



Woolworths Media Kit FY25

cartology 
closest to customers

Woolworths 

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.

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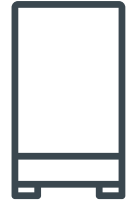





Our marketing solutions are built on rich and detailed customer insights (powered by Everyday Rewards), with bespoke advertising solutions to meet your brand's objectives while closing the loop with unprecedented insights in campaign effectiveness.



Closest to
Customers



Cartology takes your brand closest to customers

Woolworths 	 metro			ROOH
 <p>#1 Food & Grocery website in Australia</p>	 <p>90 ESB Metro stores</p>	 <p>178 BIG W Stores</p>	 <p>9.7m Active members</p>	 <p>3,400 Retail out of home screens</p>
 <p>13.8m Monthly customers in-store + online</p>	 <p>+5.4m Transactions per month</p>	 <p>18.8m Monthly engaged sessions on BIGW.com.au</p>	 <p>+11% Boosters (vs. Q2'23)</p>	 <p>+540 centres</p>

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

Woolworths transaction data, 05/04/2023-02/04/2024; Woolworths Metro transaction data, 05/04/2023-02/04/2024 vs 06/04/2022-04/04/2023; BIG W transactional data 29/05/2023-26/05/2024; Woolworths Group, H1 FY24 sales announcement.

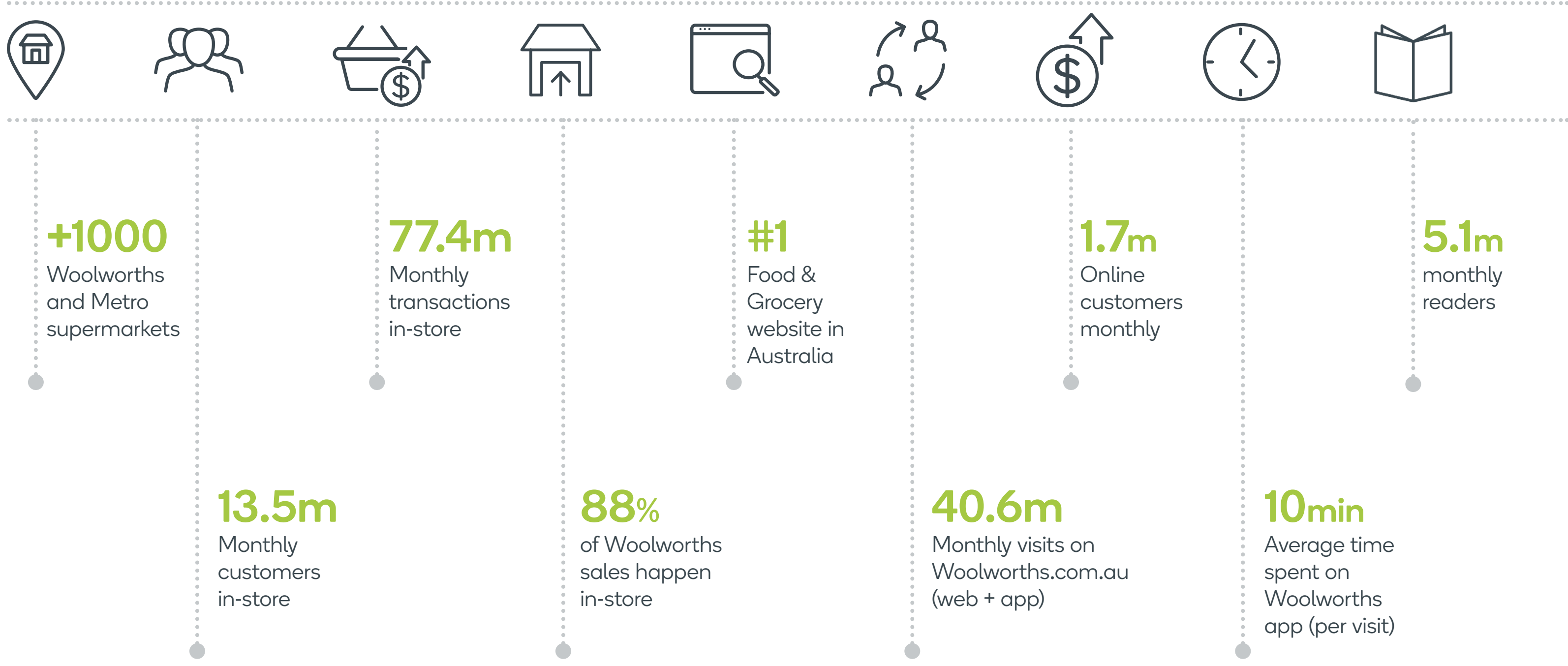


A photograph of a woman and a young child in a kitchen. The woman, on the right, has her hair in a bun and is wearing a striped t-shirt. She is smiling and looking at the child. The child, on the left, is also wearing a striped t-shirt and is holding a piece of bread, smiling broadly. The background shows a kitchen sink and wooden chairs. A green outline graphic is overlaid on the image, consisting of several rounded rectangular shapes that frame the subjects.

Cartology
brings brands
closest to
customers



Targeting 100% grocery customers



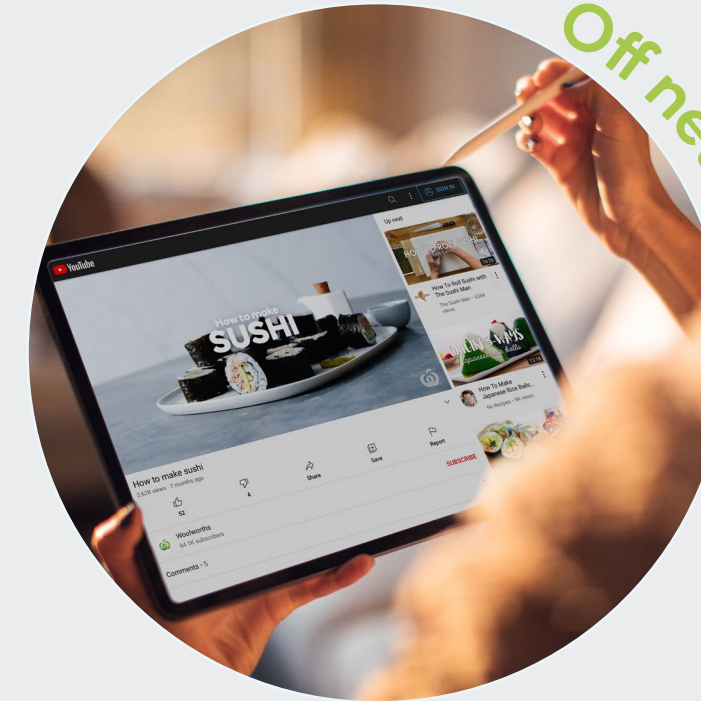
Powered by the **scale** of Woolworths

Source: Woolworths transaction data, 05/04/2023-02/04/2024; Woolworths Group H1 F24 Sales Announcement; Adobe Analytics, online visits (web & app) Apr 2023 - Mar 2024, average time spent per month (web); Roy Morgan, Australian Magazine Readership, L12M to December 2023.

Publishing & Social



Off network



Seasonal and Category partnerships



Digital

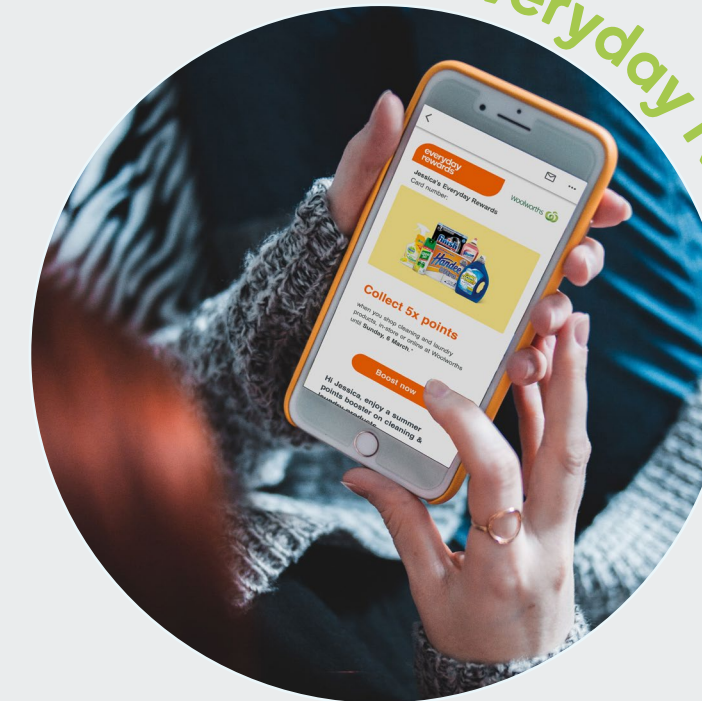


A Retail Media ecosystem to **engage customers** wherever they are on the *shopping journey*

In Store



Everyday Rewards





Engage customers beyond Woolworths

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

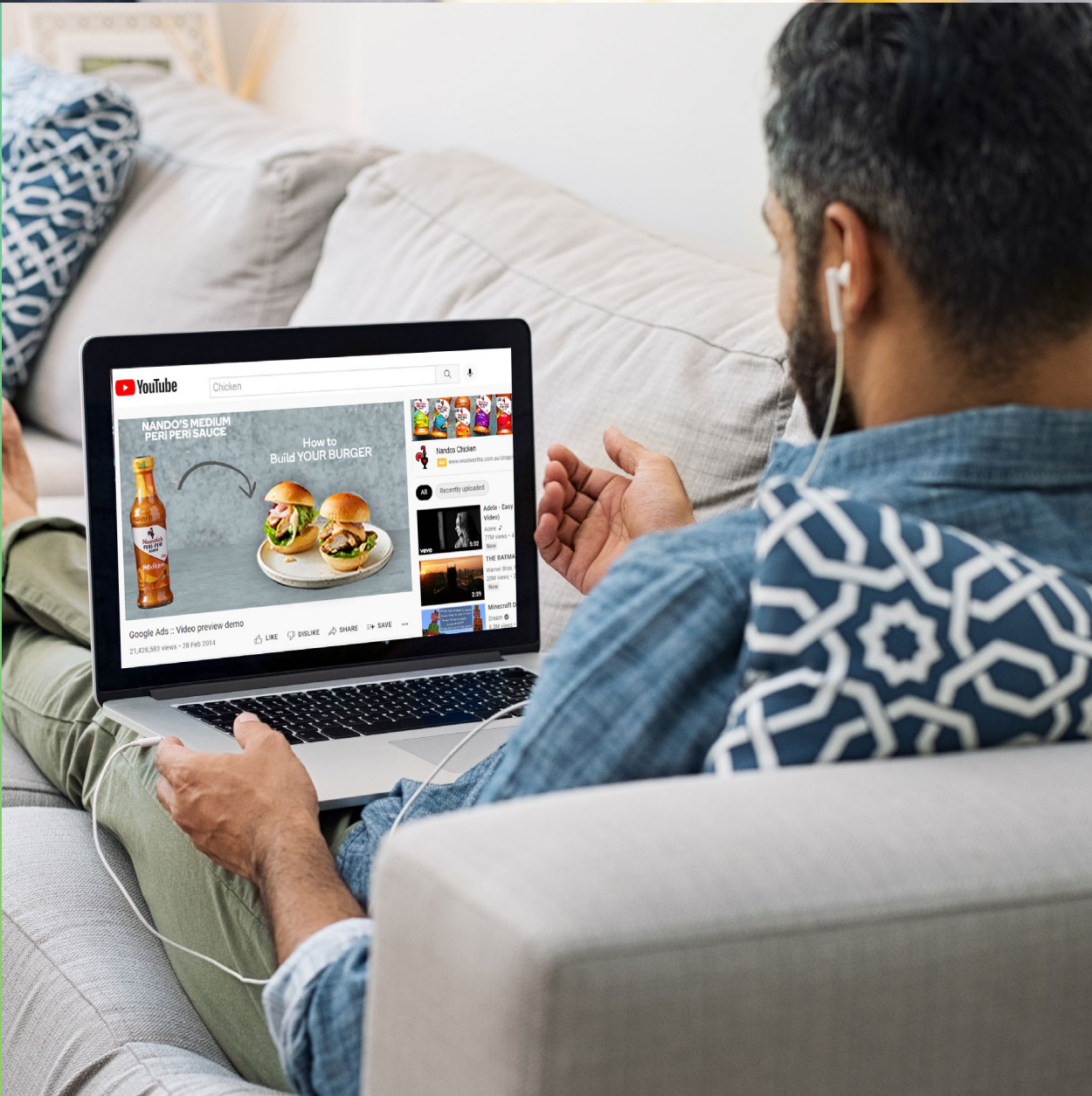
Across leading social, video and digital publishers we can engage customers across the open web.

The benefits

- Guaranteed ability to target qualified audiences who have a high propensity to purchase your brand's product.
- Activate with exclusive customer insight across video, social and digital publishing.
- Continue the conversation with your audiences beyond the supermarket.

64%

YouTube has the highest share of eyes on screen



Partners include



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.



Woolworths Digital Display

Make your brand top of mind and reach customers across Australia's #1 food and grocery website.

From inspiration to add-to-cart, drive brand awareness, launch a new product and engage customers outside of your category with our market-leading digital solutions.

Display products include

- Reach Display
- Homepage Display
- Results Page Display
- Recipes Display
- Digital Catalogue Display

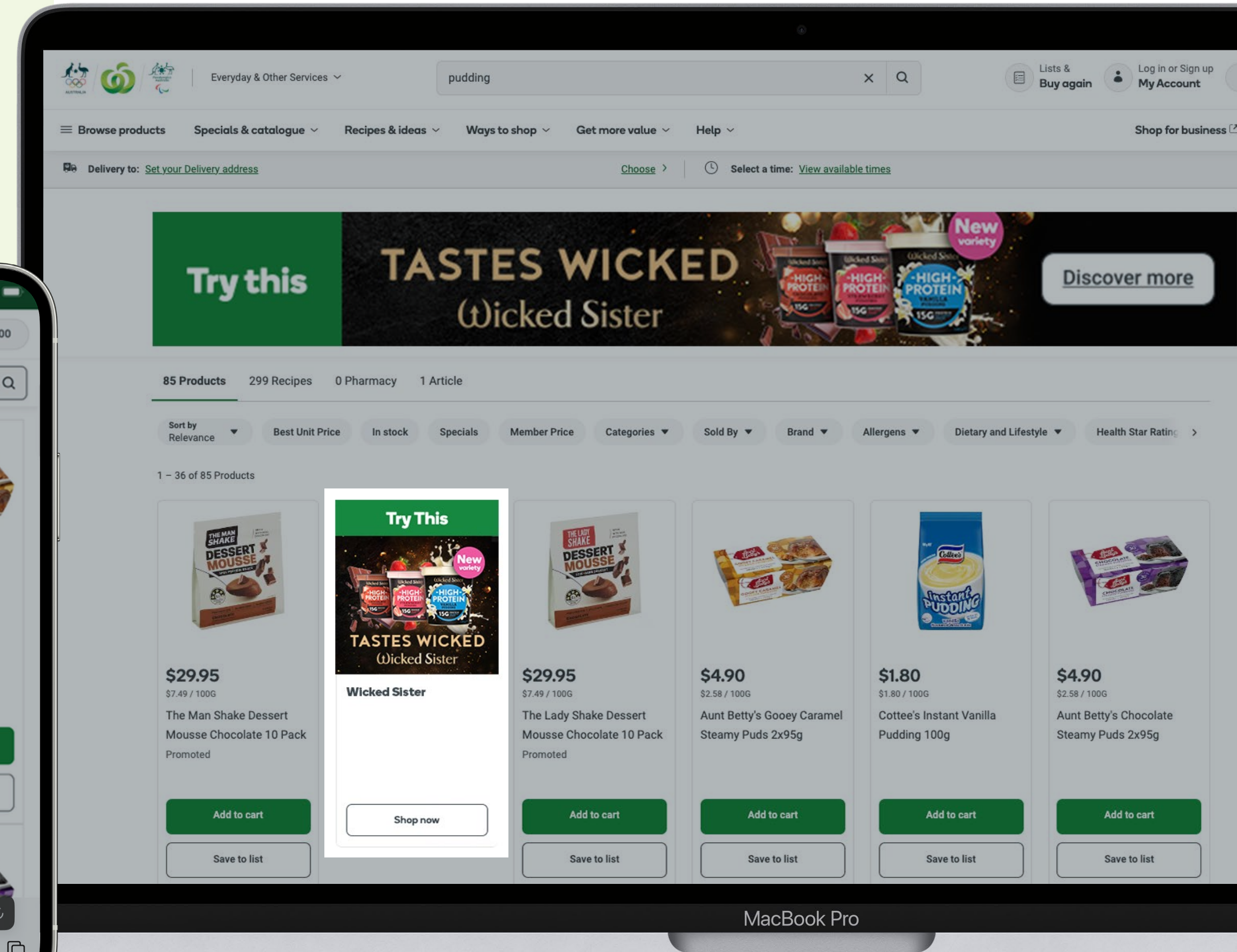
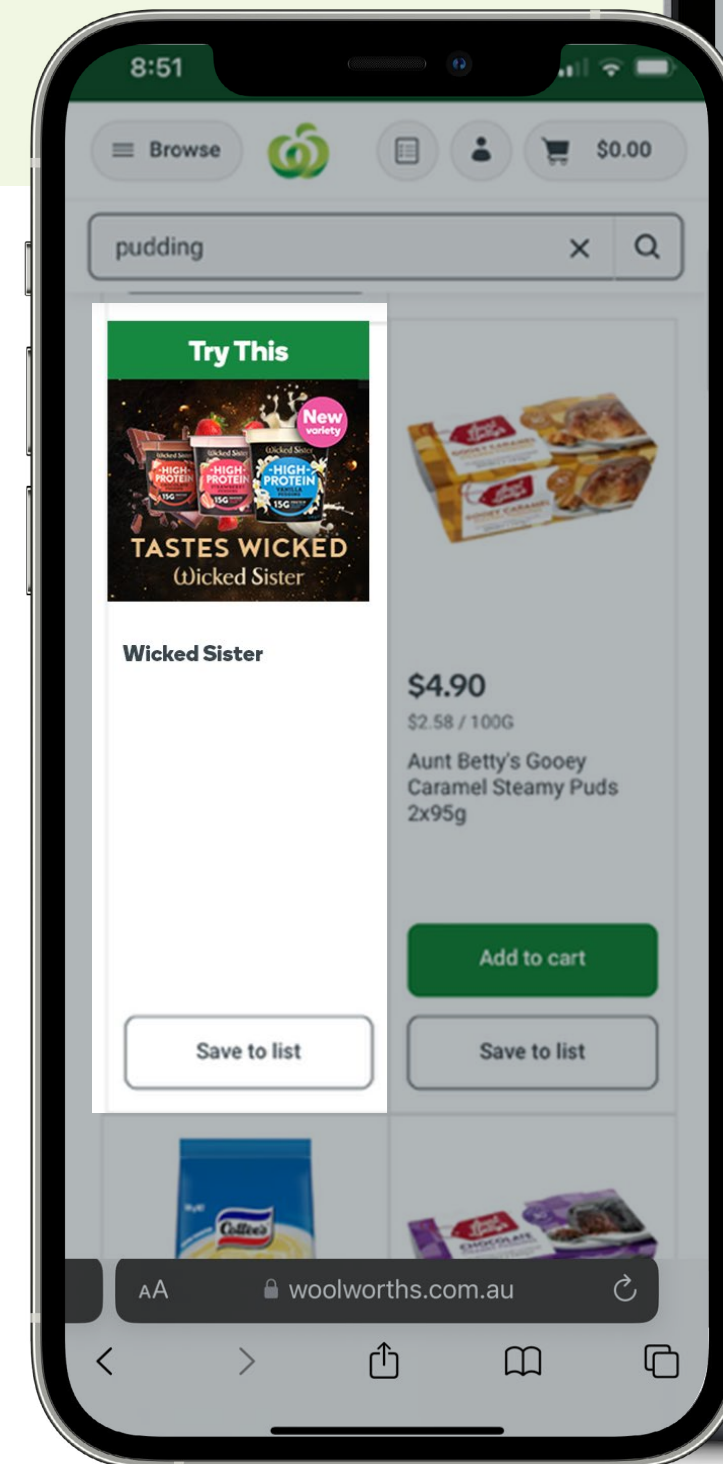
The benefits

- 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



40.6m

monthly visits to
Woolworths.com.au
(Web + App)



Source: Adobe Analytics, online visits (web & app) Apr 2023 - Mar 2024.



Branded Shop

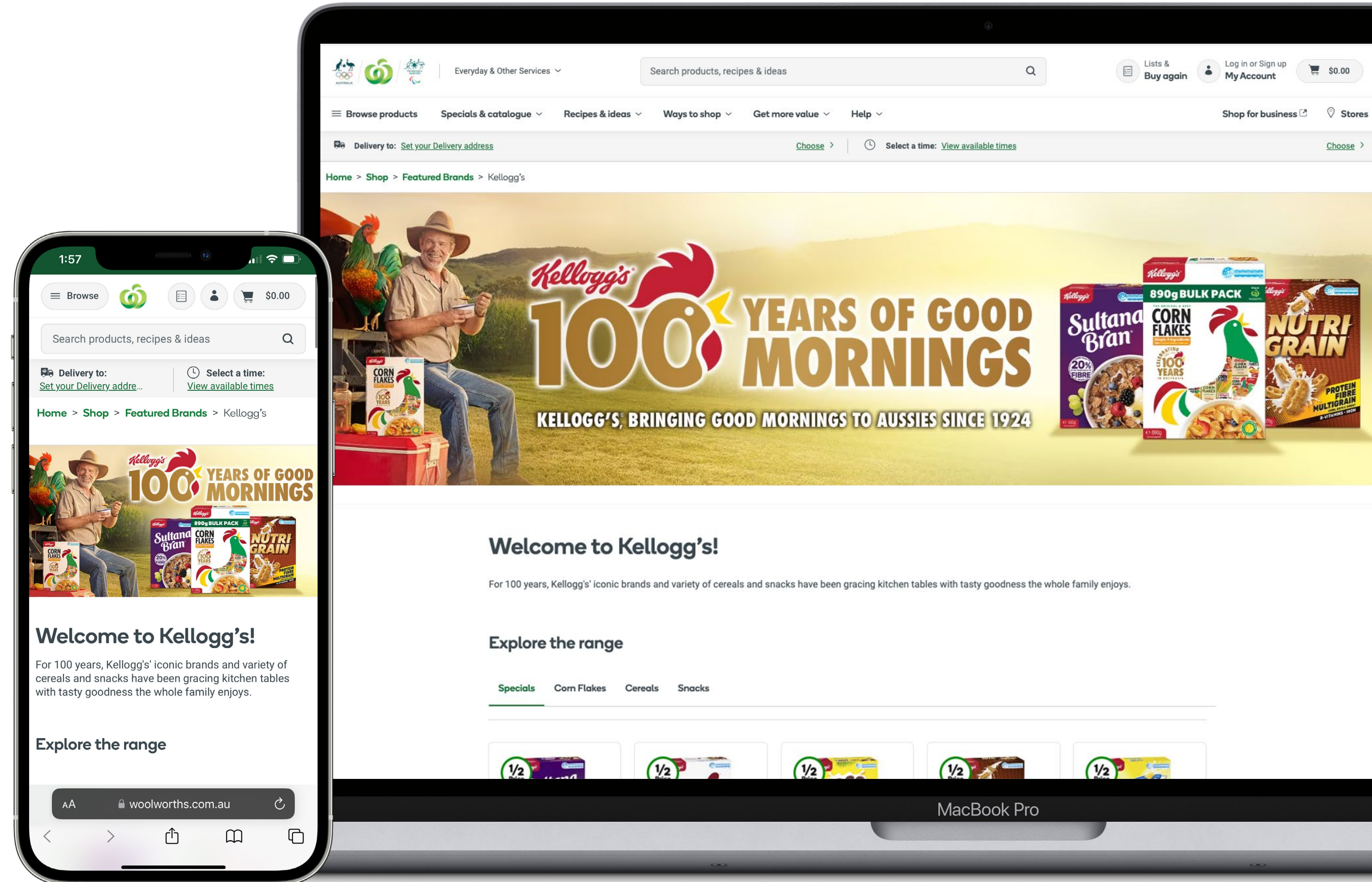
Branded Shop is an exclusive branded e-Commerce platform on Woolworths.com.au, offering suppliers the opportunity to creatively exhibit their range in a premium shoppable format.

Engage customers in the consideration stage of the customer journey, to highlight brand attributes and prompt conversion.

Specialised templates support an always-on brand presence, or can be implemented to drive tactical short-term campaign impact.

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



Cartology Promoted Products

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

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

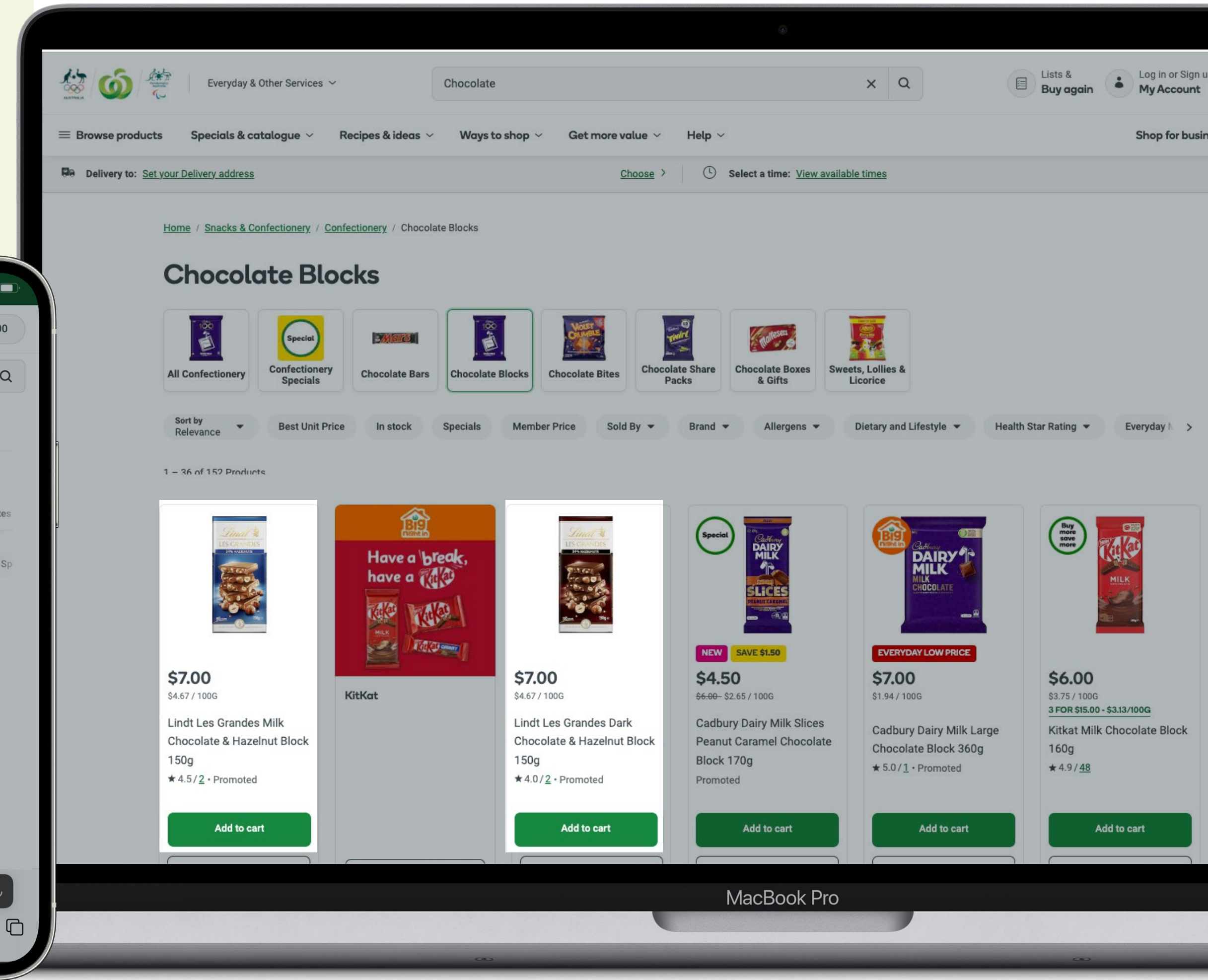
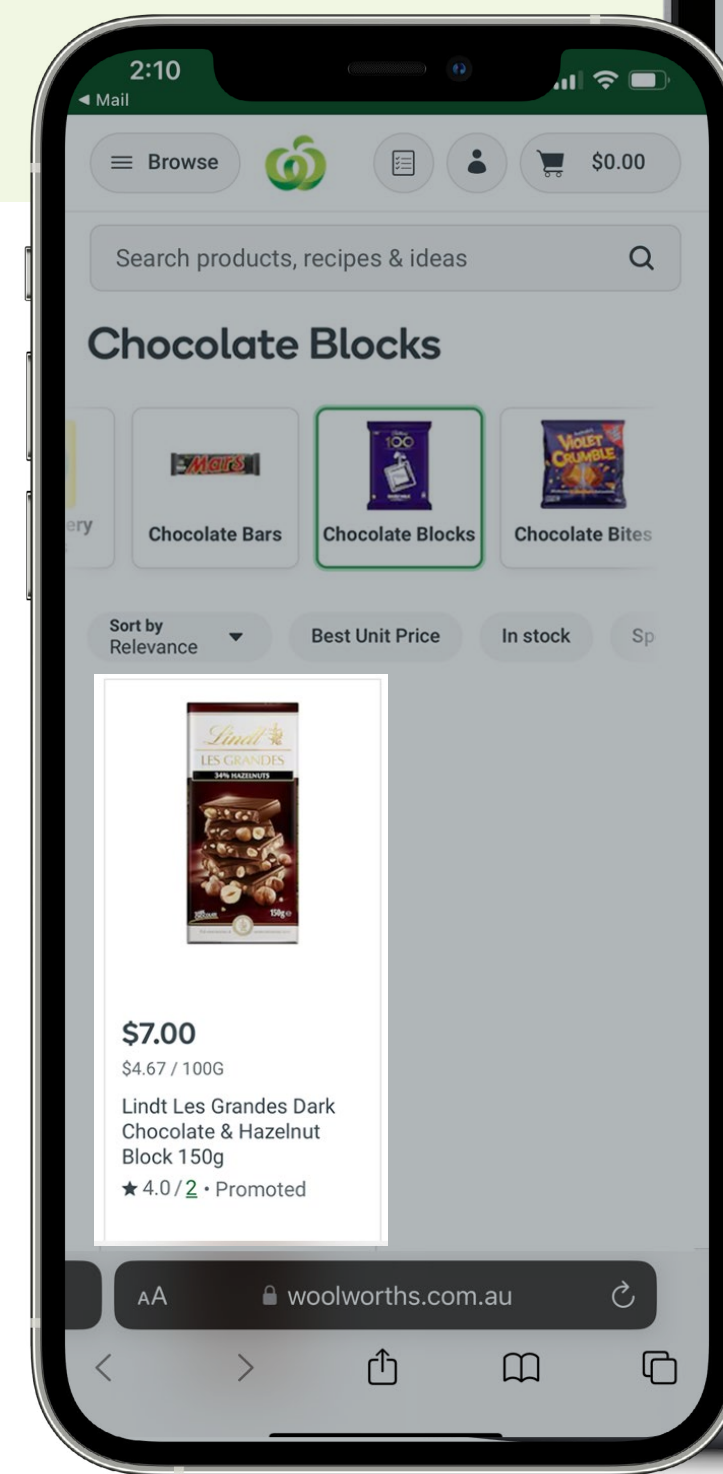
The benefits

- 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



Source: Citrus Oct-Dec 2020 performance.

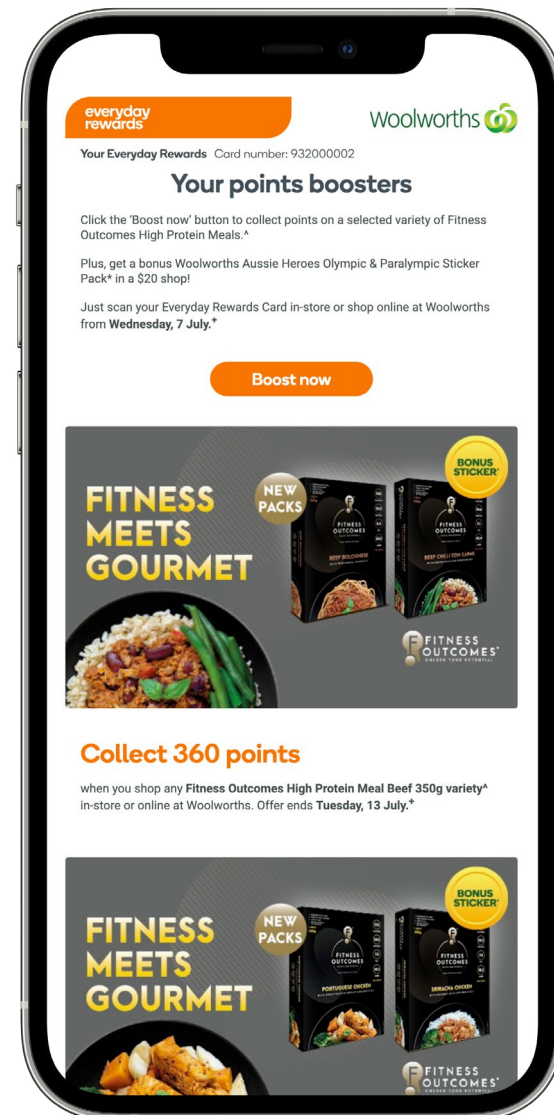


Exclusive 1:1 connections with Everyday Rewards

Build exclusive connections with Woolworths' engaged Everyday Rewards members and subscribers.

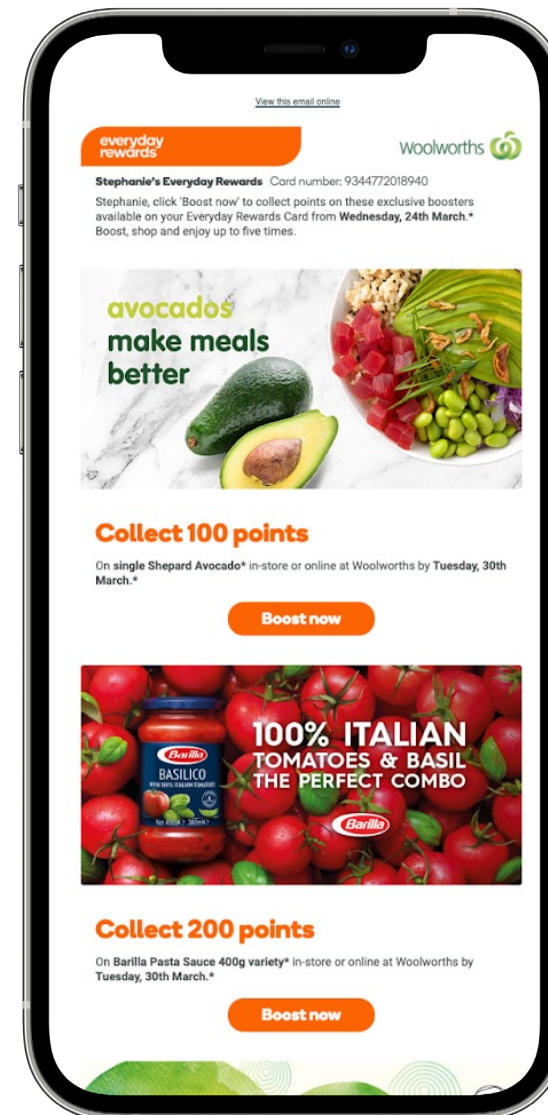
The benefits

- Reach 9.7m active members
- Target engaged FMCG shoppers with a 1:1 message and minimise wastage
- Drive brand awareness, product trial and habitual purchasing behaviours



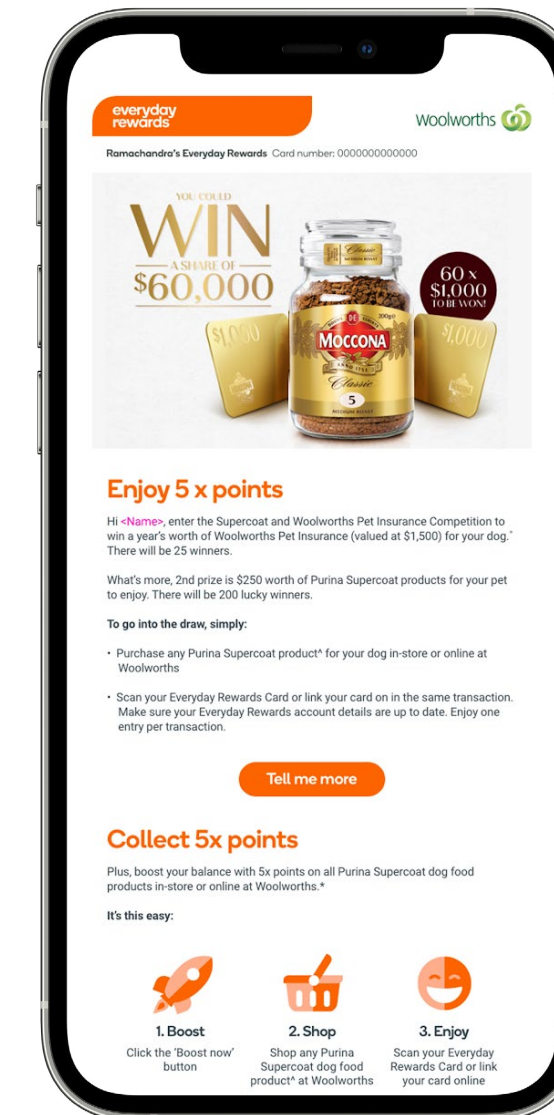
Takeover eDM

Themed eDMs with multiple offers



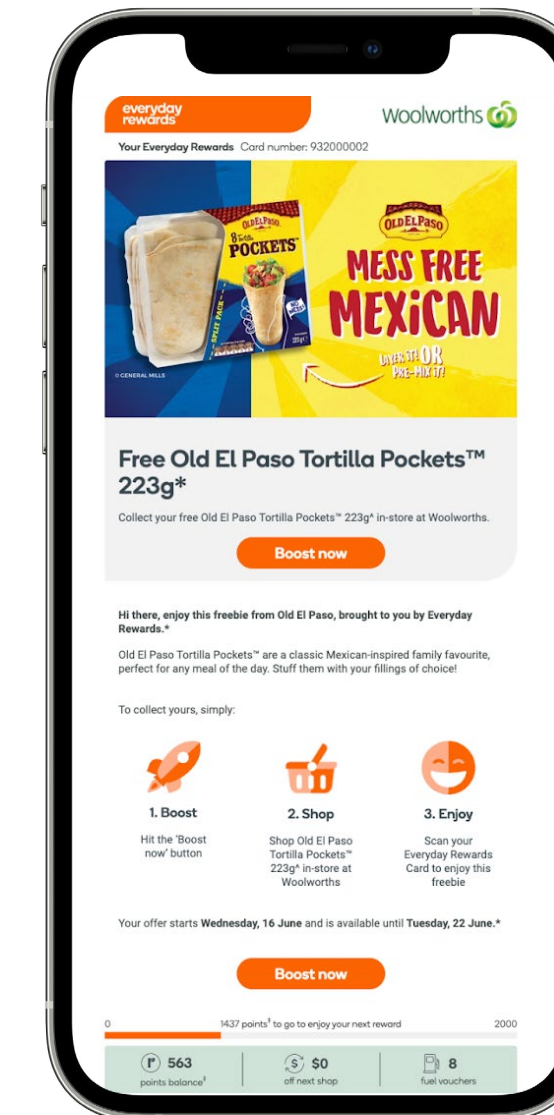
Always on

Drive promotional strategy with ongoing product and brand awareness



Competitions

Driving habitual purchasing behaviour with exclusive competitions



Product Sampling

Reach highly engaged members with Everyday Extra "Perks"

Source: Woolworths Group H1 F24 Sales Announcement.



Front of Store Digital Screen Network

Woolworths Supermarkets & Metro stores

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

Both format and location impact 13.5 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

- +1000 screens in Woolworths Supermarkets and Metro stores nationally
- Top of mind awareness as customer starts their shop
- 100% on target FMCG shoppers, delivering media efficiency and value

Source: Woolworths transaction data, 05/04/2023-02/04/2024.



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



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



Point of Sale

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.

In-store

Perimeter to drive aisle foot traffic

In aisle

to cut - through in aisle

At shelf

to prompt product selection



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: Woolworths transaction data, 05/04/2023-02/04/2024



In Category Digital Screen Network

Health and Beauty aisles of almost 400 Woolworths Supermarkets nationally

A premium network of 43" landscape front of aisle screens tailored to the Health & Beauty environment to impact category customers.

Strategically integrated at the front of aisle to drive customer penetration in aisle, across a category with one of the longest IPs in the supermarket.

A dynamic, digital brand messaging touchpoint to complement static call-to-action POS, enabling brands to connect with customers at more points along the in-store journey.

The benefits

- Un-pillared creative freedom enabling you to creatively tell your brand story
- Strategically integrated at the front of category aisle to drive customer penetration
- A dynamic, digital brand messaging touchpoint to complement static call-to-action POS



In Category Digital Screen Network

Fresh (Deli and Seafood)

Cartology's In Category Screen Network provides clients with a premium in-store canvas to deliver highly contextual and relevant messaging across Woolworths' Deli and Seafood counter environments.

The content-led screen solutions bring brands closer to customers, inspiring with simple recipe suggestions and spotlighting brands when customers are primed to purchase; at the point of sale.

The benefits

- Content and recipe inspired creative enabling you to tell your brand story
- Strategically integrated behind service counters with high customer dwell time
- A dynamic, digital brand messaging touchpoint to complement static call-to-action POS



With targeted solutions powered by Everyday rewards, Cartology connects brands end to end on the shopping journey.





Category events



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 largest grocery retailer and leverage key customer programs from major marketing activations to seasonal and category events, driving real customer impact in the moments that matter most.

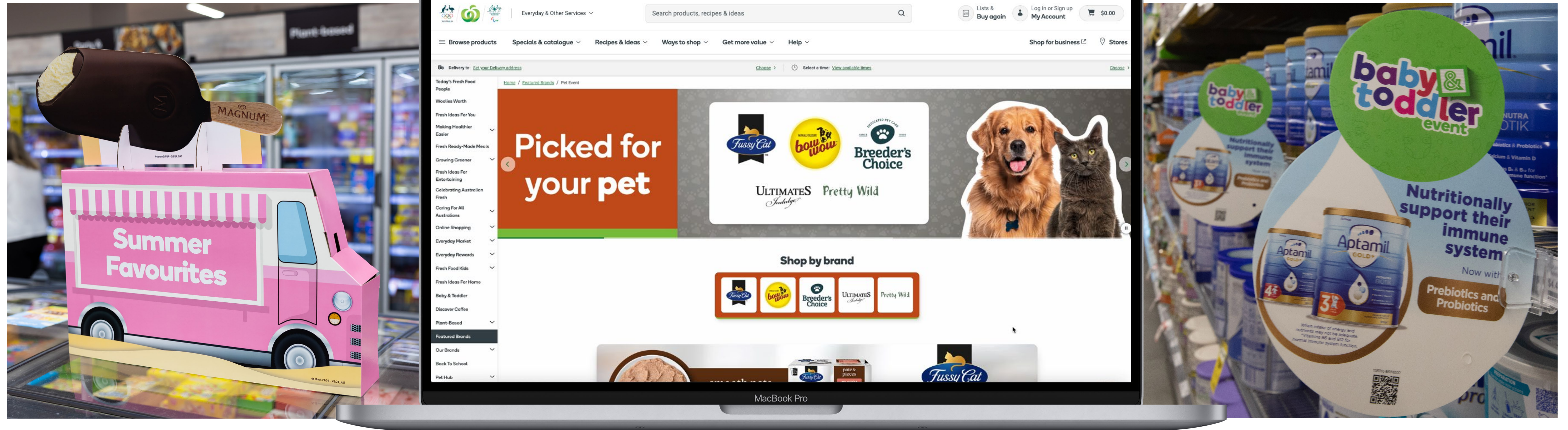


Category events

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



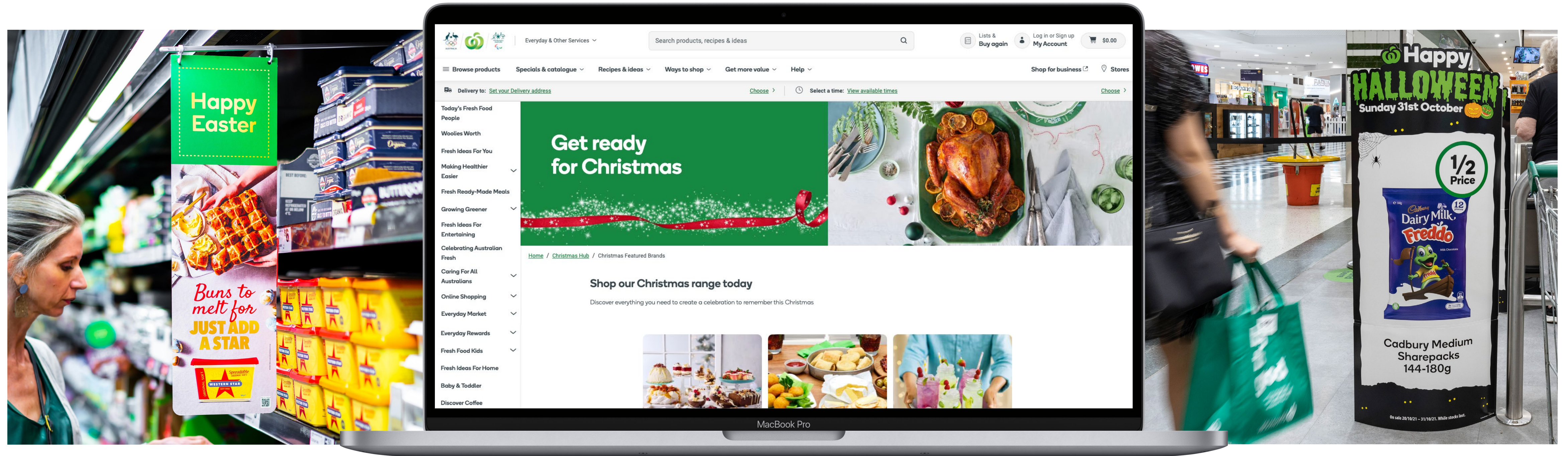
Seasonal events

Leveraging Woolworths' calendar of much-loved flagship customer events, Cartology's seasonal event opportunities deliver brand cut through with contextual relevance.

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

The benefits

- Contextually relevant brand integration within key seasonal events supported by Woolworths
- Increase brand presence during key seasonal retail periods



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.

5.1m

Monthly readership
(+6% YoY)

78%

Read *Fresh Ideas* magazine
to discover new products

Advertising solutions

- Display Advertising & Classifieds
- Premium Editorial Sponsorship
- Sponsored Product Integration
- Themed Content Alignment

Source: Roy Morgan, Magazine readership, L12M to December 2023.



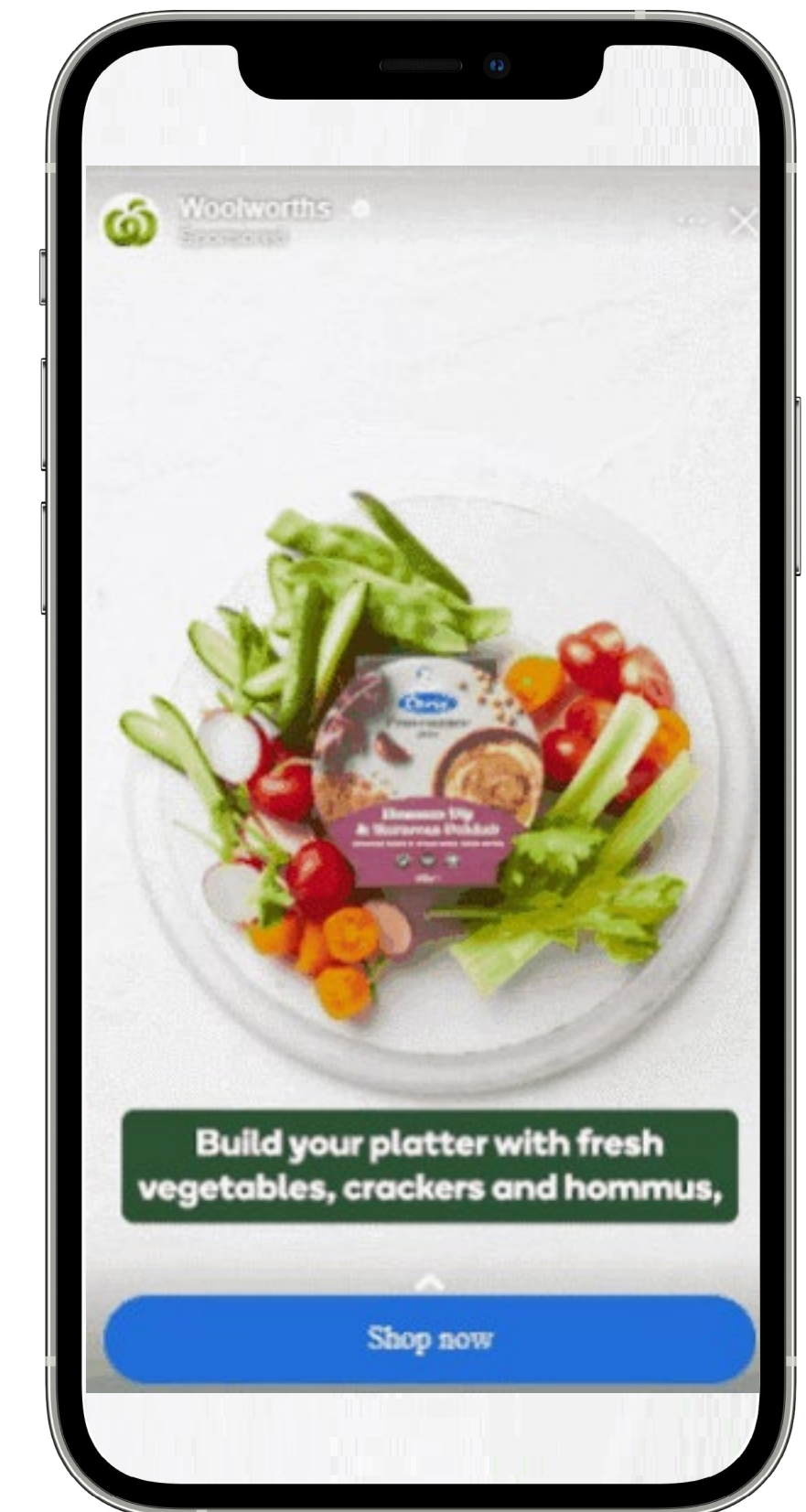
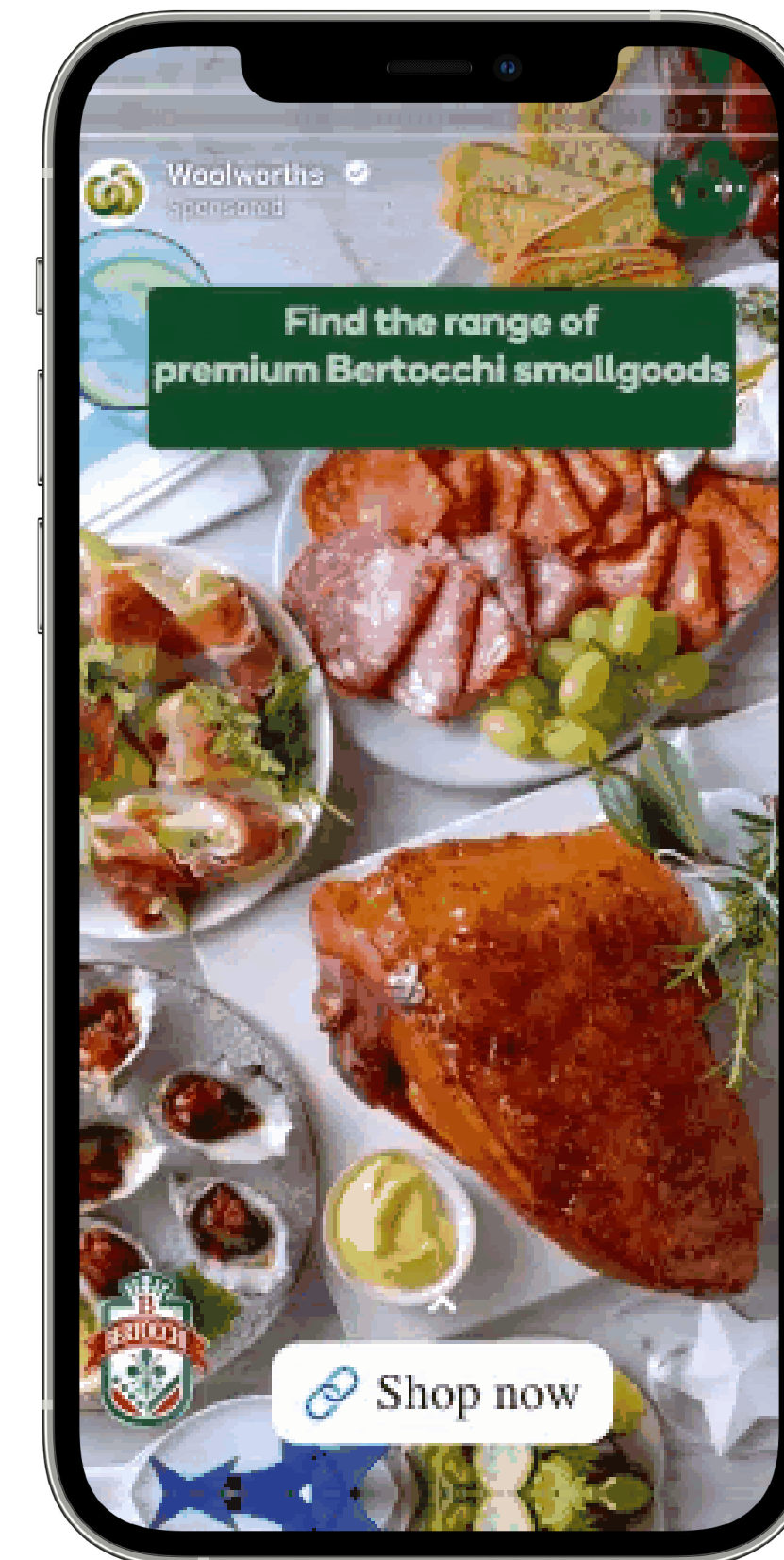
Raise your social profile with Woolworths

Partner with Woolworths' to reach, educate and inspire their social community, turning audiences into customers. From "try this" awareness to dynamic "stop-motion recipe" inspiration, your brand can drive full-funnel engagement within the Woolworths' social community.

Deliver easy inspiration in a hyper-relevant digital context, to drive deeper engagement with Woolworths customers.

The benefits

- Content and recipe inspired creative enabling you to tell your brand story
- Align your brand to the Woolworths brand IP
- Reach and connect with engaged grocery customers



+108%

growth in Woolworths' recipes traffic from social media platforms.

Source: Adobe Analytics, online visits, Apr 2023 - Mar 2024.

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

cartology
closest to customers

Big Night in

1. Buy any 3 participating products
2. Scan your Rewards Card for your chance to win*
3. Repeat to enter every time you shop

DIVE INTO

THE DELI
AWAKEN YOUR SENSES

*T&Cs apply, visit woolworths.com.au/996. Everyday Rewards Members only. Prizes runs 15/5/24 - 27/24. Prize pool is valued at up to A\$592,488.53. Prize Pack draws weekly from 25/5/24. While stocks last. For permit numbers visit woolworths.com.au/996.