

Foodstuffs Precision Media

Powered by dunnhumby

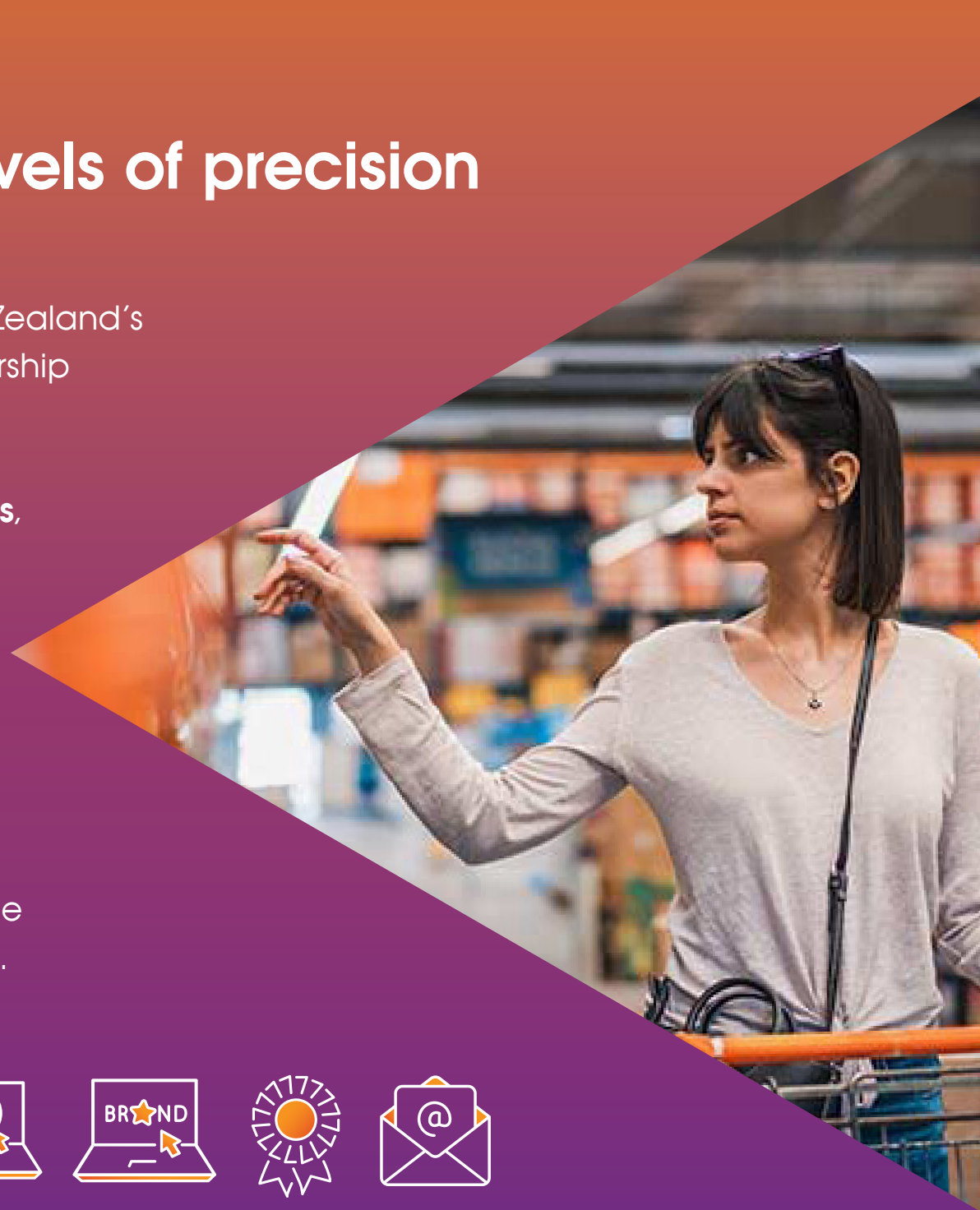
Media Kit

August 2025

> Say kia ora to new levels of precision

Foodstuffs Precision Media, one of New Zealand's largest retail media networks, is a partnership between Foodstuffs and dunnhumby. Powered by insights from **200M+ annual transactions** and **1.6M loyalty cardholders**, we help brands connect with customers like never before.

Our media solutions cover the entire marketing funnel—from **awareness** to **conversion** and **retention**—offering targeted advertising from sofa to store. Our Media Planners can help you find the best solution to meet your specific goals.



> An enhanced and unique offering for Brands



National, cross-banner campaigns

Unrivalled scale, across  and 



Customer-led planning & targeting

Based on actual purchase behaviours



Connected media portfolio

From 'sofa to store' seamlessly activate across the entire shopping journey



Closed-loop measurement

Understand customer and sales impact, optimise for the future



Underpinned by a Full-Service Model

Foodstuffs Customer data, media assets and transactional data

> A customer first approach

Customer



Help me...

- “Make shopping **quick & easy**”
- “With **relevant suggestions**”
- “By rewarding me with **offers**”

Brand



Help me...

- “**Outperform** in a category”
- “Win **at shelf**”
- “Win with the **retailer**”

Foodstuffs



Help me...

- “Delight my **customers**”
- “**Differentiate** my brand”
- “Grow my **market share**”



Creating a **win-win-win** for
customers, brands and retailers

> Connect with customers from their sofa to our stores





Brand Advertorial

Our weekly online mailer delivers the best deals and recipes to loyal New World customers via email, Facebook, and Instagram. Boost visibility with standout Brand Advertorials, including videos and carousels.



Why it's great

- **Drive awareness:** educate and engage with branded placements.
- **A trusted platform:** align your brand with inspiring content.
- **Seamless purchases:** our 'shoppable' mailer lets customers add straight to their basket.
- **Greater reach:** your ad placed on  and  as well as the mailer as standard.

Key info

- Quarter (NI only), half, and full-page formats in the  mailer.
- Image, video, and carousel formats on  and .



Over 1.3m weekly



National



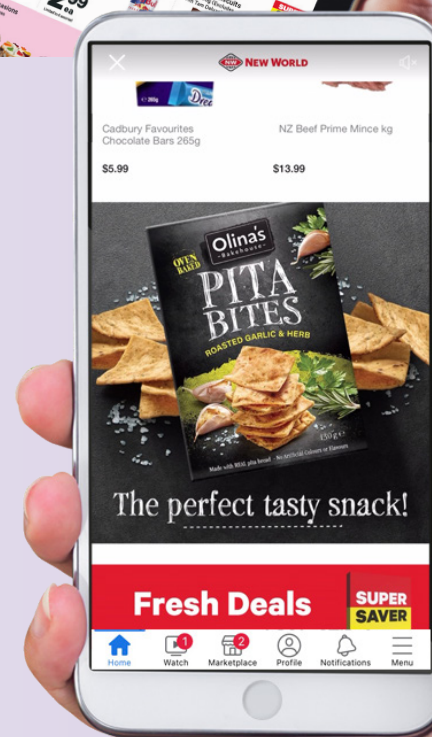
1 Week



Lead time 12 weeks



Website /  / 



Awareness





Precision Social

Precision Social leverages Foodstuffs' first-party data to target key audiences on Facebook and Instagram. Choose from pre-defined segments to boost awareness and use advanced data science to find more likely buyers.



Why it's great

- **Powerful intelligence:** understand customer behaviours with market-leading insights.
- **Zero wastage:** target ads and personalise messages based on real purchasing data aligned to your objective.

Key info

- The campaign runs through your brand's Facebook page, not New World's. We need page access via our Precision Media Business Manager. This is not a New World social post.



Campaign
dependant



13 Audience segments available
based on purchasing behaviours



Two weeks
minimum



Lead time
4 Weeks



Image, video,
carousel, stories

Awareness





New World National Social

New World National Facebook channel is great for reach objectives and engaging the New World Customer.



Why it's great

- **Credible and Trusted Source:** Using NW's brand credibility to deliver your message in a trusted environment.
- **Enhanced engagement:** It provides a platform for meaningful interactions with customers, fostering engagement and awareness.

Key info

- Choose from three Reach objective packages; Bronze, Silver and Gold.
- The campaign will run through New Worlds business page.
- Utilises Meta's demo, interest and behaviour targeting.



Campaign
dependant



National



Two weeks
minimum



Lead time
4 Weeks



Image, video,
carousel

Awareness





Flanner

Signpost shoppers to your brand with attention grabbing, impactful in-aisle banners.

Why it's great

- Directing customers towards your products.
- Highlighting key benefits and features.
- Promoting new to market product.



4m



National



4 weeks



Lead time 7 Weeks



200x800mm /



200x750mm

Chiller & Liquor 200x500mm /

Bread 300x900mm 200x800mm



Awareness + Conversion





Die Cut Flanner

Spark the imagination of shoppers with eye catching custom shapes and designs with high-impact die cut flanners.

Why it's great

- Capturing attention with eye-catching, unique designs that stand out from traditional flanners, ensuring memorability.
- Enhancing visibility and creating buzz for limited edition products, perfect for product launches, seasonal campaigns, or brand refreshes.

Key info

- 10% premium on our standard flanner.



4m



National



4 weeks



Lead time 8 weeks



200x800mm /  200x750mm / Chiller & Liquor 200x500mm
/ Bread 300x900mm 200x800mm



Awareness + Conversion





Recipe Card Flanner

Drive customer engagement and provide inspiring solutions for New World customers with Recipe Card Flanners. These impactful in-aisle placements, featuring eye-catching custom shapes and designs, provide shoppers with easy access to delicious recipes featuring your products—helping them connect with your brand in a meaningful way.



Why it's great

- **Inspire Purchases:** Encourage customers to try your products with curated recipes designed to complement your brand.
- **Practical Appeal:** Helps shoppers plan meals and discover new ideas while shopping.
- **In-store Execution:** Flanners are displayed in high-traffic areas, ensuring visibility to your target audience.

Key info

- **Select Placement:** Choose between grocery or chilled recipe card flanners, or a combination of both for maximum impact.
- **Creative Development:** Provide fully-branded recipe designs showcasing your product as a hero ingredient.



4m



National



4 weeks
minimum



Lead time
7 Weeks



200x800mm / 200x750mm / Chiller 200x500mm

Awareness + Conversion






Floor Decal & Die Cut Floor Decal

Grow brand awareness, highlight featured products, or share key messages with high-vis floor stickers.

Why it's great

- Large, impactful brand messaging.
- Educating, inspiring, and informing customers.

 700,000

  National
 NI

 4 weeks

 Lead time 7 Weeks

 Die Cut Lead
time 8 Weeks

 970x630mm



Awareness + Conversion





Shelf Pop Out

Stand out at the shelf edge and capture customer attention with cost-effective shelf pop outs.

Why it's great

- Amplifying your brand within the relevant category.
- Engage shoppers at a critical moment on their journey.
- Highlighting product at shelf.



4m



National



4 weeks



Lead time 7 Weeks



92.5x84mm



Awareness + Conversion





Shelf Surround

Be seen at the shelf, even when Shelf pop outs aren't available.

Why it's great


- Amplifying your brand in a cost effective way.
- Running campaigns where Shelf pop out isn't supported.

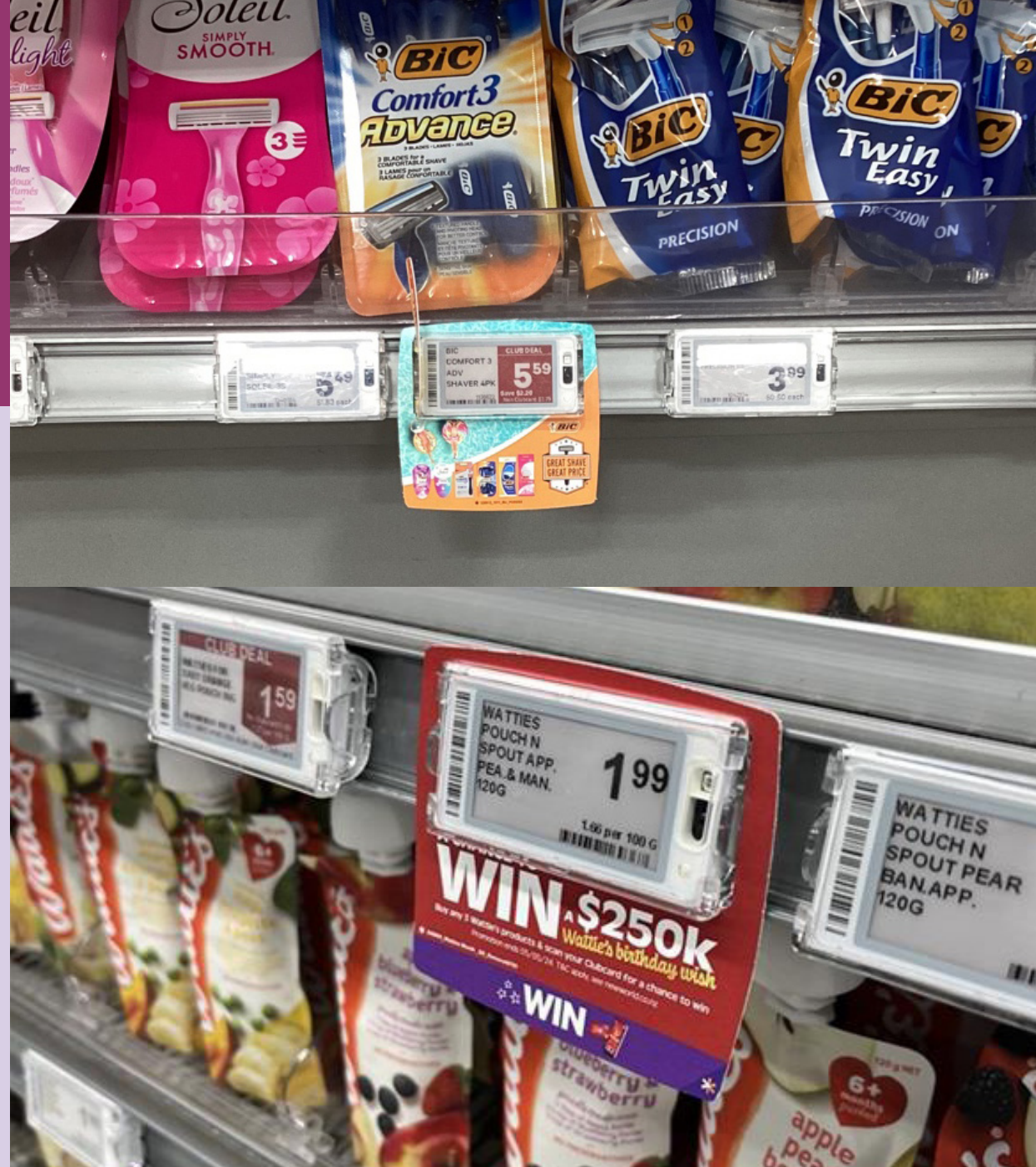
 4m

   National

 4 weeks

 Lead time 7 Weeks

 90x85mm



Awareness + Conversion





Bread Header

Huge, impactful placements that amplify brand messages.

Why it's great


- Educating and inspiring customers.
- Combine with bread flanners to maximise impact.
- **Promotions:** More real estate to showcase key messages.

 4m

  National
 Selected Stores

 4 weeks

 Lead time 7 Weeks

 1498x583mm



Awareness + Conversion





Freezer Decal Frames and Strips

Own the freezer with unmissable signage.

Why it's great

- Grabbing the attention of category shoppers.
- Highlighting your full range of products.

 4m



National

 4 weeks



Lead time 7 Weeks



Frames 760x1600mm/Strip 760x120mm



Awareness + Conversion





Chiller Door Decals

Chiller Door Decals offer a high-impact, in-store advertising solution that puts your brand directly in front of shoppers at a key decision-making moment. Positioned on chiller doors, these decals provide unmissable visibility, ensuring your product stands out in a high-traffic area of the store.



Why it's great

- **Prime Positioning:** Located at the point of purchase, Chiller Door Decals capture shopper attention right before they open the door.
- **Highly Visible:** Large-scale and eye-catching, these decals enhance brand presence where customers are already browsing.
- **Influences Purchase Decisions:** Engages shoppers in a relevant moment, driving brand recall and conversion.




Key info

- Placement options: Chiller Door, Chiller Window, and Chiller Header (available in select stores).
- Customisable creative execution within store guidelines.
- Best suited to milk and dairy products, with placements designed to align with how customers shop the chilled aisle.



Campaign
dependant



Chiller Window is  &  NI
Chiller Header is  National



7 Weeks



Lead time
4 Weeks



Chiller Window 150x150mm / Chiller Header 760x120mm

Awareness + Conversion





Specialty Cheese POS

Elevate your brand within the premium cheese category with Specialty Cheese POS. These highly visible placements are designed to have impact in the busy specialty cheese category, highlighting your products for customers looking for inspiration for their cheese board.



Why it's great

- **Premium Positioning:** Showcase your brand as a leader in the specialty cheese category with prominent in-aisle displays.
- **Customer Engagement:** Drive purchase decisions by presenting your products as the perfect choice for entertaining, gifting, or everyday indulgence.
- **Flexible Formats:** Choose from Divider or Pop Out styles to fit your campaign goals and store configurations.
- **Tailored Impact:** Align with customer preferences for high-quality, artisanal products.

Key info

- **Select Your Format:** Specialty Cheese POS is available nationally, with format options tailored to different store types and regions. Opt for Spec Cheese Dividers for clear categorisation or Spec Cheese Pop Outs for eye-catching shelf appeal, ensuring your brand stands out in high-traffic specialty cheese sections.
- **Creative Design:** Provide branded creative assets to highlight your product's unique features and premium positioning.
- **In-store Execution:** Your POS is placed in high-traffic specialty cheese sections to ensure maximum visibility.



4m



PAK'n
SAVE

National Pop Out /



SI Divider /



NI Divider & Pop Out



4 weeks minimum



Lead time 7 Weeks



410x130mm / 132x124mm

Awareness + Conversion





Checkout Bar

Offer a valuable last touchpoint to capture shoppers' attention just before they complete their purchase. Whether reinforcing brand awareness through prolonged exposure while customers pay or prompting one final sale, this prime space ensures high visibility. Beyond grocery, it's also an effective placement for brands in adjacent industries looking to engage shoppers at a key decision-making moment.



Why it's great

- Brands with impulse-buy products.
- Combining with in-aisle ads and digital screens for a whole-store experience.

 4m



PAK'n
SAVE

National

 4 weeks



Lead time 7 Weeks



270x170mm

Awareness + Conversion



PAK'n
SAVE



Prize Draws

Everyone loves being a winner. Using the New World Clubcard, Prize Draws give you the ability to reward customers using simple 'scan to enter' competitions when they purchase your product.



Why it's great

- **Inspire and engage:** capture customer imagination with a simple competition mechanic.
- **Amplify impact:** with POS as standard, and other channels as optional extras

Key info

- Choose which media you want to amplify your competition, with a  flanner included as standard.
- Winners are selected by Foodstuffs Precision Media.
- Prize fulfilment managed by Advertiser.



Campaign dependant



 National



2 Weeks+



Lead time 7 Weeks



200x800mm / Chiller & Liquor 200x500mm / Bread 300x900mm 200x800mm

Retention + Conversion





Liquor Neck Tags

Boost your brand and drive sales with our eye-catching Liquor Neck Tags—premium shelf placement that keeps your product top of mind.



Why it's great

- **Boost Visibility:** Capture customer attention instantly with neck tags that stand out in the busy liquor aisles.
- **Increase Sales:** Strategically placed neck tags have been proven to influence purchase decisions, leading to higher sales volumes.
- **Ideal for nationwide promotions:** Neck tags act as a reminder and provide an easy entry mechanic (scan to enter) for shoppers to enter at home.

Please note: Suppliers are responsible for ensuring neck tags comply with applicable laws, including the Sale and Supply of Alcohol Act and Gambling Act.

Key info

- **Responsibility:** All suppliers are responsible for tagging their own bottles, providing artwork for approval that includes a Precision code and the end date, and ensuring that tags are removed post-campaign.
- **Ensure Compliance:** Monthly audits will be undertaken to prevent outdated or non-approved neck tags.



1.3m weekly



National



6-8 Weeks



Lead time 4-6 Weeks

Awareness + Conversion





Digital Screens

Bring your brand to life with bright, eye-catching screens.

Positioned at the entrance to stores, and in key decision-making areas throughout, our Digital Screens deliver standout messages through rich, branded content.



Why it's great

- **Be front of mind:** prime shoppers and grab their attention as they enter the store.
- **Maximise Visibility:** Promote your brand out of aisle, through multiple locations instore with our inner screens.
- **Build your brand:** connect to your Above the Line campaigns to build recognition.
- **Hit your goals:** raise awareness at the door and prompt a purchase in aisle.

Key info

- 65" screens at the front of stores, 49-65" screens instore.
- Display static or animated content of 6 seconds in length.



National



1 Week+



Lead time 5 Weeks



Static or animated

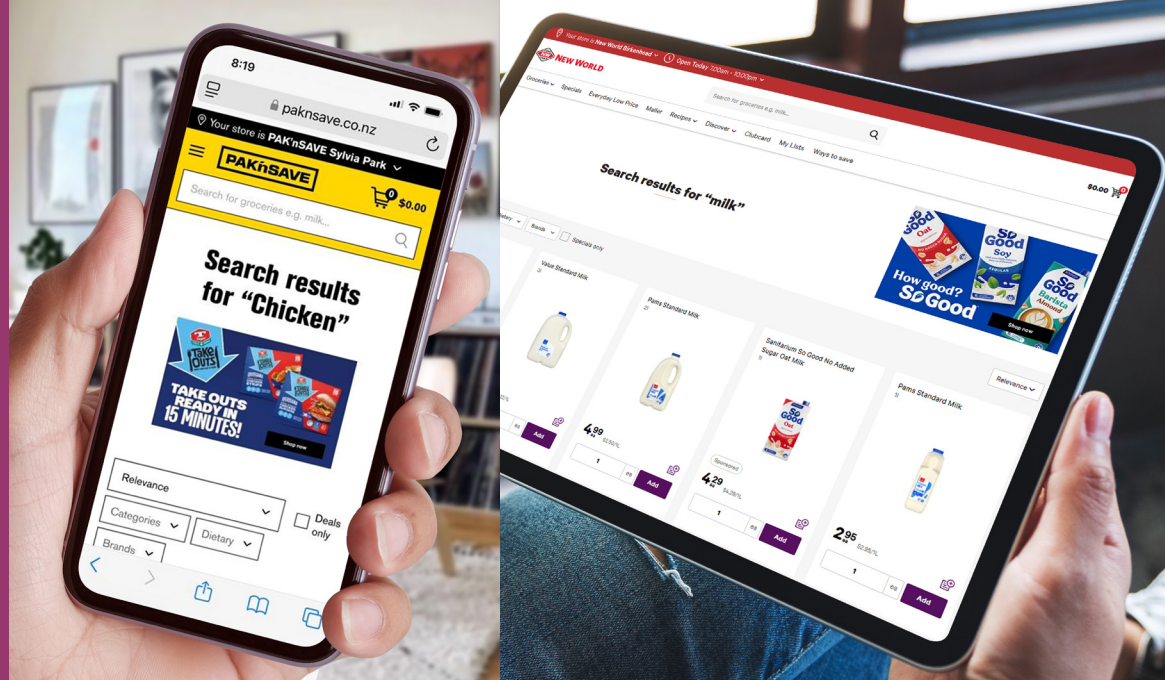
Awareness





Sponsored Search Banners & Products Ads

Engage shoppers online by increasing brand and product awareness with sponsored search banners or increase your product visibility and drive online sales with sponsored product ads.



Why it's great

- **Be seen where they buy:** 50% of basket adds come from search.
- **Simplify discovery:** 60% of shoppers only visit the first page – visibility is critical.
- **Seamless shopping:** Make their online shopping experience easy, with quick add to cart functionality in the banner pop out modal.

Key info

- Choose from product ads, banner ads, or a combination of both.
- Select your search terms, with buying options both in and out of category. Relevant keywords are suggested based on brand, product, category and shopping behaviours.
- Gain insight with key awareness & conversion metrics and relevant benchmarks.



Campaign
dependant



National



Minimum
2 Weeks



Lead time
4 Weeks



Banners
400x240px

Awareness + Conversion





Display Banners Home Page

Drive mass awareness with our highest reaching page on the New World and PAK'nSAVE websites. Showcase your brand, products, and prize draw promotions with our eye catching Homepage Banner.



Why it's great

- **Amazing reach:** tap into an audience that visits us 3.6m+ times a month.
- **National brand visibility:** Instantly capture attention as shoppers enter the New World or PAK'nSAVE website with our largest online banner.
- **Full brand exposure:** Exclusive opportunity to have 100% share of voice with no rotating banner carousel with other competitors.

Key info

- Ad appears above the fold on the Homepage.
- Quick add to cart functionality in the banner shop now pop out modal, featuring up to 10 products.
- Products featured on creative must be core ranged.



Campaign
dependant



National



1 Week+



Lead time
4 Weeks



W1535xH190

Awareness





Sponsored Recipes

eDM & Brand Advertorial

New World's sponsored recipe Add-On placements seamlessly connect your brand with engaged shoppers searching for meal inspiration. Enhance your targeted eDM or brand advertorial placement, with a Sponsored Recipe on the New World website to showcase your product in a relevant meal occasions, making it easier for customers to shop.



Quick and easy nachos

Serves 4-8 | **Prep time** 5 mins | **Cooking time** 10-15 mins

On the table in less than 30 mins, this tasty dish is the perfect mid-week meal.

Great for cooking and baking, and perfect to use as a topping, a dip or in a sauce, Anchor Sour Cream Original can be used for just about anything in your recipe book.

Recipe by: Food in a Minute

Nachos Mexican Beef Dinner

[Shop for ingredients](#)

[Save Recipe](#)

[Print-friendly PDF](#)

Why it's great


New World Sponsored Recipe

- **Sustained Brand Presence:** Your recipe remains live on the New World website for 3 months, providing extended visibility.
- **Seamless Shopping Experience:** Your product is featured within a shoppable recipe, making it easy for customers to add to their basket.
- **Proven Engagement:** New World's recipe platform receives 5 million views annually, attracting high-intent shoppers.

eDM

- **Direct Customer Targeting:** Your recipe is included in a highly segmented New World eDM, reaching engaged shoppers.
- **Drives Traffic:** A prominent click-through to the full recipe page ensures high visibility and engagement.
- **Strong Brand Alignment:** Integrates your product into relevant meal inspiration, increasing awareness and conversion.


Key info

- Choose your preferred format, whether an eDM placement or as part of your brand advertorial and once confirmed, your recipe is integrated with a featured product, a recipe image, and branded elements such as banners or ingredient callouts.
- For eDM placements, the recipe is positioned within the email, encouraging shoppers to engage with the content and visit the full recipe page.
- For Sponsored Recipes, the content is published on the  website and optimised for shopper discovery, allowing easy access to ingredients and meal inspiration.

 Campaign dependant

  National

 1 send eDM
3 months  Website

 Lead time
6-8 Weeks

  Brand Advertorial or eDM

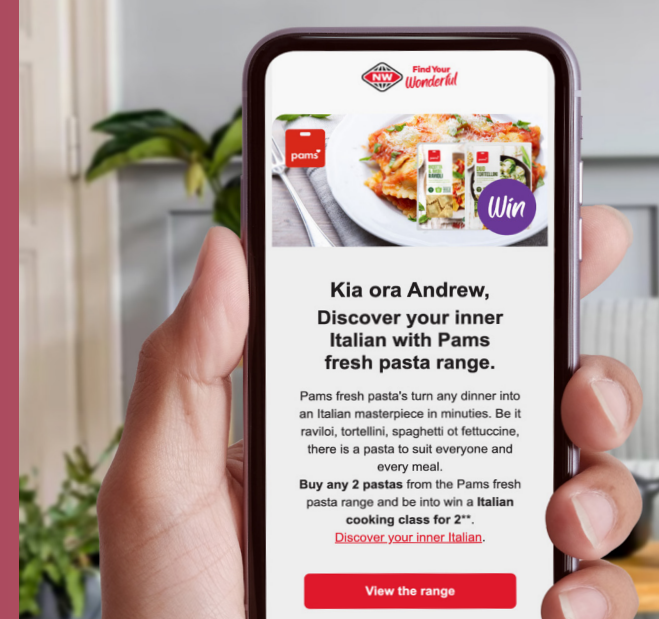
Awareness + Conversion + Retention





Branded eDM

Leverage dunnhumby's advanced targeting capabilities, these campaigns maximise reach and effectiveness. Perfect for introducing new products or driving promotional engagement, this option complements in-store efforts and boosts visibility through high-impact email campaigns.



Why it's great

- **Wide Audiences:** Branded eDM reaches up to 1.6 million active Clubcard shoppers nationwide – an audience twice as valuable as non-Clubcard shoppers.
- **Liquor-Friendly:** Customised options available for promoting alcohol brands.
- **Single Product Featured:** Drive targeted conversions to heighten awareness and encourage purchase.
- **High Reach, High Engagement:** Tap into a large audience with strong open rates through our branded eDMs.

Key info

- **Clubcard Competition:** Engage shoppers with an exclusive Clubcard-only competition (Must be supported with instore POS).
- **Additional Products:** Include up to three products for broader exposure.
- **Recipe Integration:** Boost engagement with recipes that showcase your products.
- **Custom Audiences:** Tailor your campaign with advanced targeting to reach specific shopper groups.



Campaign
dependant



Targeted, based on Clubcard
+ transactional data



One
send



Lead time
6 Weeks



branded
eDM

Awareness





Loyalty eDM

With reach of up to 1.6 million engaged Clubcard shoppers – an audience that's twice as valuable as non-Clubcard shoppers. Leveraging dunnhumby's precise targeting, this eDM maximises conversion potential and brand impact.



Why it's great

- **Driving Loyalty:** Loyalty eDM is crafted to drive loyalty and conversion through our Solus loyalty eDM, encouraging purchases with a transparent New World Dollars offer.
- **Highly Targeted:** Guarantee your products are always seen by relevant shoppers.
- **Bonus Second-Chance Email:** Capture additional interest with a follow-up email to all recipients.
- **Personalised Offers That Drive Sales:** Engage customers with tailored messaging to boost upselling and repeat purchases.

Key info

- **New World Dollars:** Reward shoppers with New World Dollars to increase engagement.
- **Additional Products:** Include up to three products for broader exposure.
- **Recipe Integration:** Boost engagement with recipes that showcase your products.
- **Custom Audiences:** Tailor your campaign with advanced targeting to reach specific shopper groups.



Campaign
dependant



Targeted, based on Clubcard
+ transactional data



Two
sends



Lead time
6 Weeks



 Loyalty
eDM

Conversion + Retention





In-Store Radio

In-Store Radio offers a unique opportunity to connect with customers directly at the point of purchase. It provides brands with an effective and engaging way to influence shopper behavior while they are already in-store, ready to make decisions. Whether it's showcasing new products, promoting sales, or enhancing customer experience, In-Store Radio delivers a powerful message that resonates.



Why it's great

- **Boost Awareness Where It Matters Most:** Research shows radio advertising increases ad awareness by up to 54%** when compared to visual-only campaigns. Engage a second sense, sound, which helps amplify recall.
- **Drive to Aisle:** Radio reaches shoppers across the entire store, prompting action beyond the shelf. With up to 75%*** of shoppers not sticking to their shopping list, it's the ideal moment to influence spontaneous purchases and drive aisle traffic.
- **Give Your Brand a Voice:** Audio cuts through visual noise. In-store radio allows brands to speak directly to customers in a flexible, emotionally resonant format, reinforcing your message in your brand tone while they shop.

*Source: Radio: The Emotional Multiplier, Radiocentre **Source: Radiocentre, RadioGauge Report

***Source: Modern Grocery Shopper Research, SCN

Key info

- **Ad Frequency & Rotation:** Your ad will play once per hour during store trading hours for the duration of the campaign, as part of a six-ad rotation ensuring balanced exposure across different brands.
- **Product Relevance:** To ensure the best audience fit, your product must be core/A ranged to the participating stores.
- **Prize Draws & Promotions:** You may promote a prize draw or win component, provided it doesn't clash with existing POS or price promotions. All T&Cs must be compliant.
- Precision Media can offer support in both audio and script curation to help craft the perfect in-store ad for your campaign.

 Campaign dependant	   National	 Minimum 1 Week	 Lead time 4 Weeks	 15 or 30 seconds in Audio: MP3, MP4 or WAV
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Awareness



> Category Solutions

Point Of Sale

[illegible]

Digital Screens

[illegible]

Brand Advertorial

[illegible]

Social

[illegible]

eDM

[illegible]

eCommerce

[illegible]

In-Store Radio

[illegible]

Foodstuffs

Precision Media 

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 Get in touch

Find out more www.precisionmedia.co.nz

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