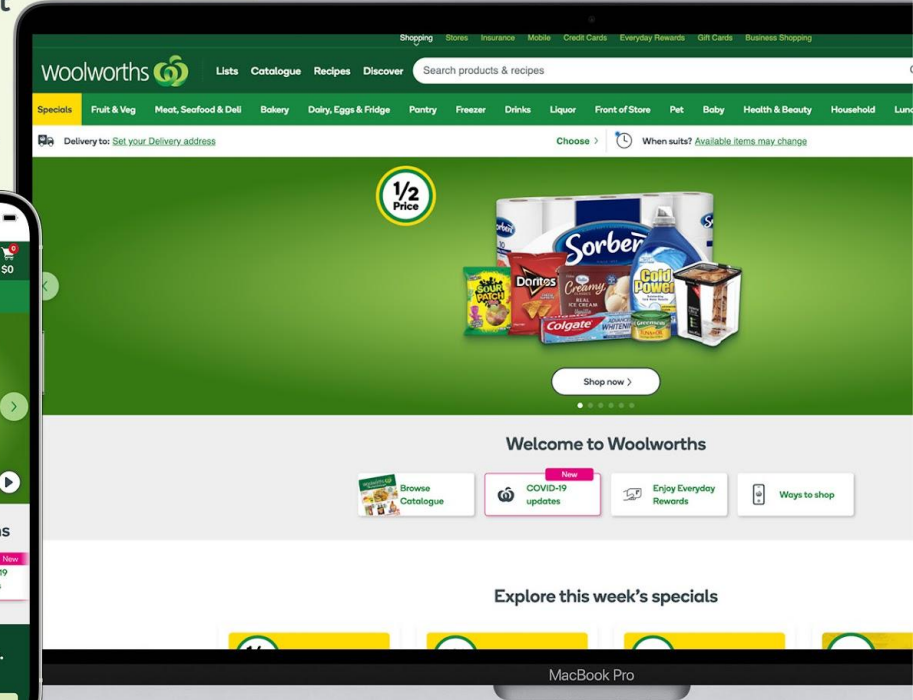
## The benefits

- High impact placement on Australia's #1 food & grocery website
- Cut through and lift brand salience, influencing purchase behaviour of engaged customers
- 57% are more likely to purchase a product advertised in a homepage carousel

Source: Cartology eCom Shopper Study 2020. Woolworths.com.au Customers n= 780. Would seeing these displays on the website make you more or less likely to consider buying the product? Google Ads Display Averages & Benchmarks 2020 Jul - Oct.

## Digital drives in-store traffic and engagement

**60%**  
of customers shop  
in-store within 4 days of  
visiting Woolworths.com.au



In aisle

New

**LOW GI**  
for longer  
lasting energy





**78% of customers likely to discover  
new products when shopping.**

## In aisle

Drive consideration for your brand, connecting with actively engaged customers as they go up and down the aisle.

Signpost your range to generate consideration, reaching customers who are open to be influenced, actively looking for inspiration and discovery.



**46%**

of customers go up and down most or all aisles during their shop



**47%**

of customers are actively looking for inspiration for what to cook and buy when shopping in-store.<sup>A</sup>



**67%**

of visitors to an online aisle will make a purchase

Source: Woolworths Quantum, Percentage of sales by In-store vs Online, 30/04/2019 - 12/10/2021 (132 weeks); T Garage, Cartology Shopper Insights, November 2019; Woolworths Quantum Data Last 52 Weeks (w/c 06/09/2020 - 14/09/2021).



# POS in aisle

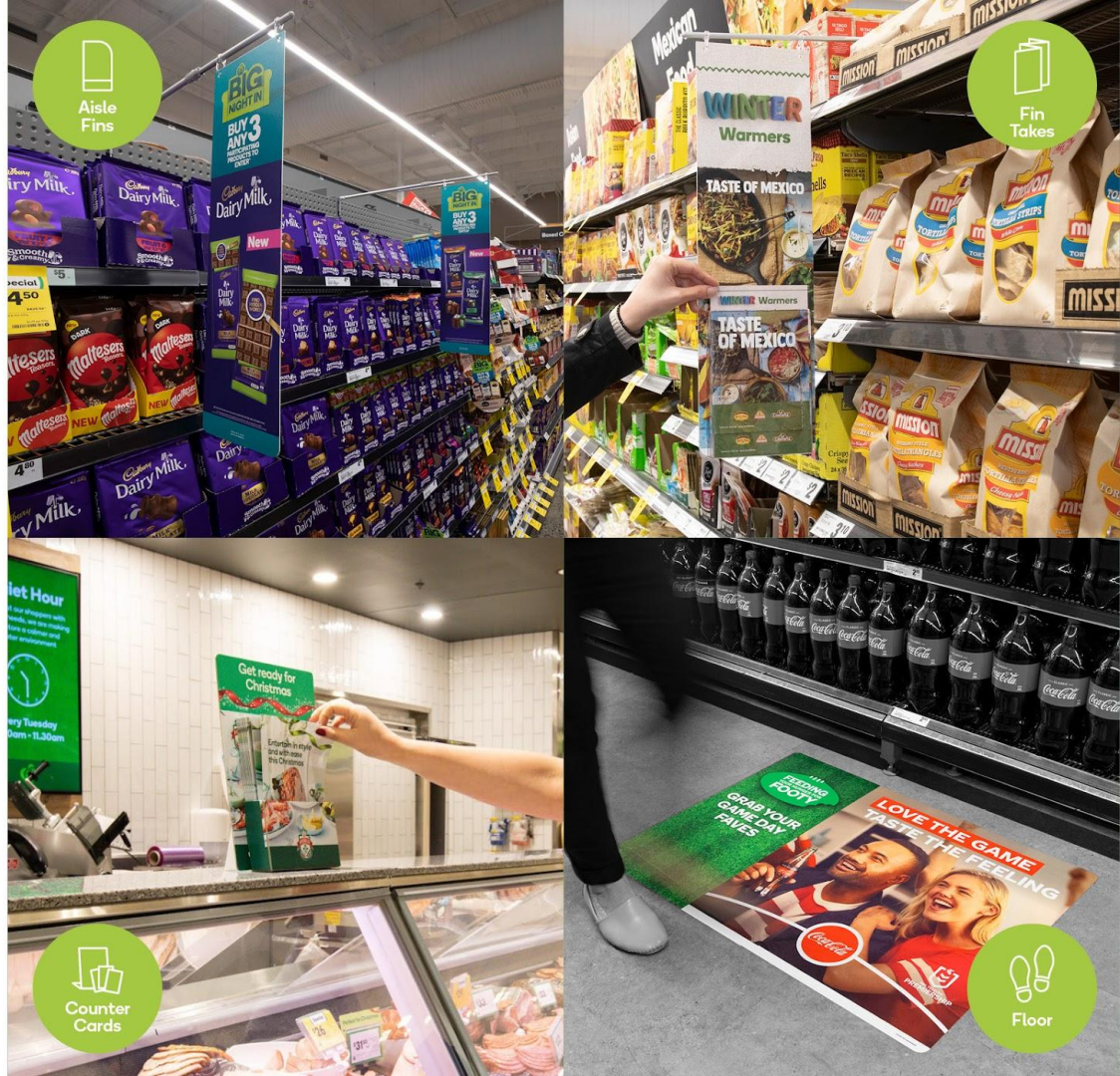
Reach actively engaged in-store customers by utilising a combination of layered assets to gently lead them towards finding your products.

Cut-through in aisle with 90% of Woolworths' sales still being made in store, in-store continues to play a key role in connecting brands to new customers.

## The benefits

- Drive consideration for your brand, utilising impactful POS solutions
- Signpost your brand and products, providing optimised customer engagement, and bringing brand messages to life through our communications pillars (new, try this, special)
- Communicate product features, benefits and price promotions

Source: Cartology In-Store Shopper Study 2020. Woolworths In-Store Shoppers n= 780 Cartology eCom Shopper Study 2020. Woolworths.com.au Customers n= 780



# Branded shop

Build bespoke destinations within Woolworths' premium online ecosystem. Seamlessly integrated into Woolworths.com.au, this environment allows brands to curate content, deliver brand value proposition and promote offers - all within the shoppable platform.

Bring your brand to life with detailed information, including videos on how to use and consume your products.

## The benefits

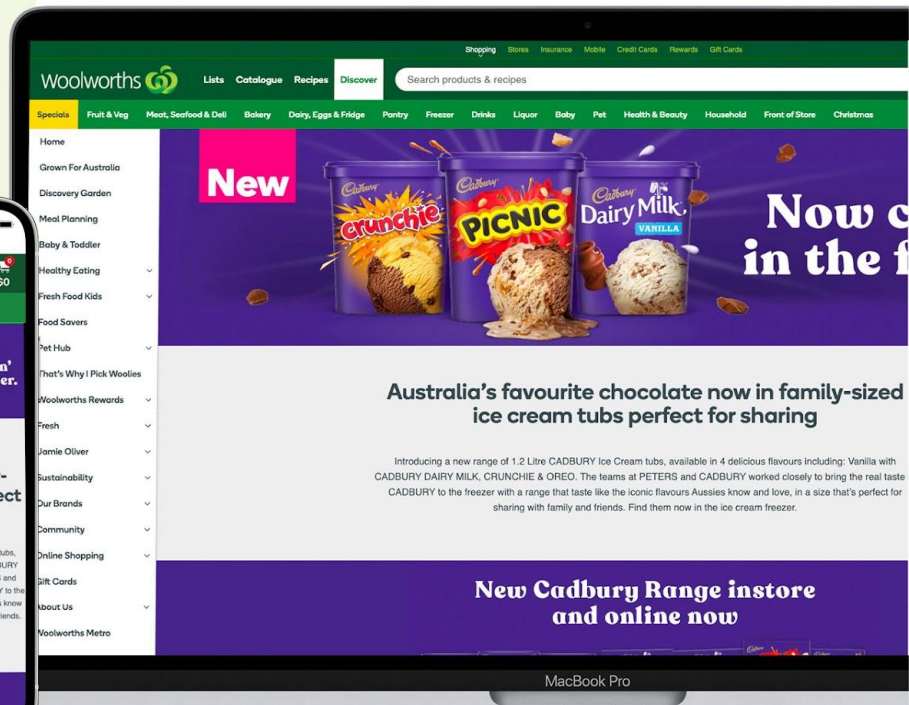
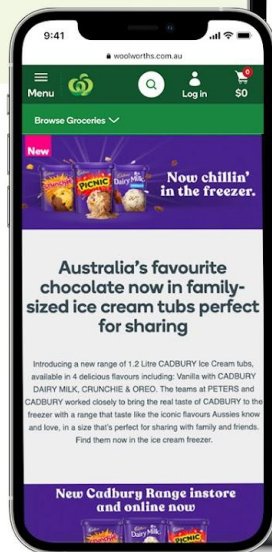
- Enhance the customer shopping experience in a contextually relevant environment
- Drive awareness and educate customers on your brands and products
- Leverage Woolworths' digital ecosystem to tell your brand story

Source: Cartology eCom Shopper Study 2020. Woolworths.com.au Customers n= 780. In what ways do these signs and displays help you? Would seeing these displays on the website make you more or less likely to consider buying the product?



# 54%

are more likely to purchase advertised products here



# Digital display

Reach active customers with high-impact digital placements on Australia's #1 food & grocery website.

Cut-through and lift brand salience through maximum exposure, influencing purchasing behaviour in our highest traffic destinations including:

**Content cards** – a dedicated brand space, reaching customers early in their consideration phase.

**Banners** – provide space for brand messaging in the category, and are ideal for cross selling in a complimentary category.

**Recipes** – engaging, inspiring and popular content pieces that ensure long term brand awareness.

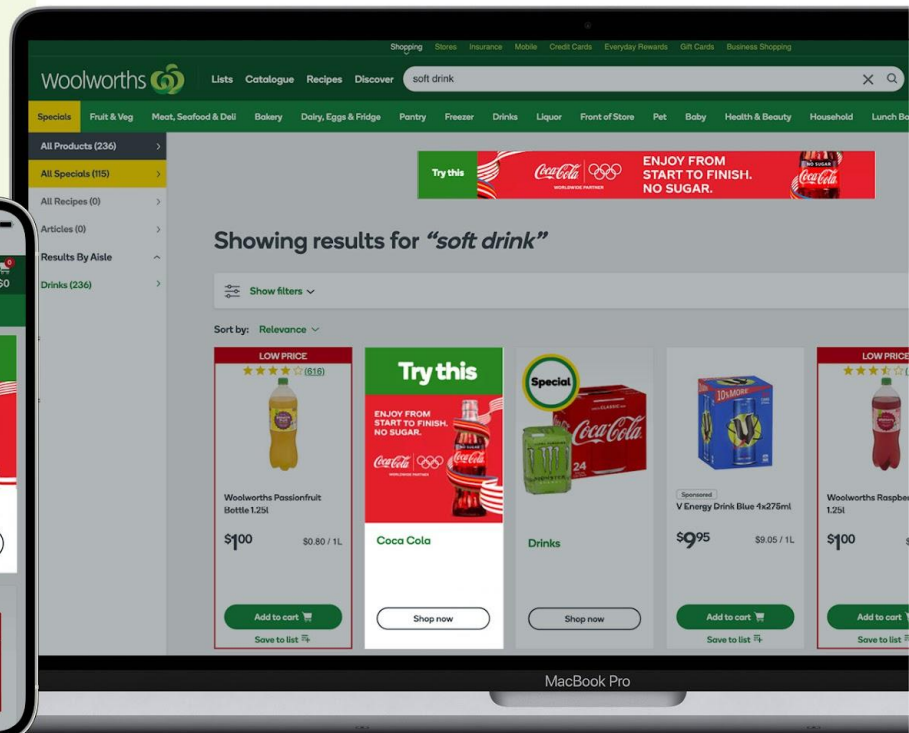
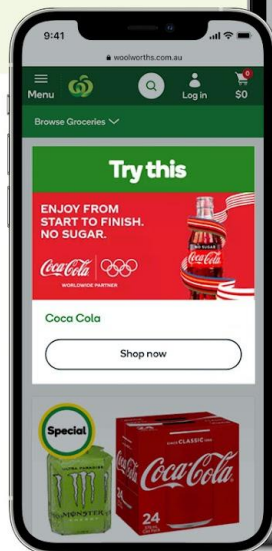
## The benefits

- High impact visibility with minimal wastage
- Contextually relevant messaging and content throughout their shopping journey
- Intercept customers searching related products and trigger their propensity to act



# 34.3m

monthly visits to  
Woolworths.com.au



Source: Adobe Analytics, average monthly online visits (web & app) April 2020-March 2021 vs. April 2021-March 2022



At shelf

**BUY 1  
GET 1 BONUS  
FIX-EM**

When you buy ONE  
of these participating  
products in a \$30 shop

\*Participating products only listed. Displayed products in a single eligible transaction (including limited quantities and specific items such as gift cards, tobacco, liquor, etc. for promotional dates and times, participating products list and quantity quantities per vendor, and any restrictions such as the sale. Limit of 1 per transaction. Offer good per...

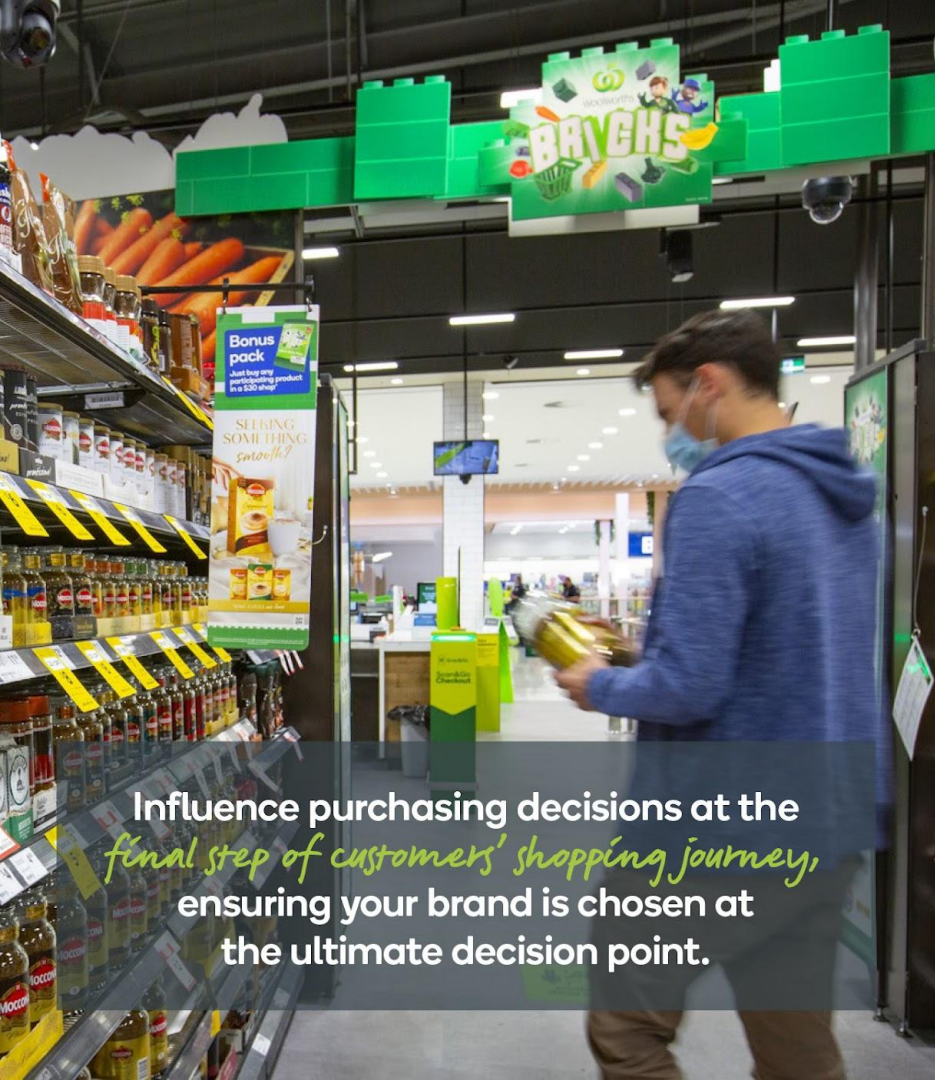
**JUST YOUR FAVOURITE  
FOOD IN THE WORLD**

**"NOTHING  
SPECIAL"**

**McCain**

QR code





**Influence purchasing decisions at the final step of customers' shopping journey, ensuring your brand is chosen at the ultimate decision point.**

## At shelf

Prompt product selection, making your brand stand out at the final step of the path to purchase. At shelf represents the greatest opportunity to connect with engaged customers, aiding them to easily find and choose your products.

From launching a new product, highlighting a price promotion or communicating product attributes, there are various solutions to make sure your product is chosen at the ultimate decision point.



**71%**

of in-store brand purchase decisions are made at the shelf



**75.5m**

monthly searches on Woolworths.com.au (web + app)



**90%**

of all sales come from the first page of the search results for Cartology Promoted Products

Source: T Garage, Cartology Shopper Insights, November 2019; Woolworths Quantum Data Last 52 Weeks (w/c 06/09/2020 - 14/09/2021); Adobe Analytics, average monthly searches (web & app) average monthly searches for Web and app (Apr 2021 - March 2022); Citrus Oct-Dec 2020 performance.



# POS at shelf

Drive selection and purchase of your brand at the final step of customers' path to purchase.

Encourage purchase behaviours, highlighting specific products at the shelf edge - aiding navigation and making it easier for customers to find and choose your products.

## The benefits

- Increase at shelf visibility with engaging and impactful point of sale solutions
- Drive conversion at the final moment of purchase
- Communicate new product information, price promotions or product attributes



# Cartology Promoted Products

Increase your brand's visibility across Woolworths online, growing share of voice and maximising sales.

Our advanced marketing platform places your brand on the first page of search results for keywords related to your products, increasing your brand's opportunity to be seen, engaged with and, ultimately, purchased.

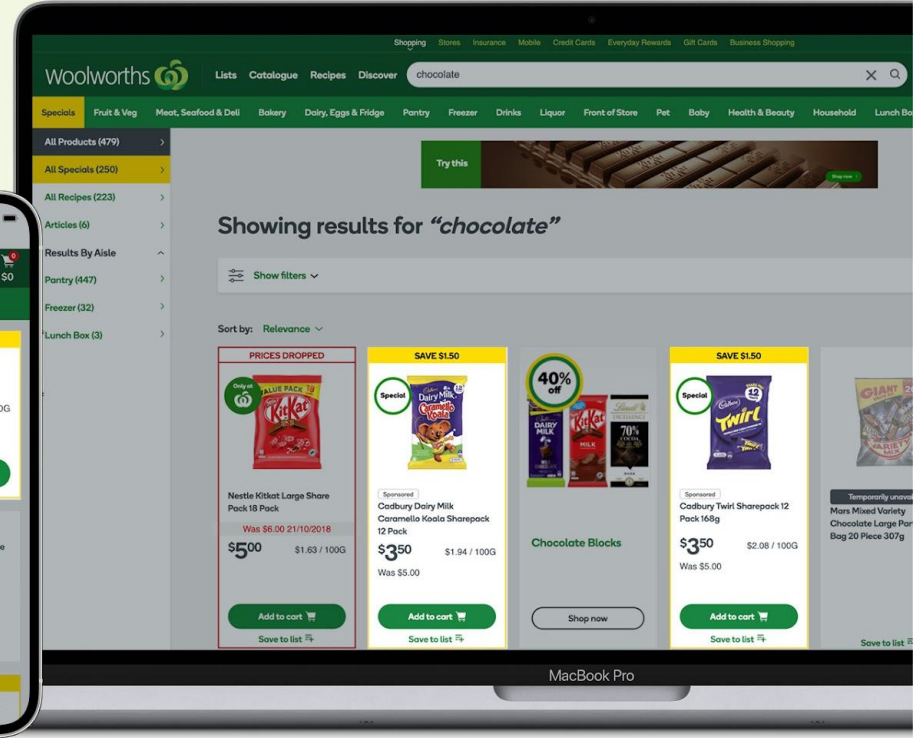
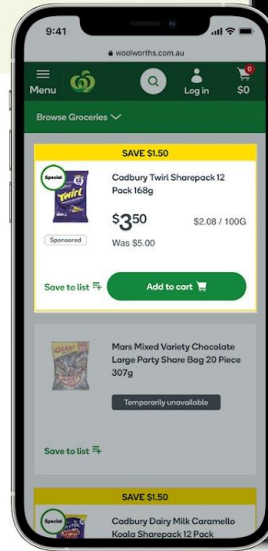
## The benefits

- Increased digital on-shelf visibility with priority placements on Woolworths.com.au
- Intercept customers at all touch points across the online shopping journey
- Real time keyword bidding and dashboard reporting



# 90%

of all sales come from the first page of search results



Connect with customers by  
partnering with *Australia's  
most trusted brand*

Woolworths 





Major marketing event activations



Category and seasonal events



Always on customer communication pillars

## Partner with the Woolworths brand

Woolworths has an established calendar of customer programs, offering unique brand integration and alignment.

Partner with Australia's most trusted brand and leverage key customer programs from major marketing activations to seasonal and category events, driving real customer impact in the moments that matter most.

Australia's most trusted brand.



Source: Roy Morgan Single Source (Australia), Risk Monitor, April 2021 – March 2022. Key commercial brands with 20+ mentions. Base: Australians 14+, n=21,585.

# Major marketing activations

Woolworths brand campaigns are a key part of our customer calendar, providing brands an opportunity to be a part of our distinctive owned properties and partnerships.

These campaigns offer unique, insight-driven and innovative programs, engaging customers and delivering brand growth by driving real customer impact in the moments that matter most.

## The benefits

- National customer marketing campaigns which offer partner brands deep integration and sales uplift
- Alignment with Woolworths' established and much loved collectibles programs
- Exclusive media opportunities and campaign support from Woolworths

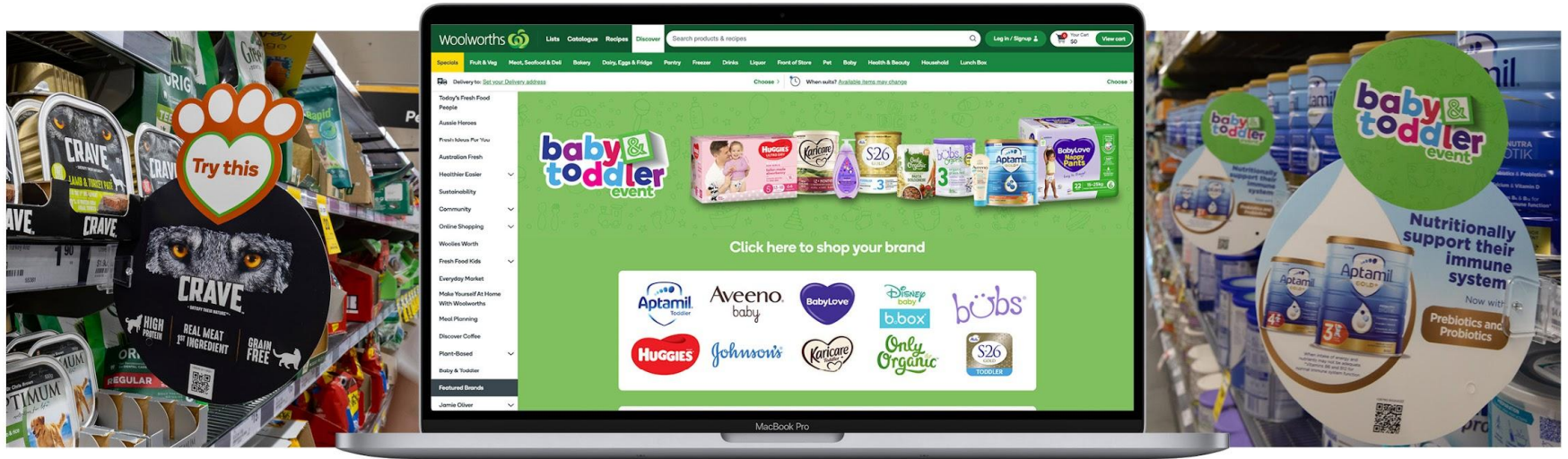


# Category events

Category events are significant growth drivers for attracting new, light and lapsed shoppers. Reach your category customers with deeply integrated brand campaigns, inspiring, educating and triggering new purchasing behaviours.

## The benefits

- Drive awareness during key moments of promotional activity
- Generate visibility of new products in your specific category
- Provide inspiration and education, connecting with your category customers



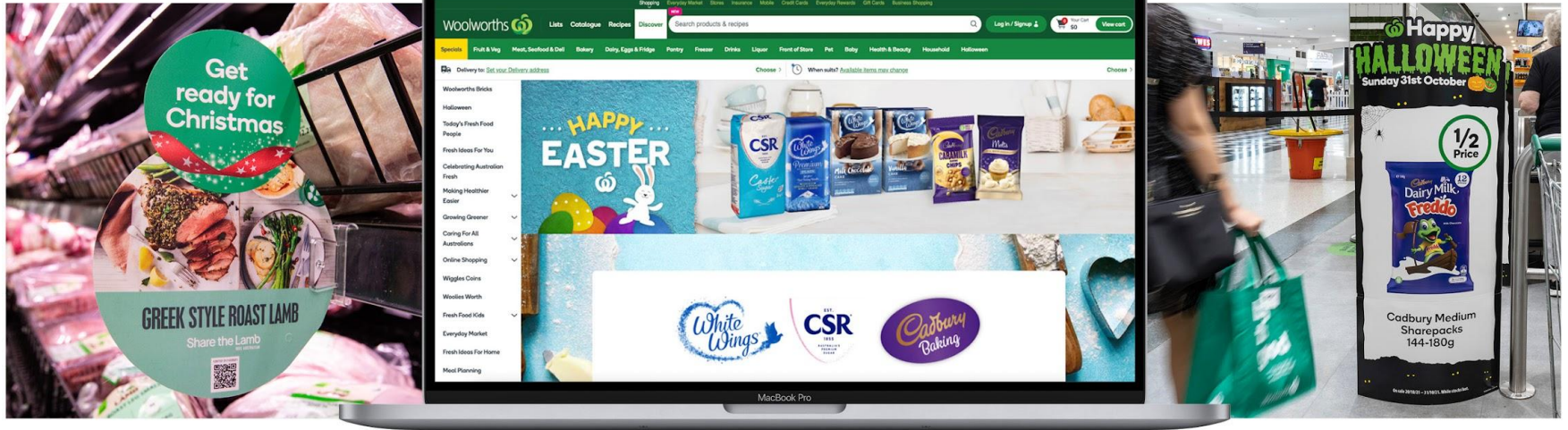
# Seasonal events

Prime opportunities for your brand by leveraging on Woolworths' much loved flagship seasonal customer events, ensuring your brand is top of mind at the right time of year.

Drive awareness, inspiring seasonal purchasing behaviours to deliver real customer impact at the moments that matter most.

## The benefits

- Drive awareness, inspiring and connecting with customers at the moments that matter most
- Contextually relevant brand integration within key seasonal events supported by Woolworths
- Increase brand presence during key seasonal retail periods







Cartology helps brands grow by driving real customer impact in the *moments that matter most*

# Woolworths



## Want to know more?

Get in touch to discover how Cartology can help you better connect your brands with our customers at the moments that matter most

[cartology.com.au](http://cartology.com.au)



Figures quoted in this kit are accurate as at the time of publication and are subject to change.

Please note that the results of case studies quoted in this kit may not be indicative of future results. Results depend on a variety of factors unique to each client.

