

Brand Advertorial

New World's online mailer serves up our best deals, inspiring recipes and exciting campaigns every week. It is one of our main communication channels and utilised by New World loyal, value-seeking and brand-switching customers.



We offer a variety of hi visibility placements and the opportunity to innovate with eye-catching video and GIFs.

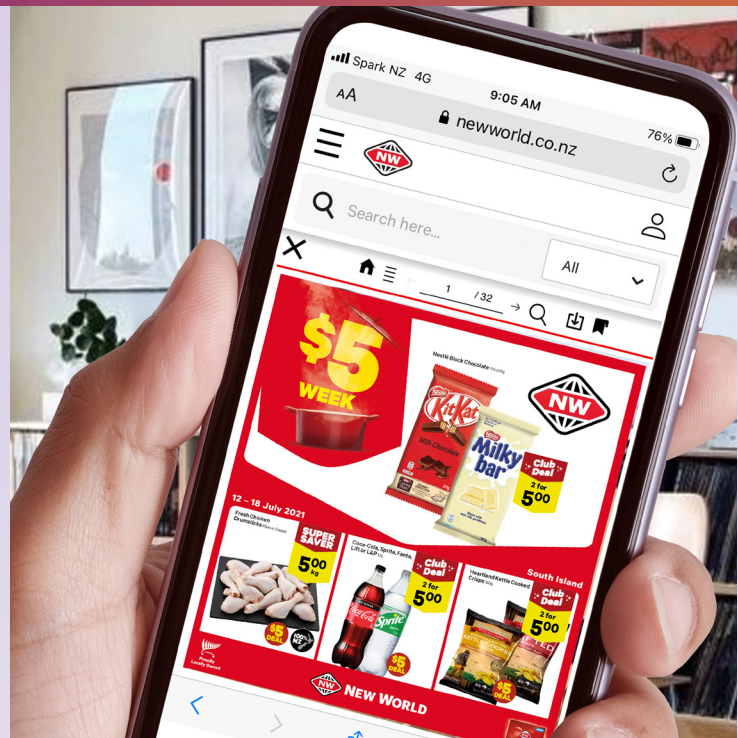
> Inspiration

Drive brand perception and inspire customers

Brands can creatively stand out amongst their competitors with advertorials that allow greater brand expression and positioning.



Win over shoppers by appealing to their need for inspiration, guidance, and a preference for a better shopping experience on a weekly basis.



> Key Benefits of Brand Advertorial

- Increase awareness and consideration of your Brand amongst New World customers.
- Organic reach across a number of touch points, on a weekly basis.
- Leverage more creative freedom to create inspiring content for customers.