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We are Quantum

Retail Safari

CHRISTMAS
E D I T I O N



Welcome

to the **Christmas Edition** of the Quantum Retail Safari!

If you're new to this newsletter, we created this to keep you up to date on all the exciting in-store activations for FMCG brands. If you've been following our previous issues, we hope you find this edition as helpful, informative, and inspiring as the previous ones.

This issue features a showcase of Christmas-themed retail activations and promotions that have caught our attention this festive season.

Feel free to share this issue with your friends and colleagues. Additionally, please let us know about any ongoing or upcoming activations you'd like to see featured in our next newsletter.

If you're looking for assistance in creating impactful in-store or venue-based activations for your brand, [don't hesitate to contact us today.](#)



Nick Anscombe
Marketing Manager



Festive Exclusives

Limited Christmas Editions



Sainsbury's

Walkers

We're starting off with a look at three new additions to the Walkers crisps lineup—dubbed 'Festive Favourites.' The choices include Pig in Blankets, Festive Turkey, and controversially, Christmas Pudding.

It's an interesting move by Walkers to provoke shoppers and start a conversation around a strange flavour combo.



Tesco

Wonka Candy Can

Candy Can has joined forces with Warner Bros Discovery Global to introduce exclusive limited-edition flavours—caramel fudge and toffee apple—inspired by the upcoming film "Wonka."

The collaboration cans, along with their latest festive flavour, Candy Cane, are now available at Tesco.



Waitrose

Ocean Spray

Ocean Spray, the leading cranberry juice brand in the UK, is rolling out limited edition Christmas jumper design festive packs for their Cranberry Classic and Cranberry No Added Sugar ambient juice drinks, just in time for the holiday season. The packs feature charming snowflake and reindeer motifs.



Asda Gordon's

Gordon's is shifting gears from traditional gin and tonic serves to offer a sweeter and more indulgent experience with their newly released 20% ABV limited festive edition, 'Sugar Plum' flavour.

This strategic move seems aimed at capturing the interest of a younger demographic, potentially rejuvenating the declining gin category by tapping into evolving drinking preferences.



Tesco

BrewDog

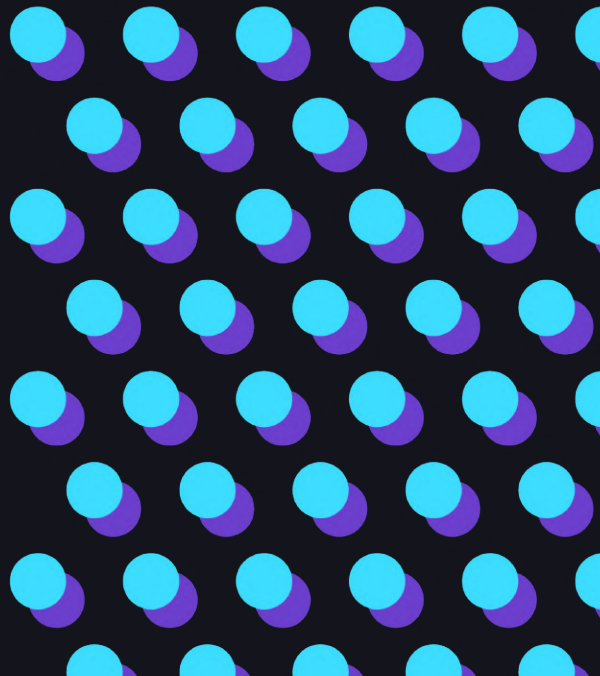
BrewDog, renowned for its responsiveness to seasonal occasions and market dynamics, continues its trend with the introduction of the limited edition '12 Beers of Christmas' multipacks. These packs cater to beer enthusiasts seeking variety during the festive season, offering a curated selection of 12 unique beers.

Whether savoured in the lead-up to Christmas or smashed in a single session, these multipacks are a great example of BrewDog's commitment to innovative and diverse offerings.



The Joy of Giving

Gifts with Purchase & Gift Sets



Tesco

McVitie's

McVitie's has collaborated with the mental health charity Mind to encourage conversations and social contact. Recognising biscuits as conversation starters, the UK's favourite biscuit brand is facilitating events and activities. One initiative involves the promotion 'Buy a pack, Gift a free pack,' prominently displayed in the confectionery aisle with a sizeable banner and bunting throughout.





Sainsbury's Sipsmith

A smooth trio of delicious gins, featuring Lemon Drizzle, Zesty Orange, and classic London Dry Gin from Sipsmith London.



Sainsbury's Tequila Rose

The UK's favourite strawberry cream liqueur comes through with a gift pack, including two shots of Tequila Rose accompanied with two branded shot glasses.

Sainsbury's

Freixenet

Freixenet presents two Christmas gift boxes for the festive season. The first box features mini 20cl bottles of their classic prosecco and Italian Rosé, paired with two flutes boasting their signature premium diamond embellishment design.

The second gift box goes beyond with a mini 20cl bottle and flute, accompanied by rose-shaped bath bombs and a luxury candle. This curated selection caters to those who enjoy both bubbly and bubble baths!



Asda Guinness



Guinness boasts a very dark and indulgent gift pack, including caramel chocolates, sea salted caramel fudge, and mini caramels. They are, of course, accompanied with a bottle of Guinness Original and signature glassware.

Asda Absolut



Absolut Vodka has put together this very clever gift box containing all the ingredients and equipment you need to make a delicious passion fruit martini. This includes a metal cocktail shaker, jigger, Absolut vodka mini and passionfruit syrup.



Asda Jack Daniel's

Jack Daniel's keeps it classy with a mini bottle of classic Jack Daniels and a branded whiskey tumbler. On the rocks anyone?



Asda Badger Brewery

Badger Brewery is encouraging shoppers to gift a 'pub in a box' this Christmas. The gift set includes two bottles of their signature ales, accompanied by Gruntled English Mustard Pork Crackling and Salty Dog Salt & Vinegar Crisps. This combination provides a unique experience, bringing the essence of a cosy pub to the recipient's doorstep.

Asda

Kraken

Kraken and Fever-Tree collaborate in a unique gift set featuring two rum-infused cocktails—a classic rum and coke, and a spicy dark 'n' stormy. The set is complemented by a sleek long glass adorned with Kraken's striking octopus branding.

It's a tasteful combination that transcends both our 'Joy of Giving' and 'Perfect Pairing' categories.



Tesco

Baileys & The Famous Grouse

Both brands here are looking to make your favourite hot drinks very merry this Christmas, with branded ceramic mugs and tiny accompanying whisks.





Tesco Smirnoff

To accompany a shot of Smirnoff Raspberry Crush, their gift set includes highball glassware and a curled reusable straw.



Tesco i Heart Wines

Lost on ideas on what to get for some of the ladies in your family? Fear not. I Heart Wines is here with their gift box, with not only a bottle of Rosé but also five pink bath bombs!



In It to Win It

On-Packs and Chances to Win

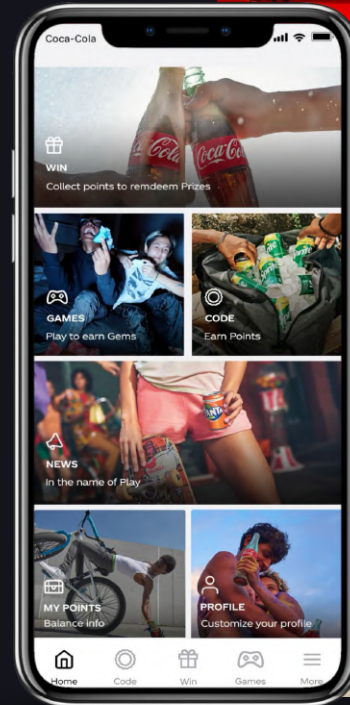


Sainsbury's

Coca-Cola

Coca-Cola has introduced limited edition 24 packs that feature a QR code, directing consumers to the Google Play Store or Apple App Store to download the Coca-Cola app.

This app provides users with access to promotions, rewards, and exclusive discounts on Coca-Cola products. Additionally, users can play games, accumulate points, and earn gems, which can be redeemed for merchandise or used to participate in various prize-winning opportunities.



Tesco

Premier Foods

Premier Foods introduces a special challenge at Tesco for shoppers. Look out for the golden token to win £250 and get a shot at winning a trip to Lapland this Christmas.

It's a unique opportunity for shoppers to add a touch of excitement to some Christmas dinner staples

Price

Regular Price From **£1.60**

FIND THE GOLDEN TOKEN

TO WIN £250

PLUS A CHANCE TO WIN A TRIP TO LAPLAND

20 Golden Tokens to be found across all Participating packs. Full T&Cs apply; see below for details.

Ambrosia
Devon Custard
Rice Pudding

Only at **TESCO**

£3
Clubcard Price

Regular Price **£4.10**

FIND THE GOLDEN TOKEN

TO WIN £250

PLUS A CHANCE TO WIN A TRIP TO LAPLAND

20 Golden Tokens to be found across all Participating Packs. Full T&Cs apply; see below for details.

Bisto
25% LESS SALT
Beef Gravy
Beef Gravy

Only at **TESCO**

Tesco

Nutella

Purchase any jar of limited-edition Christmas jumper-packaged Nutella spread for an opportunity to win one of 300 Nutella Christmas jumpers.



Asda Barefoot

In a similar promotion to Nutella, participate in Barefoot's festive text-to-win competition for a chance to win one of 100 Barefoot Christmas jumpers.



Tesco

Xbox & Doritos

Calling all gamers! Xbox and Doritos have teamed up for an exciting text-to-win promotion, giving you the daily chance to win an Xbox Series X and other gaming prizes.



Tesco Beavertown

Beavertown is offering a unique opportunity to win a trip to 'The Unknown.' Inside the promotional four packs of Gamma Ray American Pale Ale, consumers can scan a QR code, visit the website, and enter their details to play an online game to reveal the mysterious destination of headline prize.



Tesco Lindt

The Master Swiss Chocolatier, Lindt are offering the chance to win a trip to Switzerland to visit the magical Lindt Home of Chocolate. Prizes also include one of 20 £200 Tesco e-gift vouchers.

To qualify, present your OcklenEgg at time of purchase. See shelf edge for details.

Lindt
MASTER SWISS CHOCOLATIER
SINCE 1845

Regular Price
£9.75

WIN

A trip to the magical
Lindt Home of Chocolate
in Switzerland

Or one of 20 £200 Tesco e-Gift Cards!

Buy any Lindt Boxed product,
text **LINDT5**, your full name
and postcode to **60110**

Only at **TESCO**

Asda J20

Everyone's favourite, fruity non-alcoholic beverage J20 are offering the chance to win cash prizes of up to £1000 this Christmas.

WIN
some J20 Jingle!
CASH PRIZES
UP FOR GRABS

WIN
UP TO
£1,000

APPLE & RASPBERRY
ORANGE & PASSION FRUIT

Sainsbury's

Thorntons

Thorntons' Ferrero Rocher utilises an above-shelf display to highlight their Christmas promotion. Chocolate enthusiasts have the opportunity to win a 96-piece Ferrero Rocher pyramid every week as part of this festive offer.



Sainsbury's Warsteiner

Warsteiner employs neck hangers to offer five fortunate winners the opportunity for a two-night trip to the home of Warsteiner in Germany. The prize includes a brewery tour and a visit to the German Christmas Markets in Dusseldorf this December.



Asda

Felix

Felix employs eye-catching aisle displays to showcase their latest competition, inviting cat lovers to participate for a chance to win one of five £500 pet-friendly holiday vouchers.



Tesco

Celebrations

Celebrations are urging shoppers to 'bring home the bounty' offering the chance to win a solid 9-carat gold Bounty bar worth £25k! As well as this lead promotion, they're putting in 500,000 winning tickets in tubs for the chance to win cash and 1000s of other prizes.

Dislike the person you're gifting to at your work's Secret Santa? You might want to think twice before defaulting to a box Celebrations...





Above the Rest

Standout Visibility and Off-Fixture Displays



Sainsbury's

Cadbury

On the topic of lazy Secret Santa gifts, Cadbury have deployed this Secret Santa unit display, showcasing their vast range of chocolate gift boxes.



Sainsbury's Nestlé Quality Street

Now this is a really bold move.

Nestlé's Quality Street have ditched their iconic, octagonal sharer boxes and have returned to their roots by introducing paper bags and wrappers, similar to those used in the first release in 1936.

Now shoppers are able to dispose of packaging in household recycling. What's more, by moving from the original wrapping to a single paper wrap, they claimed they have removed two billion pieces of packaging material in 2023.



Sainsbury's

Camden Town Brewery & Guinness

In the Sainsbury's beer aisle this year, Camden Town Brewery and Guinness have waged a war of the stout.

Aisle fins are employed by both brands to promote their creamy beverages as the preferred choice for this Christmas season.



Sainsbury's

MOTH:

MOTH:, the bar-quality ready-to-drink brand, showcases its 14.9% ABV espresso martinis with stylish aisle fins. The display suggests these chic cocktails as a sophisticated alternative to a post-Christmas dinner trifle.

The aesthetic and design of the aisle fins aim to capture the attention of shoppers, presenting MOTH's offering as a trendy and convenient option for those seeking a more refined cocktail this Christmas.



Tesco

Promotional TV Screens

In Tesco stores, you'll find numerous TV screens showcasing the various promotions across the store.





Perfect Pairing

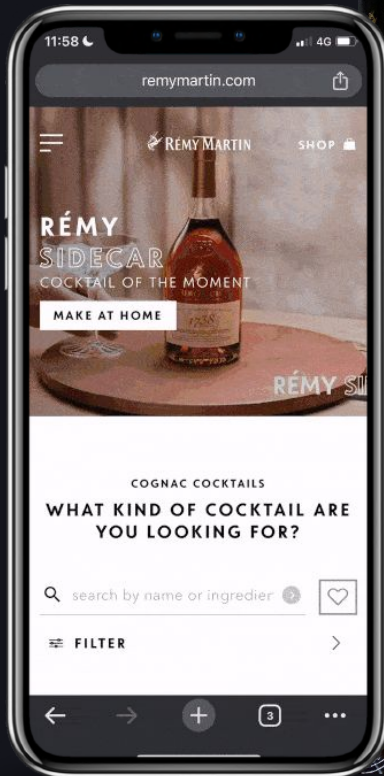
Partnerships and Serve Recommendations



Sainsbury's

Rémy Martin

Rémy Martin utilises aisle fins to showcase a QR code, inviting shoppers to discover dozens of cognac-infused cocktail recipes. This interactive approach provides consumers with easy access to a variety of creative ways to enjoy Rémy Martin's products.



Sainsbury's

Whitley Neill Gin

Whitley Neill Gin follows a similar strategy by employing aisle fins that feature a QR code. Shoppers can scan the code to access a collection of gin-infused cocktail recipes.



Sainsbury's

Campari

Encouraging shoppers to 'Celebrate with a Spritz,' Campari presents engaging aisle displays that educates consumers with three simple steps on how to create both a Campari Spritz and the iconic Aperol Spritz.

Despite traditionally being summer cocktails, the effort to position the Spritz as a beverage suitable for enjoyment throughout the year is commendable.

The displays offer a practical and visually appealing guide, making it easy for shoppers to explore and appreciate these iconic Spritz serves beyond the summer season.



Sainsbury's

Fever-Tree

Fever-Tree use these aisle displays to instill their tonic water as the chosen mixer this Christmas, with their tagline, 'Mix With The Best This Christmas'.



Sainsbury's

Pernod Ricard

Pernod Ricard unveils an impressive 3D end-of-aisle display, encouraging shoppers to 'Share the Christmas Spirit' and 'Mix with a Festive Favourite'.

The display border features recipes that incorporate their drinks, offering unique twists on classic cocktails. This element allows consumers to explore and experiment with crafting some new cocktails, cleverly presenting Pernod Ricard as a necessity for some new favourite mixes.



Asda

Christmas Cocktails

Asda has collaborated with renowned brands such as Absolut, Jack Daniels, Sierra Tequila, Passoã, Chambord, and others for an expansive end-of-aisle display. The exhibit features a diverse range of potential mixes, including Asda's own 'Extra Special' line of pre-mixed cocktails.

Complementing the display are educational shelf boxes, providing shoppers with recipes for classic cocktails like martinis, margaritas, and old fashioned.





See you soon...

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