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We are Quantum

Retail Safari

ISSUE NO.

10



Welcome

To the 10th 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.](#)



Nick Anscombe
Marketing Manager



'Tis the Season

Seasonal Retail Activations



Tesco Robinsons

Recognising that Halloween is a children's holiday, but not all of them will be able to go trick-or-treating this year, Robinsons is donating 5p per pack sold to Great Ormond Street Hospital Children's Charity.

We're not entirely sure about the direction the marketing team was taking with the tagline 'trick or treat for Great Ormond Street,' as one would hope it's all about treating!



Sainsbury's

19 Crimes

In an effort to become the chosen wine for Halloween celebrations (a niche ambition, but we like it), 19 Crimes has launched these very spooky limited edition glow-in-the-dark bottles!

Personally, we're a bit lost on the copy chosen for this display. Unless you think that not carving a pumpkin during Halloween is an act so rebellious it's considered one of the 19 Crimes...



Tesco

Heinz

Just in time for this year's Halloween celebrations, Heinz has taken things up a notch by revealing three limited-edition collectible bottles of [scarily] good black garlic mayo. They promise to be the perfect spooky sauce for all your foodie treats.



Sainsbury's

M&M's

Now, onto the most important place in the supermarket during Halloween: the confectionery aisle!

M&M's take the spotlight with the message 'share out this Halloween' displayed above and below this unit, featuring Mars' collection of fun-sized sharer bags of chocolate.



Sainsbury's

Haribo

Alongside the Mars portfolio, Haribo competes in the confectionery space with an awesomely eye-catching 3D above-shelf display and floor sticker, featuring the slightly catchier message 'share the scare.'

In their aisle panels, they're also offering a '2 for 1' entry to Alton Towers with every pack!



Sainsbury's Cadbury

Cadbury is following the confectionery aisle dress code, featuring a sweet 3D above-shelf display and a large floor sticker.

However, their message, 'grab your Cadbury trick or treats,' is a bit less imaginative.



Tesco

Fanta

This Halloween, Fanta is bringing the fun back with a new mini-game packed with frightfully fun tricks and treats.

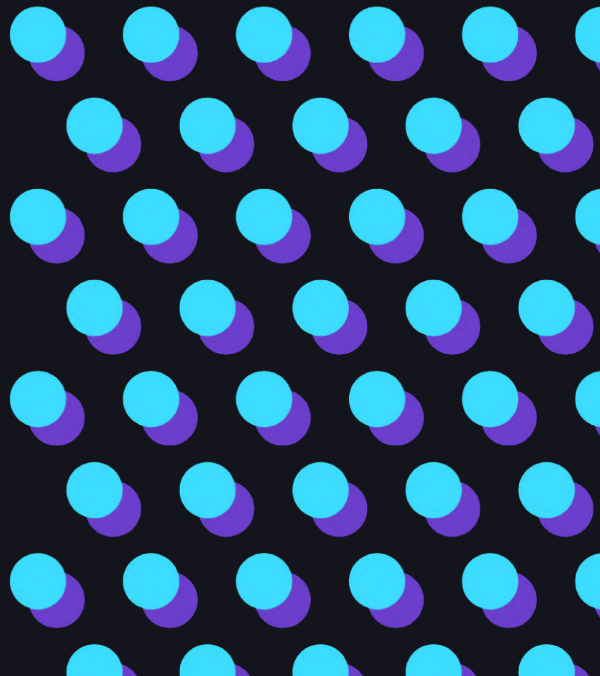
Shoppers can scan the QR code on the limited edition bottles or cans to download the app and play the Fanta Halloween game. Prizes await all who dare to play.

The promotion is supported by a multi-million-pound campaign which includes TV ads, influencer activity, out of home advertising, experiential activations, and a paid social campaign where you can design your own glow-in-the-dark can.



The Joy of Giving

Gifts with Purchase



Tesco Carlsberg

In 2023, Carlsberg is focusing on improving the sourcing of a key ingredient, barley, ensuring that 100% of it used in their Pilsner comes from UK farms.

That's why they've partnered with WWF to support farmers across East Anglia in implementing water-sensitive farming methods. By the end of 2023, Carlsberg aims to replenish up to 100 million litres of fresh water on farms, contributing to the thriving UK nature (that's more than 175 million pints)!

With the tagline 'A pint for you. A pint for WWF', Carlsberg uses their large 18-packs to showcase their commitment to this cause.

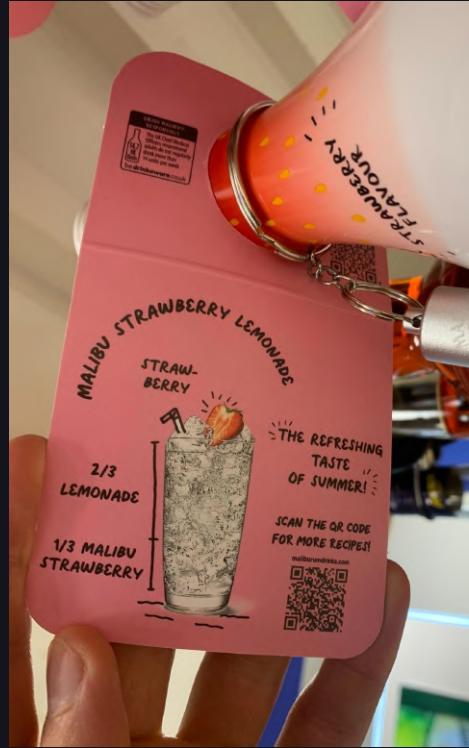


Tesco

Malibu

As part of their 2023 campaign, 'Do whatever tastes good,' Malibu is offering a free extendable metal straw keychain with every purchase of a bottle of Malibu Strawberry.

Each bottle also features a neck hanger with instructions on how to make a refreshing Malibu Strawberry Lemonade, along with a QR code containing more recipes.

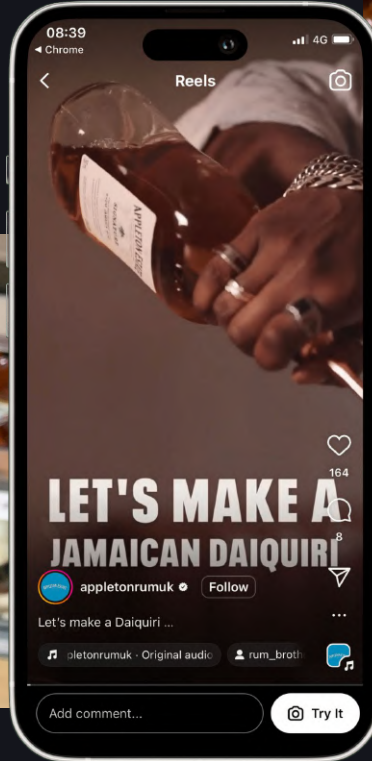


Tesco

Appleton Rum

As the signature rum of Jamaica, Appleton Estate is offering a rose gold double jigger with every purchase of a 70cl bottle.

The double jigger gift is attached to the bottle using a clever fold-out neck hanger, which contains recipes for making classic caribbean rum cocktails. Additionally, a QR code is included, leading to an instructional Instagram reel on how to make a Jamaican Daiquiri.



Tesco

Walkers x Pizza Hut

Pizza and crisps. Need we say more?

Walkers is offering 2 for 1 on Pizza Hut pizza with every pack of Pizza-flavored Walkers MAX crisps.



ASDA Shreddies

Shreddies uses a deliciously pink display to showcase their partnership with ASDA's Tickled Pink charity initiative.

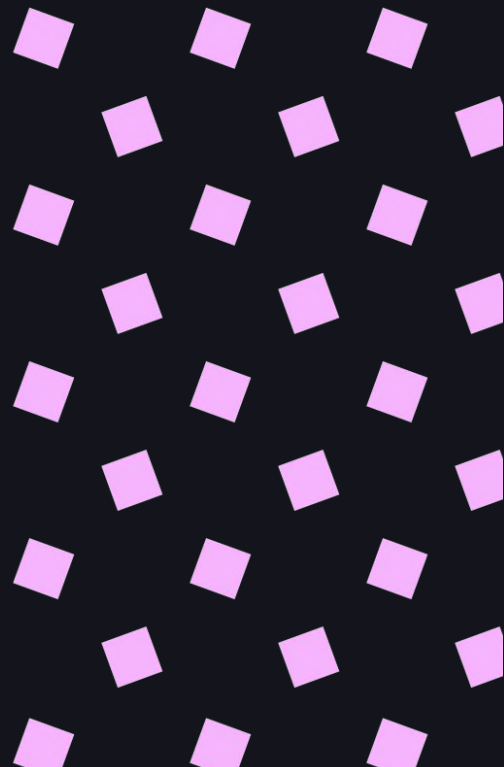
Shreddies will donate 10% of the sales from Limited Edition Raspberry and White Chocolate Shreddies to support Breast Cancer Now and CoppaFeel!





In It to Win It

On-Packs and Chances to Win



ASDA

Dove

Dove is giving shoppers the opportunity to win tickets to the 2024 Home Nations Rugby when they purchase any men's Dove products.



ASDA

ViñaSol

ViñaSol features these fashionable neck collars, offering a chance to win a holiday in a Spanish villa, supported by the message 'Taste the Mediterranean.'

With the sudden drop in temperature, we may just take them up on that!



ASDA

Cape Herb & Spice

Exclusively at ASDA, Cape Herb & Spice and OXO are giving budding BBQ enthusiasts the chance to win a Ninja Woodfire electric BBQ grill and smoker, or one of 25 £50 ASDA gift cards.



Sainsbury's

Dark Horse

Dark Horse come through with a split display, offering the chance to win £100,000 worth of instant cash prizes.

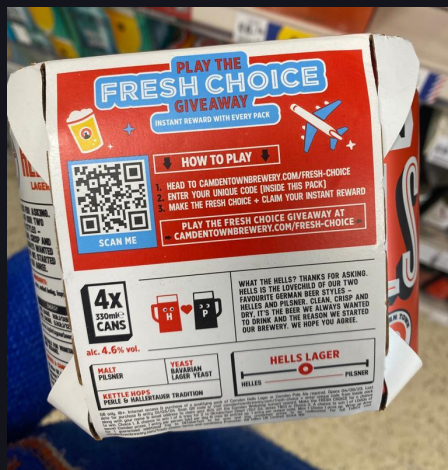
Attention piqued? Simply purchase a promotional bottle of Dark Horse Cabernet Sauvignon or Chardonnay, scan the QR code on the bottleneck, and vote 'red' or 'white' for a chance to win.



Tesco

Camden Town Brewery

Camden Hells are challenging beer drinkers to 'play the fresh choice giveaway', giving them a chance to either win a three day trip for two to Oktoberfest 2024 in Munich, or a secret Camden runner up prize.



Tesco

Tango

Tango offer this very cool on-pack promotion, giving you a chance to win £1,000 whilst they donate £1,000 to the Prince's Trust when you buy any Tango product.

WIN
£1,000
& we'll donate
£1,000
to **The Prince's Trust**

Buy any Tango product
Text **TANGO5**, your full name and postcode to **60110**

Only at **TESCO**

Tango
APPLE
SUGAR FREE

Tango
BOLD
FEARLESS

WIN
£1,000
& we'll donate
£1,000
to **The Prince's Trust**

Only at **TESCO**

Win

Tango
APPLE
SUGAR FREE

Tango
BOLD
FEARLESS

Sainsbury's

Batchelor's

Name a greater night-in than Super Noodles and Batman? We'll wait...

This is why instant snack specialists, Bachelor's are giving noodle eaters the chance to win the ultimate film night-in with the Dark Knight himself.



Sainsbury's

Ambrosia

From noodles and Batman to custard and Minions.

Following the success of their on-pack promotion in 2021, which saw 32,000 entries, the much-loved dessert has announced the relaunch of the national text-to-win promotion this year.

Ambrosia is giving customers the chance to win e-gift cinema vouchers and other fun Minions prizes.



Waitrose

Asahi

As the finals draw near, the official beer of the 2023 Rugby World Cup, Asahi, has introduced these fantastic 3D display units. These units feature flashing LEDs to mimic a stadium packed with enthusiastic fans.

Additionally, Asahi is still running a competition where you can win tickets to the Rugby World Cup 2023 final, along with thousands of other prizes.



Tesco

Jägermeister

After receiving 20,000 entries in 2023, and for the second year in a row, Jägermeister has introduced their unique 'Freeze to Win' competition. By simply purchasing the bottle and storing it correctly, consumers have the chance to win festival tickets and one of hundreds of mystery prizes.

The 250,000 promotional bottles of Jägermeister feature temperature-sensitive labels that reveal secret prize-winning codes only when cooled to the optimal temperature: -18°C , ensuring the perfect serve.



Tesco

Proper Twelve

Since its acquisition by Proximo Spirits in 2021, Proper Twelve Irish Whiskey has undergone a rebrand.

Their campaign tagline, 'mark every win,' aims to illustrate how the brand celebrates every success, regardless of size.

With every bottle of Proper Twelve, they're offering the chance to win a VIP trip to the PFL Europe final in Dublin.



ASDA

Opihr

United by a shared love of travel and discovery, OPIHR has partnered with Abercrombie & Kent to give drinkers the opportunity to win a five-night A&K safari for two people. This exclusive prize includes two nights at Sanctuary Chobe Chilwero in Botswana and three nights at Sanctuary Sussi & Chuma in Zambia.

Other OPIHR gifts to be won include six months of free gin and a wide range of OPIHR Gin products, perfect for enjoying at home while planning your next adventure.



ASDA

Buffalo Trace

Buffalo Trace is supporting three events on the 2023 DP World Tour, also known as the European Tour, including the BMW PGA Championship.

This 360-degree partnership is showcased across various touchpoints, including media, social and digital platforms, the golf course, and of course, in-store. They are offering the chance to win the ultimate golf trip with every bottle purchased.





Above the Rest

Standout Visibility and Off-Fixture Displays



Tesco

McCormick & Company

McCormick & Company uses this end-of-aisle display to encourage consumers to 'discover the authentic taste of America' with their portfolio of classic American favourites, including brands like Old Bay, Frank's Redhot, and ironically, French's.



Sainsbury's

Lily's Kitchen

Premium pet food manufacturer, Lily's Kitchen showcases their dog food collection with a strikingly green end-of-aisle display that includes aisle fins.



Sainsbury's Peroni Nastro Azzurro

Italian lager leaders, Peroni use stylish 3D aisle bucket displays to promote their new fridge packs and encourage consumers to 'live every moment'.



Sainsbury's

Kellogg's

All aboard the Kellogg school bus! In line with the end of the summer holidays (and maybe provoking some back-to-school PTSD among the young ones), Kellogg's uses this mega-display to showcase their well-known cereals, inviting shoppers to sit in and drive!





See you soon...

Get in touch

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