

Foodstuffs

Precision Media 

Powered by dunnhumby

Media Kit

May 2023

> Say kia ora to new levels of precision

Foodstuffs Precision Media is one of New Zealand's largest retail media networks, built in partnership by Foodstuffs and dunnhumby. Fuelled by insights from more than **200 million annual transactions** and **1.5 million loyalty card holders**, Foodstuffs Precision Media helps you understand and connect with your customers like never before.

We offer a wide range of media packages, each focusing on key elements of the marketing funnel. With advertising opportunities that run all the way from sofa to store, whether your objective is **Awareness**, **Conversion**, or **Retention**, our Media Planners can help you find the best package 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**"

Foodstuffs



Help me...

- "Delight my **customers**"
- "**Differentiate** my brand"
- "Grow my **market share**"

Brand



Help me...

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



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

> Connect with customers from their sofa to our stores

At home



Brand
Advertorial



Sponsored
search banners
and products



Display
Banners



e-Mail



Direct
Mail

On the move



Precision
Social

In-store



In-store
Digital
Screens



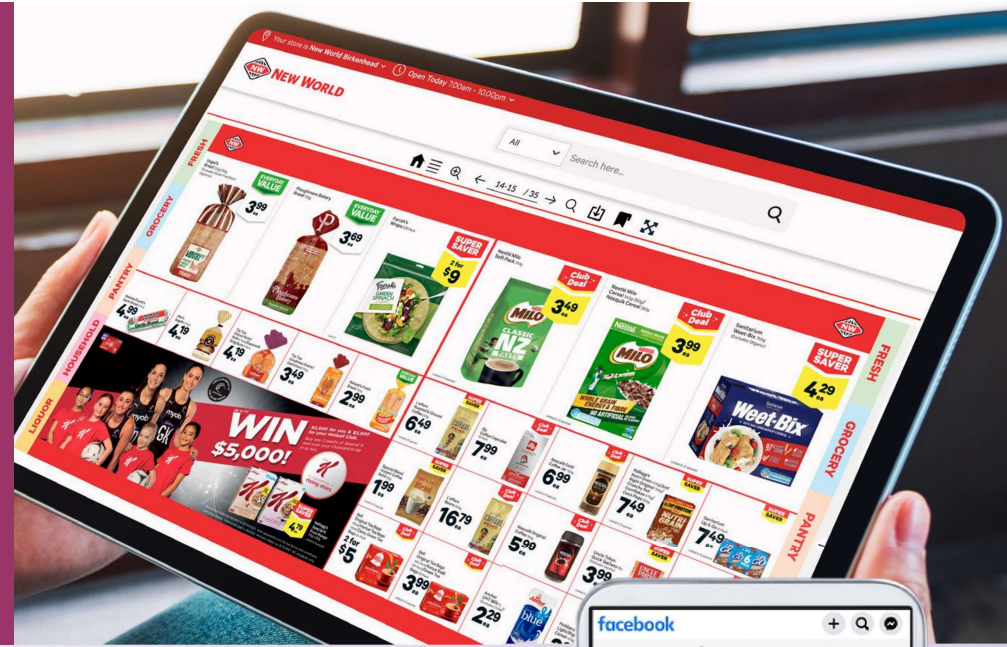
In-store
POS



Brand Advertorial

Serving up our best deals and recipes, our online mailer goes straight to the inbox of loyal New World customers every week – and is now available on Facebook and Instagram, too.

Get seen with a variety of high visibility Brand Advertorial placements including eye-catching videos and carousels.






Why it's great

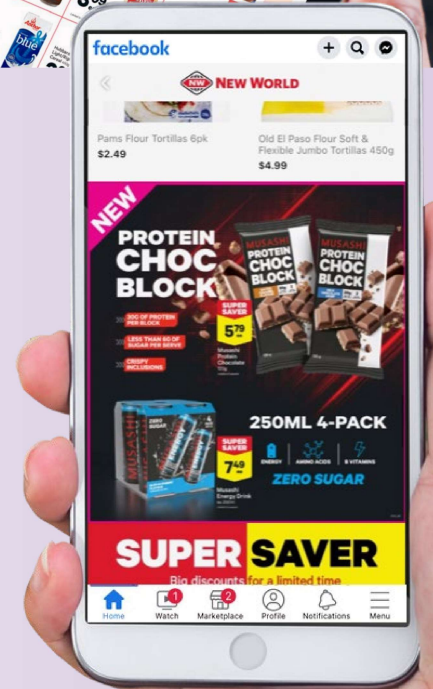
- New and improved: our 'shoppable' mailer lets customers add straight to their basket.
- Greater reach: your ad placed on  and  as well as the mailer as standard
- A trusted channel: position your brand alongside helpful, inspiring content.
- Drive awareness: educate and inspire with fully-branded placements.

 Over 1.3m weekly |  National |  1 Week

  Website /  / 

How it works

- Communicate to a national audience of more than 1.3m customers each week.
- Quarter, half, and full-page formats in the  mailer.
- Image, video, and carousel formats on  and .
- Campaign duration of one week.



Awareness





Precision Social

Precision Social uses the power of Foodstuffs' first-party data to find and engage with your key audiences across Facebook and Instagram.



Choose from a range of pre-defined audience segments designed to help you drive awareness and maximise conversions, and use world-leading data science to find more of your most 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.
- Drive sales: tap into programmatic media to extend your reach.
- Refine and improve: use sales and ROI insights to optimise future campaigns.

How it works

- We provide insights on your audiences.
- Relevant audiences built based on your specific marketing objectives.
- Target those customers across  and .
- Track sales impact and your return on ad spend.



Campaign
dependant



Bespoke audiences based on
past purchasing behaviour



Campaign
dependant



Image, video,
carousel, stories

Awareness





Print Media – Point of Sale

Instore POS

Spark the imagination and supercharge sales with high-impact POS placements that reach an average of **4m customers every week**.

Influence purchasing decisions, help customers save time, and point them straight to your products with POS.



Why it's great

- Highly targeted: sophisticated data science helps you find the right stores for your goals.
- Fully Branded creative to showcase NPD, brand campaigns, or competitions.
- Close the loop: match campaign exposure with sales impact to get a true picture of performance.
- Drive behaviours: communicate with customers where 76% of all grocery decisions take place

How it works

- Available in seven different formats across 203  and  stores.
- Store targeting comes as standard, helping you optimise your media spend.
- Installation and execution managed by Precision Media.
- Full customer and sales impact reporting after every campaign.

Awareness





Flanner

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




Great for...

- Directing customers towards your products.
- Highlighting key benefits and features.

Key info

- Reach a national audience of 2m  and  shoppers.
- 4-week campaign duration.

 2m |  National |  4 weeks

  200x800mm /  200x750mm
Chiller & alcohol 200x500mm /
bread 300x900mm 200x800mm



Awareness





Floor Sticker

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

Great for...

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

Key info

- Reach an audience of 2million shoppers across **PAK'n SAVE** North Island stores.
- 4-week campaign duration.

 2m

 North Island

 4 weeks

 970x630mm



Awareness

**PAK'n
SAVE**



Shelf Pop Out

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

Great for...

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

Key info

- Reach a national audience of 2m  and  shoppers.
- 4-week campaign duration.

 2m

 National

 4 weeks

 92.5x84mm



Awareness





Shelf Surround

Be seen at the shelf, even when POP OUTs aren't available.

Great for...

- Amplifying your brand in a cost effective way.
- Running campaigns where POP OUT isn't supported.

Key info

- Reach a national audience of 2m  and  shoppers.
- 4-week campaign duration.

 2m

 National

 4 weeks

 90x85mm



Awareness





Bakery Header

Huge, impactful placements that amplify brand messages.

Great for...

- Educating and inspiring customers.
- Combining with bakery flanners to maximise impact.

Key info

- Reach a national audience of 2m  and  shoppers.
- 4-week campaign duration.

 2m

 National

 4 weeks

 1498x583mm



Awareness





Checkout Bar

Prompt one last purchase.

Great for...

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

Key info

- Reach a national audience of 2m  and  shoppers.
- 4-week campaign duration.

 2m

 National

 4 weeks

 270x170mm



Awareness





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: grab attention from moment one with gigantic digital screens.
- Creative control: tell your brand story through engaging animations.
- 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.

How it works

- Reach a national audience of 2m customers across both  and  stores.
- 65" screens at the front of stores, 49-65" screens instore.
- Display static or animated content.
- Campaign duration of 2-weeks +.

 2 million

 National

 2 Weeks+

 Static and animated content

Conversion

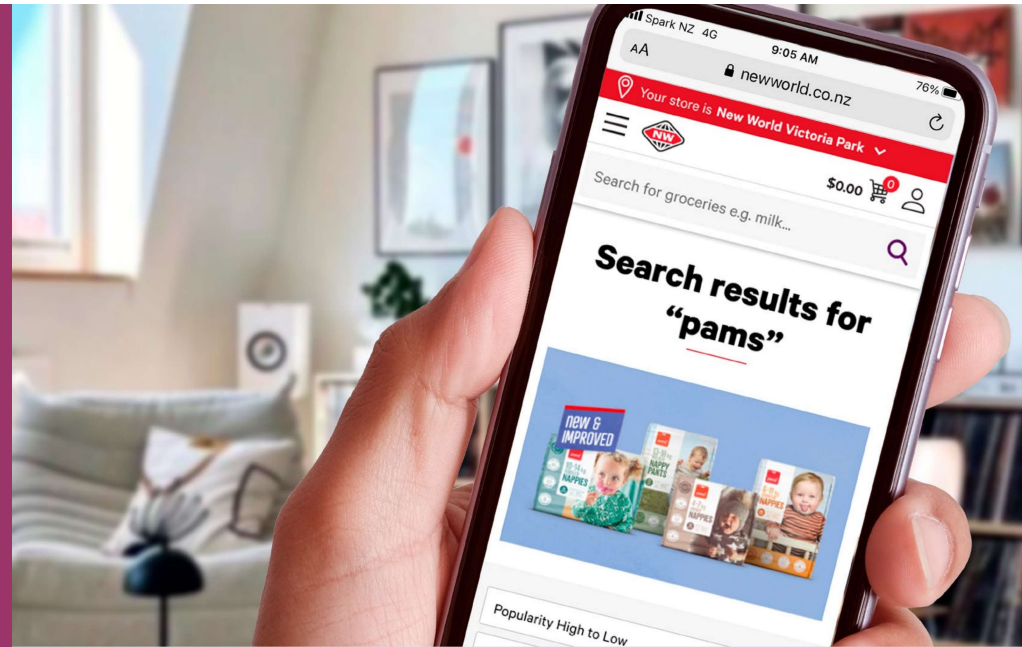




Sponsored Search Banners & Products

Engage New World and PAK'nSAVE shoppers online with Sponsored Search Banners and Products.

Serve up your products within our search results using advanced data science and past purchasing behavioural data; focus your spend on your most relevant Customers.



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.
- A trusted medium: ads appear organically in search results – ideal for challenger brands.
- Maximise returns: focus your spend on those shoppers most likely to buy.

How it works

- Choose from native product ads, creative banner ads, or both.
- Select your search terms, with buying options both in and out of category.
- Purchase and performance data combine to find the right customers for your campaign.
- Gain insight into performance and drivers, including customer KPIs and conversion.



Campaign dependant



National



Choose paced over 2 Weeks+ or unpaced (until impressions exceed)



Banners 400x240px

Conversion

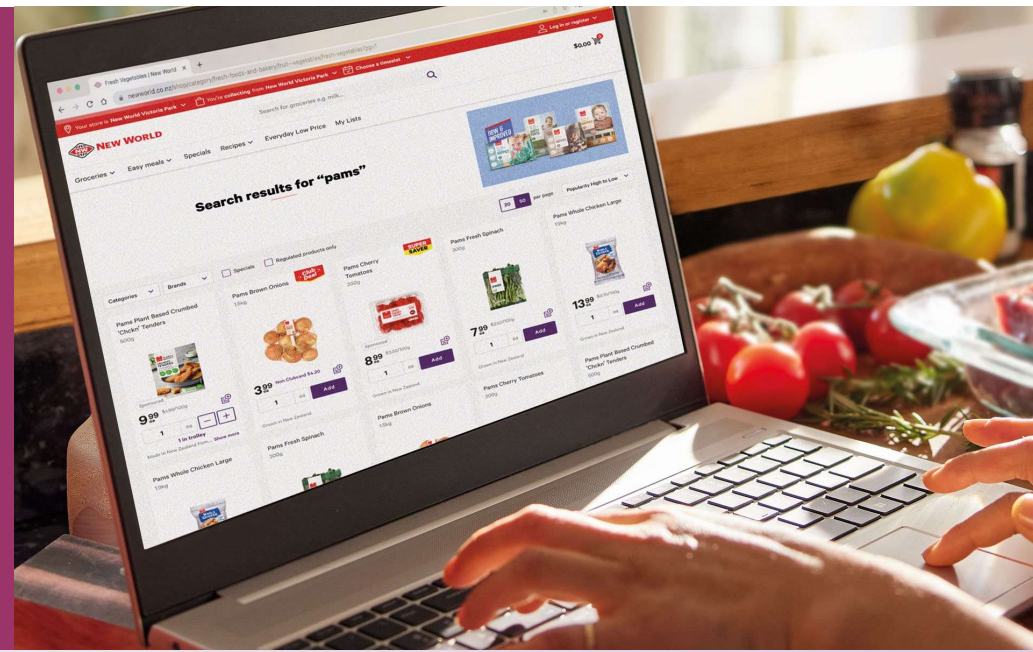




Display Banners Category & High Traffic Pages

Profile your products and prompt online purchases with our extensive range of Display Banners.



Supporting sales, awareness, and trial, Display Banners are available on some of the most popular pages on newworld.co.nz and paknsave.co.nz.



Why it's great

- Amazing reach: tap into an audience that visits us 3.6m+ times a month..
- High impact placements: run ads on category headers, product pages, and checkout.
- National brand visibility: across New World and PaknSave
- Do it all: with creative opportunities that support everything from awareness to NPd.

How it works

- Choose from a wide range of creative formats.
- Select from an assortment of positions on the  and  websites.
- Combine with Print Media and Digital Screens to increase impact.
- Tap in to post-campaign evaluation that helps you optimise future activity.



Campaign dependant



National



2 Weeks+



TBC

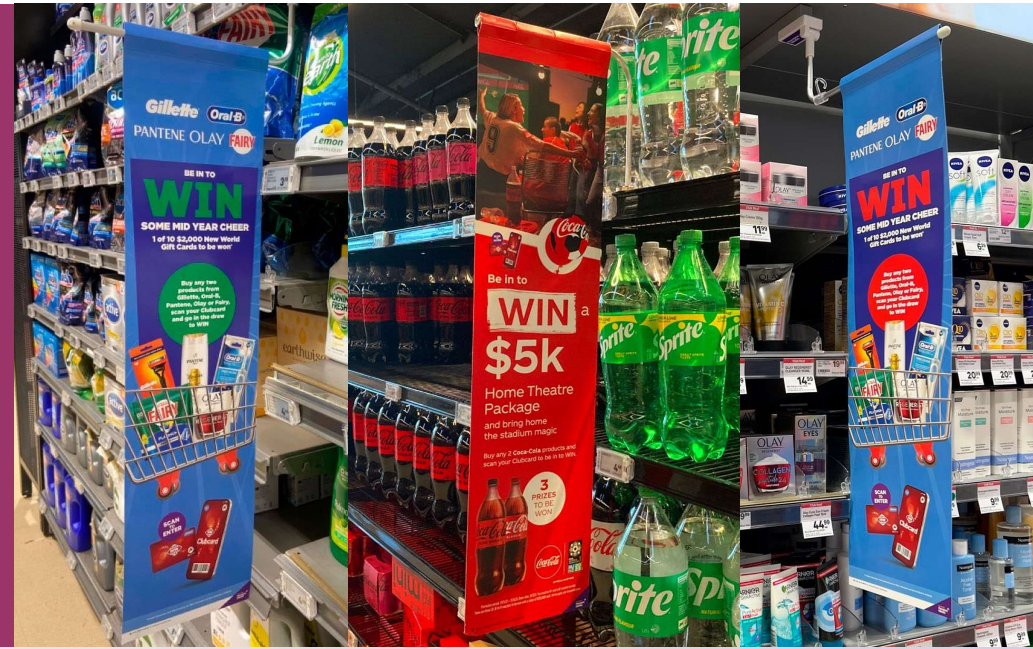
Conversion





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
- Low effort: campaign targeting, execution, and measurement are all handled by us.
- Understand impact: media and competition analytics delivered as standard.

How it works

- 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.
- Customer and sales impact reporting helps you understand media performance.



Campaign dependant



National



2 Weeks+



TBC

Retention

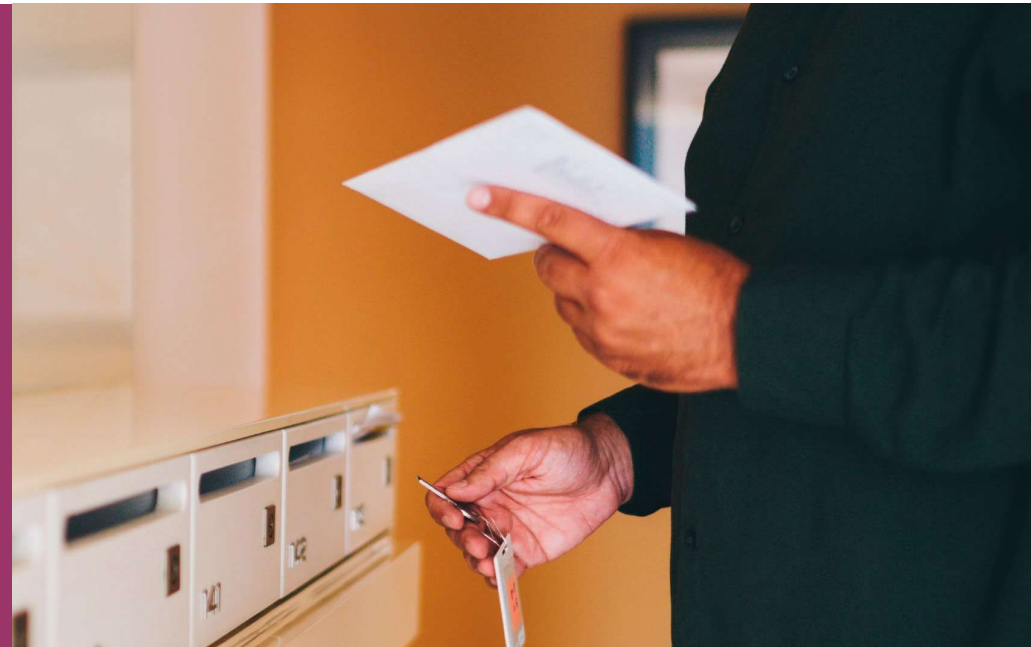




Direct Mail

Using insights from more than **1.5m Clubcard customers**, Direct Mail delivers incentives, rewards, and messages finetuned to customer needs and behaviours.

With every mailing matched to your campaign objectives, Direct Mail enables 1:1 communication with your most important customers.



Why it's great

- Get personal: with relevant promotions and incentives that speak to customers by name.
- Spark a response: encourage trial with BOGOF vouchers, or reward loyalty with future discounts.
- Express yourself: with formats ranging from simple postcards to origami-style creatives.
- Engage at scale: get a direct line to more than 1.5m Clubcard customers.

How it works

- Create bespoke audiences based on past purchases and aligned specifically to your objectives.
- Campaign execution handled by the Precision Media team.
- Full customer and sales impact reporting provided after campaign completion.
- Campaigns can be limited to a single mailing or as many as desired.



**Campaign
dependant**



**Bespoke, based on past
purchasing behaviour**



**One
delivery**



**Oversize postcard, gatefold, A4,
tent card, personalised flat box**

Awareness + Retention



Foodstuffs
Precision Media 

Powered by dunnhumby

 **Get in touch**

Find out more www.precisionmedia.co.nz
Talk to us at team@precisionmedia.co.nz