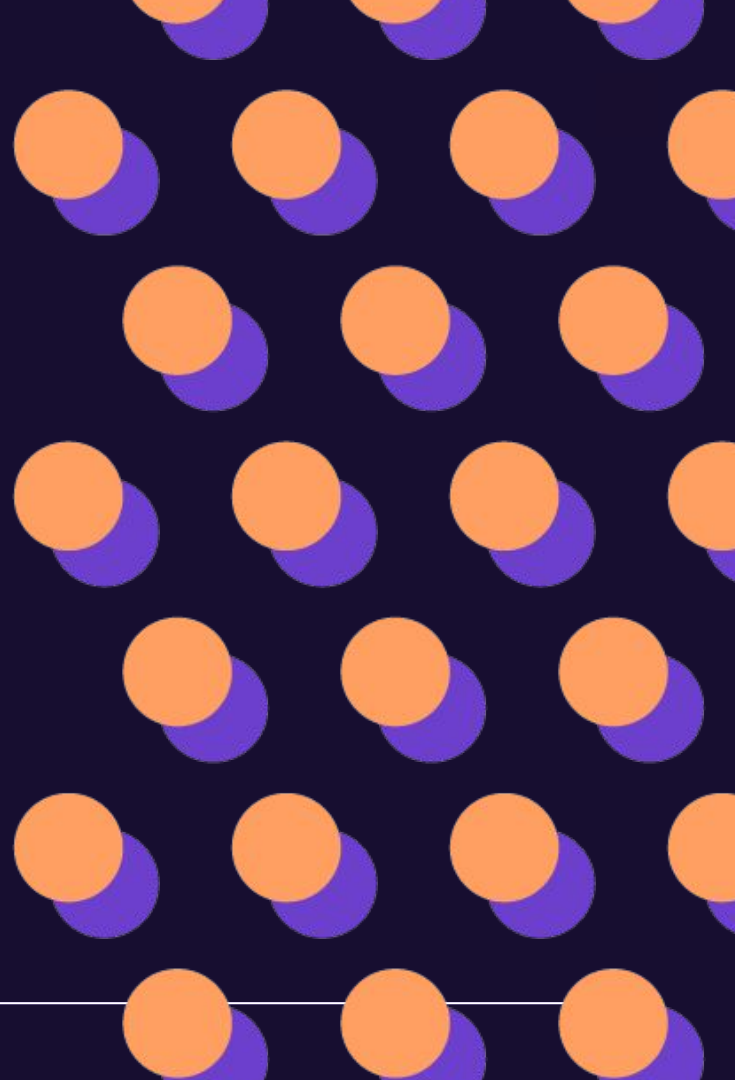




We are Quantum

# Retail Safari

Issue No.9



# Welcome

To the 9th 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

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# Tesco

## BrewDog

Drink with pride with BrewDog at Tesco!

BrewDog has released this bright and beautiful line of 4.5% guava-infused lager in line with pride month this year.

As well as delivering these eye-catching 8-packs and display units, BrewDog are donating 50p from every 8-pack sold to MindOut, a mental health service run by and for LGBTQ+ people.



# ASDA

## Henry Westons

In a valiant effort to make their beverage the cider of the summer, Henry Westons are giving away chances to win daily prizes to create vintage memories with friends and family.

Prizes include BBQs, luxury picnics, movies under the stars, and everyone's favourites, cash!



## Sainsbury's San Miguel

Every week, San Miguel are giving away the chance to win a Spanish escape to Casa San Miguel in Ibiza for one lucky consumer and a plus one.

There are also a further 600 San Miguel branded accessory prizes to be won instantly every day.

**WIN A SPANISH ESCAPE**  
TO CASA SAN MIGUEL EVERY WEEK

PLUS SAN MIGUEL PRIZES TO BE WON

EXPLORING THE WORLD  
CERVEZA PREMIUM INTERNACIONAL  
**SanMiguel**  
ESPECIAL  
SINCE 1890

*Sabor Único y Auténtico desde 1890*

**nectar prices are here**  
Scan your app or swipe your card to save

**How to join Nectar**

- Scan QR code to get the app, or
- Pick up a card in store, or
- Register at nectar.com

10 CANS x440ml e

nectar prices

TO CASA SAN MIGUEL EVERY WEEK

# Sainsbury's

## Nivea

Nivea Sun returns from their seasonal hiatus to launch this discrete, yet educational end-of-aisle display in collaboration with Cancer Research UK.

These shelf blockers show what the UV index on weather forecasts means, as well as a step-by-step guide on how you can protect your skin from them. They have even included QR codes that link to today's UV index.

Taking this approach allows Nivea to inform consumers when their products are most in need, whilst also show that they genuinely care about the health of their consumers.



# Waitrose

## Diageo

Diageo have used this huge end-of-aisle display to show shoppers that their portfolio of brands make the perfect ingredients for some delicious summer-themed cocktails.

Sharing their real estate with accompaniments like Big Tom, Schweppes and even Granny Smith apples, Diageo have made it as easy as possible for shoppers to replicate the cocktails on display at home.





# Waitrose

## William Grant & Sons

With the message of 'Share the Summer Spirit', William Grant & Sons also uses a large display in Waitrose to ensure that their brands are the spirits of choice when shoppers are mixing up their favourite cocktails.

On their shelf blockers, there are QR codes that lead to microsites for each brand in the William Grant & Sons portfolio, containing even more ways to mix!



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# The Joy of Giving

Gifts With Purchase

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## ASDA

### Absolut Vodka

With the big and bold message of 'Born to Mix', Absolut Vodka launches this awesomely colourful top-of-shelf display, featuring some very refreshing cocktail serves on each panel.

By offering a free Absolut Vodka branded jigger (with every purchase of Absolut Wild Berri, Raspberry or Passionfruit), they further encourage consumers to mix their cocktails at home.



# ASDA

## Leffe

In line with their proudly authentic Belgian heritage, Leffe are making you feel like European royalty, giving away a free *chalice* with a purchase of either a 12-pack of Leffe Blonde or a 6-pack of Leffe Alcohol-Free.

To reiterate, this is a *chalice*, not a glass...



## Sainsbury's

### Malibu

With their new global brand message of "Do Whatever Tastes Good", Malibu are introducing a new range of ways in which to enjoy the coconut rum, from refreshing new cocktails to ready-to-drink serves.

In this gift with purchase, Malibu are giving away these nifty rubber cups, perfectly sized to measure out a delicious rum and Lemonade.



## Sainsbury's Oppo Brothers

Talk about confidence in your product!

Oppo Brothers launch their very first money-back guarantee to drive trial of their delicious low-calorie ice creams.

Any consumer claiming has to enter their details onto a promotional microsite, including an image of the on-pack sticker and their original till receipt. They also have to include a negative review with a minimum of 15 words explaining why they were not satisfied with the product.

Could you really hate on double salted caramel swirl? I know I couldn't.



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# In It to Win It

On-Packs and Chances to Win



# ASDA

## Monster Energy

In line with their roster of extreme sports athletes, Monster Energy are offering a once in a lifetime surf adventure for two in the Maldives!

Apologies for the underwhelming photograph of this display. As you can tell, it has clearly worked to drive sales!





# Tesco

## Robinsons

Robinsons takes inspiration from Cadbury's Easter Egg Hunt, launching the Big Fruit Hunt!

This summer, they're challenging squash lovers to get outside and find virtual fruit via an immersive AR, Pokemon Go-esque experience for a chance to win 1000s of prizes.



# ASDA

## Felix

Purina's Felix uses a huge amount of retail real estate in Asda to deploy this huge aisle and end-of-aisle display, sharing their offer to 'let Felix entertain you...'

Felix are offering cat lovers the chance to win concert tickets and an additional 20 prizes of £250 vouchers by simply texting 'FELIX' to 80800.



## ASDA Old Mout Cider

Old Mout are offering cider drinkers the chance to win a weekend in the wild, plus 100s of Old Mout Prizes.

Inspired by the great outdoors, Old Mout want to keep nature at its best, so have decided to collaborate with the iconic panda! With every competition entry, they are donating £1 to the WWF.

In my humble opinion, the design team have smashed it with this one!



# ASDA

## Foster's

Foster's are giving away £1,000 to those who find one of the unique La-di-dager cans!

Don't get the reference? It took me a while too. The promotion is a throwback to their series of TV ads, where Aussie surfers, Brad and Dan, gave beer-related advice to callers from around the world.

This one is in reference to a Welsh caller that needed help with a brother-in-law who only drinks fancy beer... "Give him a La-di-dager!"

[Check out the ad here](#)



# ASDA

## Coors

Coors have been announced as the official beer partner for Snowbombing 2024.

Slightly early to the party, they're offering the chance to win VIP packages to the festival on the slopes, plus 1,000 Bluetooth speakers.



## ASDA

### VK

VK are giving away 10 chances to win a year's supply of shoes from Schuh, plus a chance to win £1,000 cash!

We were really impressed by how VK aligned their prize pool with the audience of their drinkers.

be drinkaware.co.uk

# VK

10 CHANCES TO  
**WIN!**  
A YEAR'S  
SUPPLY OF  
**SHOES**

+ A CHANCE TO  
**WIN £1,000  
CASH!**

**MIXED PACK**

10x275ml e Alc 4% Vol  
A SELECTION OF FLAVOURED ALCOHOLIC DRINKS

£4 per l

£ 11

\*Terms & Conditions apply

# Sainsbury's

## Coca-Cola

In partnership with Sainsbury's Nectar Card, Coke Studio display these promotional 24 packs, offering the chance to win 1 of 50 Ticketmaster gift cards.

Coke Studio is a brand new global music platform, connecting emerging musical talent from around the world. In other promotions across the globe, Coke Studio are offering prize pools that include festival tickets and music merchandise.



# Tesco

## Strongbow

In an effort to ease the pain of an increase in weekly shop cost, Strongbow offer the chance to win 100 Tesco e-gift cards worth £100.

We love how they show how to enter in three simple steps on the display.





# Tesco

## Ribena

For Tesco shoppers that aren't cider drinkers, Ribena are hopping on the same promotion. This time, for £200.



# ASDA

## Barefoot

With a mission to bring people together through fun and flavour, we thought this promotion from Barefoot was very on-brand.

To accompany their website full of sweet treat recipes, they are offering the chance to win 50 donut-making kits to make your own at home.



# In It to Win It Sports Edition

Sport-Themed On-Packs and Chances to Win



## ASDA Budweiser

Budweiser announces that they are the official beer of the FIFA Women's World Cup.

To celebrate, they are launching their 'largest-ever' off-trade campaign, offering prizes like TVs, beer vouchers, and of course, tickets to the Women's World Cup.



# Sainsbury's

## Cadbury

On the topic of football, Cadbury's football branch, Cadbury FC are offering a chance to win a meet-and-greet with Arsenal's Leah Williamson.

Unfortunately, Leah will not be playing in this year's Women's World Cup due to a torn ACL. Looks like there won't be a kickabout for the winner of this promotion.

We wish her a speedy recovery!



# Tesco

## Sure

One athlete that is playing in the Women's World Cup is Chelsea's superstar striker, Lauren James.

Sure are offering the chance to win a VIP experience with the Lioness, plus dozens of cash prizes.



# Sainsbury's Asahi

Okay. Enough football for now.

Asahi uses a large section of the Sainsbury's beer aisle to promote their latest on-pack promotion as the official beer of the Rugby World Cup.

They are offering the chance to win tickets to the 2023 finals, plus 1000s more rugby-themed prizes.



# Above the Rest

Standout Visibility and Off-Fixture Displays

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# ASDA

## St Pierre Bakery

St Pierre brings their authentically French brioche treats to blighty with these standout Eiffel Tower aisle fins.

Whilst educating shoppers that brioche is not just for burger buns, but for every meal (although probably not recommended by your doctor), St Pierre also uses these fins to let consumers know that they are superior to any store-brand equivalent.



## Sainsbury's San Pellegrino

With the clever messaging of 'Sparkle your moments with a taste of Italy', San Pellegrino uses this huge end-of-aisle display to showcase their entire range of classically Italian sparkling soft drinks.



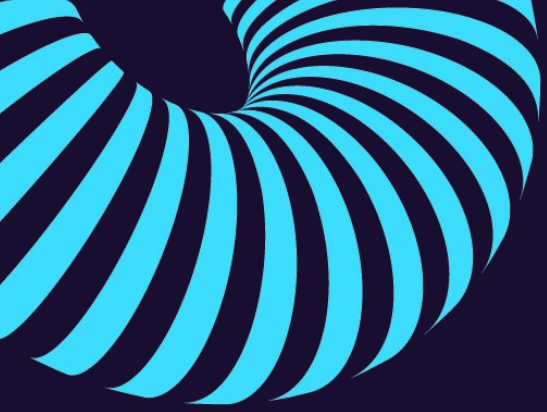
# Sainsbury's

## Fairy

Wisely indicating that you can achieve their very best clean on a short cycle, Fairy is another brand that is capitalising on growing concerns over rising energy prices.

Their display states that if you switch from a normal to a short cycle, you can save up to 33% on energy!





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# Perfect Pairing

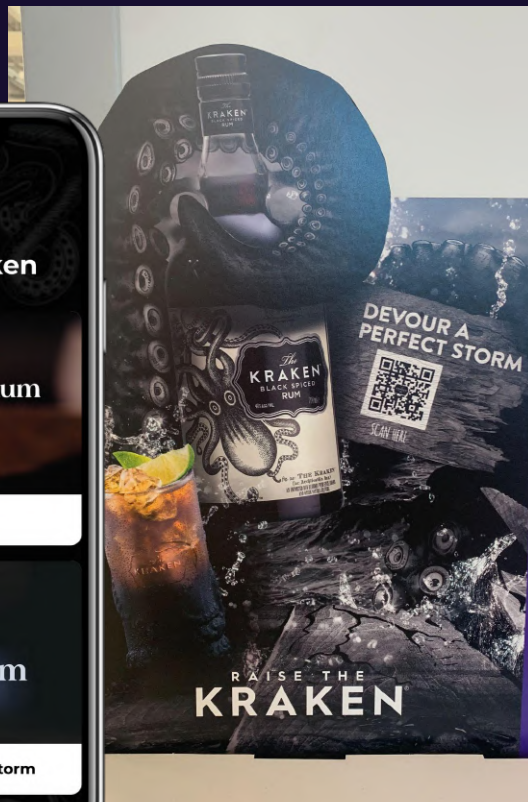
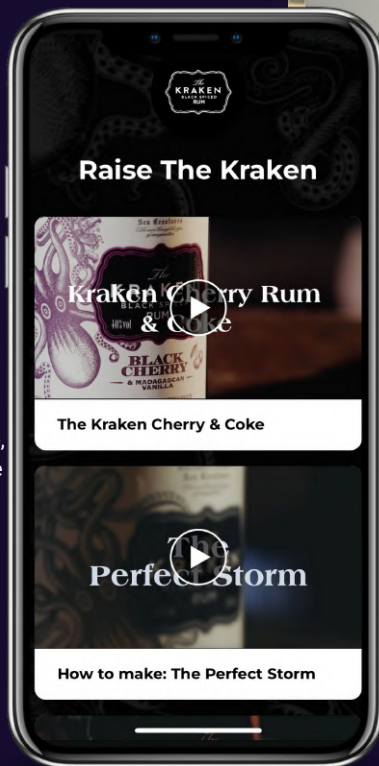
Partnerships and Serve Recommendations

# Sainsbury's

## Kraken

Tucked away in the upper part of this front-of-store display, Kraken places a QR code, supported with the messaging, "DEVOUR A PERFECT STORM".

This QR code leads to their 'Raise the Kraken' microsite, containing a list of video cocktail recipes you can make using the iconic black spiced rum.



# Waitrose

## Bacardi

We love these brand-new stands from Bacardi, celebrating the launch of their latest tittle, Bacardi Caribbean Spiced.

The neck hangers include some tasty serve recommendations, including a Caribbean Colada and a classic Caribbean Cola.



# ASDA

## Jack Daniel's x Coca-Cola

Coca-Cola and Jack Daniel's team up on these chic black display units, packed with cans of a serve dating back to 1907.

A match made in heaven? They certainly think so with their messaging, "Born ready to be the perfect match".



# Sainsbury's

## Proper x Barbie

Proper Snacks have teamed up with Warner Bros Pictures to launch a Barbie-themed on-pack promotion.

The promotion – which is live until December 2023 – offers shoppers over the age of 18 the chance to win a trip for two to California, including seven nights' accommodation, transfers and return flights.

I wonder what snack would pair perfectly with Oppenheimer...





# See you soon...



## Get in touch

hello@wearequantum.co.uk

## Speak to us

+44 (0)1202 311 345

## Quantum HQ

101 West Hill Rd  
Bournemouth  
BH2 5PQ

wearequantum.co.uk

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