



10th November 2022

Dear Supplier,

The run into Christmas is the most important time of the year to generate sales. Are you fully ready?

Here at TWG we have a range of marketing solutions for you to make sure that this year, you truly win Christmas. By utilising our Q4 Marketing packs we can help you get your messaging in front of the right customers, at the right time and in the right medium to maximise your success during the festive period and beyond!

Attached you'll find all the information that you need to get your brand in front of our customers carefully planned to make sure we're capturing them at all stages of the purchasing journey, with packs that evolve as we get closer to Christmas to capture those changing shopper behaviours. All of our activity has been planned in collaboration with our award winning media agency, OMG and takes insight from our market leading 1st party data.

Please note that all external December creative needs to be dispatched by the 9th of December, so let's not hang around!

However, if you're not able to make that deadline, all is not lost! We can continue to activate in channels like TWG Web, Facebook & Instagram and Google via Zitcha, our easy to use self-service platform which is currently making campaign planning and management easy for many of our trusted brands. If you're not set up or would like to get a demo of this platform to help you take control of your marketing – then please let us know! You can be up and running and in total control in no time!

For everything else – please feel free to contact our Supplier Relations team at supplierrelations@thewarehousegroup.co.nz, or give your TWG buyer a call to organise your Christmas marketing with TWG, getting you closer to our customers than ever before!

Thank you for your ongoing support.

Regards,

Jenny Epke
Chapter Area Lead Buying and Design



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The Warehouse Group Retail Media Network Christmas Marketing Packages

Introducing

Retail Media Network

Retail Media Network

The Warehouse Group's retail media network, is a network of channels, advertising placements and marketing expertise that can help you convert more sales in our stores or on our websites and gives you the endorsement of our master brands.

With retail media being the closest you can get to the customer, both from a data and consumer journey viewpoint, it's one of the most valuable touchpoints you can access in driving awareness, engagement and sales for your products.

We work with the best in the business as partners, which mean you do too. Our media agency, Omnicom Media Group is one of the most awarded in the country and controls over 50% of all NZ ad spends giving us unrivalled power in market. We work with Velocity Made Good for production and their operations are ready and waiting to help you make your creative work as hard as it can! We enjoy extremely close relationships with both Meta (Facebook & Instagram) and Google and are able to bring many advantages to you as part of our family.

Living Our Values

We think Customer First. This applies to everything from the way customers experience our shopping environments, to the messages we send them, to the deals we can give. This doesn't only apply to our public customers, this also means you, our brand customers. We strive to ensure that working with us at Retail Media Network is as satisfying and successful as if you walked through one of our doors as a shopper.

Value is what we deliver. Value can be measured in many ways. We believe that interacting with us should provide great value in the successful marketing of your brand and as a result getting till ringing! But value also comes from improving the way you work with us, which is why we're focussing on technology solutions that are designed to give marketing power back to you, creating efficiency at every stage.

Sustainability, it's not just a marketing slogan, it's our reality. We have one planet and we're all responsible. This is true for us at Retail Media Network too. We evaluate all our marketing options from a sustainability factor and are working to help reduce our groups carbon footprint. Wherever possible we use digital solutions in both delivery and supply of materials.

Here at TWG we take a technology based approach when designing new solutions for our Market Media network. Nowhere is this more apparent than with our bespoke self-service advertising platform, Zitcha.

Zitcha is a collaboration platform that enables you to access our onsite and offsite channels with audiences at scale, self service. Simply, it puts you in control of your co-branded marketing with TWG.

The platform provides everything from campaign creation to live performance metrics and reporting. It is directly connected to Meta and Google as well as TWG's owned websites.

Access TWG Channels

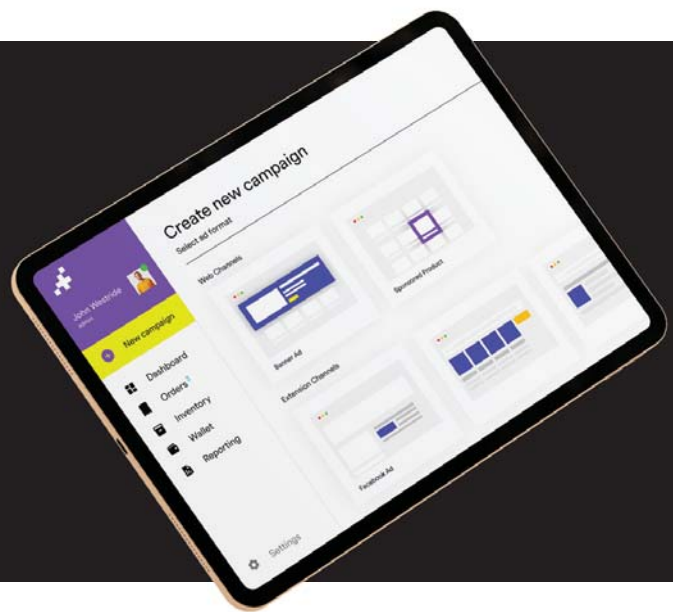
Onsite

- Banners
- Sponsored Products

Offsite

- Facebook and Instagram
- YouTube
- Google search and Shopping

With more to come!



We have pre-loaded a range of 1st party audiences into Zitcha for you to access and target straight from the platform. Take full advantage of it's capabilities by contacting us today for an introduction!

Whilst Zitcha is a self service platform, you have our full support behind you. There is a support team available to you at any point and we ensure that onboarding is a breeze! You'll be placing campaigns in no time!

"Zitcha has given us the ability to have a presence and priority positioning on Noel Leeming's website, socials and various other channels which we've never had before. It's quick and easy to use, and has enabled us to have more control over ROI which has strengthened our relationships with our retailers and New Zealand Consumers."

Ashlea Vallance, Sennheiser Marketing Manager, Australia and New Zealand.

Our data and how you can benefit

Here at TWG we're privileged to have one of the largest anonymised 1st party data pools in the country. We know our customers inside out and using that knowledge allows us to connect with them better than anyone else.

When you go to market with us you're able to use this data in the form of easy to implement digital audience targeting. If you're using Zitcha you'll see a fantastic variety of audiences available to you within your category that's as easy as a single click to add to your campaign.

All our packages have been built with a range of those audiences in mind and using the proprietary data on shopping behaviours and timings gives you the best opportunity to maximise your campaign efficiency and therefore sales at this key time of year.

Our data teams are constantly refining, cleaning and categorising our 1st party data to make it work as hard as it possibly can for you.



Making sure you get Christmas right...



Christmas shopping habits are constantly evolving. Our customer research tells us that **23% will start shopping earlier this year** and **29% intend to make more use of sales in Q4** such as Black Friday and Singles Day.

Making a great marketing campaign can seem daunting, but don't worry, by marketing with Retail Media Network it can be effortless!

For the Christmas period, November to December, we've created packages based on the changing customer mindset to help you be the most effective as possible at this crucial time of year.

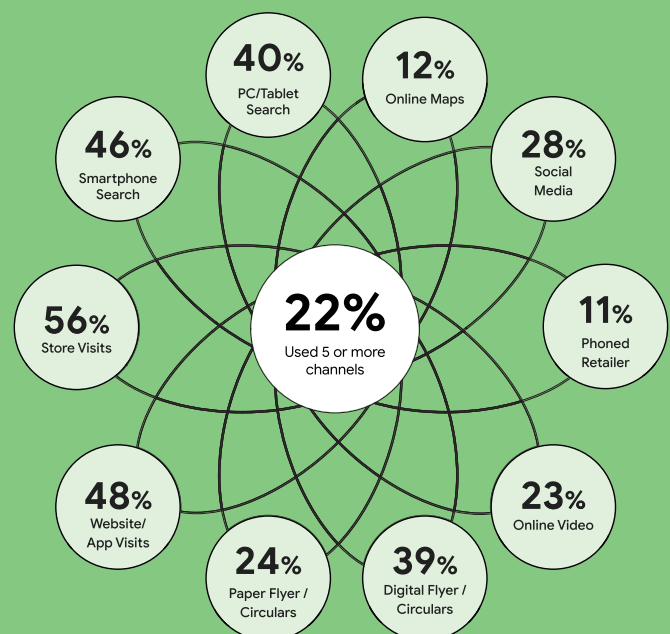
If you like to control your own digital marketing, then jump on in to our self service platform, Zitcha, and take control!

Otherwise our team is ready and waiting to discuss which pack is best for your needs.

The shopping journey is evolving and more complex

1 in 2 used three or more channels

Shopping Channels



The Savvy Shopper

1st - 30th November

These guys have been thinking about Christmas shopping for while and are already working out where the best deals are going to be.

Intent to purchase is the focus of this mindset. This requires a strong mix of online channels that are continually upweighted throughout each pack, capturing consumers while they are searching for the best deals in market and focusing on the back end of the consumer purchasing cycle.

TV and Street Furniture are introduced in the \$75k and \$100k packs to provide extra cut through during and immediately after the busy Black Friday sales burst.

Did you know...

23% of shoppers intend to start shopping earlier this year than last and 28% of shoppers intend to use the November sales (Black Friday / Singles Day) to get gifts on special



The Savvy Shopper

Entry Pack - \$20k



Our entry level pack is focussed on the online shopper who is ready to convert. They're searching for the best deals and want to get that purchase made fast and move onto the next one!

	Channel Spend	Production Cost
Onsite Banners	\$3,000.00	\$200.00
Sponsored Products	\$2,500.00	
Search - Shopping	\$3,000.00	
Display	\$4,800.00	\$600.00
Facebook	\$5,300.00	\$400.00
VMG Management Fees	-	\$200.00
Total	\$18,600.00	\$1,400.00
Total		\$ 20,000.00

This pack has an estimated reach of 1.9M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Savvy Shopper

Standard Pack - \$40k



Making the jump up a level we bring in some increased exposure from the entry level pack and also layer in some TikTok and Digital Video to the mix. This is a more rounded pack as you'd expect for the \$40k investment.

	Channel Spend	Production Cost
Onsite Banners	\$6,000.00	\$200.00
Sponsored Products	\$4,000.00	
Search - Shopping	\$3,600.00	
Display	\$5,599.20	\$600.00
Facebook	\$6,900.00	\$400.00
Digital Video	\$7,200.00	\$1,000.00
Tik Tok	\$3,600.80	\$400.00
VMG Management Fees	-	\$500.00
Total	\$36,900.00	\$3,100.00
Total		\$ 40,000.00

This pack has an expected reach in excess of 3.3M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Savvy Shopper

Advanced Pack - \$75k



For the Advanced pack we start to bring in some traditional broadcast media in the shape of 100 tarps of TV on linear FTA. TV is still an incredibly efficient awareness and sales builder medium and offers a great visual medium that really does engage.

	Channel Spend	Production Cost
Onsite Banners	\$6,000.00	\$200.00
Sponsored Products	\$4,000.00	
Search - Shopping	\$3,600.00	
Display	\$5,700.00	\$600.00
Facebook	\$7,740.00	\$400.00
Digital Video	\$12,000.00	\$1,000.00
Tik Tok	\$4,800.00	\$500.00
TV	\$26,760.00	\$1,200.00
VMG Management Fees	-	\$500.00
Total	\$70,600.00	\$4,400.00
Total		\$ 75,000.00

This pack has an expected reach in excess of 4.4M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Savvy Shopper

Ultimate Pack - \$100k



For the person who just wants it all we give you our Ultimate pack! All that you got from prior packs, but supersized and with Out of Home in the form of street furniture. This pack is sure to satisfy!

	Channel Spend	Production Cost
Onsite Banners	\$7,000.00	\$200.00
Sponsored Products	\$5,000.00	
Search - Shopping	\$5,994.00	
Display	\$7,464.00	\$600.00
Facebook	\$7,680.00	\$400.00
Digital Video	\$12,000.00	\$1,000.00
Tik Tok	\$4,800.00	\$300.00
Street Furniture	\$18,952.00	\$150.00
TV	\$26,760.00	\$1,200.00
VMG Management Fees	-	\$500.00
Total	\$95,650.00	\$4,350.00
Total		\$ 100,000.00

The Ultimate pack has an expected reach in excess of 4.4M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Organised Shopper

1st - 14th December

Christmas shopping is now top of mind for consumers.

This group love a good deal and knowing that they've got everything sorted for the big day.

To best reach the Organised Shopper we require a mixture of online and offline channels that capture consumer's attention when they are searching for gifting inspiration.

Video and OOH are essential channels in this phase and continue to be upweighted throughout each pack. Video best demonstrates product utility and benefits, while small format OOH such as bus stops and in-mall prompts consumers instore on their path the purchase.

At this stage of the shopping journey delivery is still available for online sales, therefore, digital channels including search, display, social (Facebook/Instagram and Tik Tok) will be upweighted to grow reach and attack the bottom of the funnel.

Did you know...

3 out of 4 New Zealanders start decorating for Christmas from the 1st of December?
NZ loves Christmas it would seem!



The Organised Shopper

Entry Pack - \$20k



Our entry level pack is focussed on the online shopper who is ready to convert. They're searching for the best deals and want to get that purchase made fast and move onto the next one!

	Channel Spend	Production Cost
Onsite Banners	\$3,000.00	\$200.00
Sponsored Products	\$2,600.00	
Search - Shopping	\$3,000.00	
Display	\$4,800.00	\$600.00
Facebook	\$5,200.00	\$400.00
VMG Management Fees	-	\$200.00
Total	\$18,600.00	\$1,400.00
Total		\$ 20,000.00

This pack has an estimated reach of 1.9M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Organised Shopper

Standard Pack (\$40k)



Making the jump up a level we bring in some increased exposure from the entry level pack and also layer in some TikTok and Digital Video to the mix.

	Channel Spend	Production Cost
Onsite Banners	\$6,000.00	\$200.00
Sponsored Products	\$4,000.00	
Search - Shopping	\$3,600.00	
Display	\$6,000.00	\$600.00
Facebook	\$6,900.00	\$400.00
Digital Video	\$6,800.00	\$1,000.00
Tik Tok	\$3,600.00	\$400.00
VMG Management Fees	-	\$500.00
Total	\$36,900.00	\$3,100.00
Total		\$ 40,000.00

This pack has an expected reach in excess of 3.3M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Organised Shopper

Advanced Pack - \$75k



To give this pack a broadcast boost, it's time to layer in 100 tarps of TV. Let your brand and products shine on the biggest screen in the home. This pack also boosts up some of our previous channels for even more exposure.

	Channel Spend	Production Cost
Onsite Banners	\$6,000.00	\$200.00
Sponsored Products	\$4,000.00	
Search - Shopping	\$3,600.00	
Display	\$7,200.00	\$600.00
Facebook	\$7,800.00	\$400.00
Digital Video	\$12,000.00	\$1,000.00
Tik Tok	\$5,020.00	\$400.00
TV	\$25,080.00	\$1,200.00
VMG Management Fees	-	\$500.00
Total	\$70,700.00	\$4,300.00
Total		\$ 75,000.00

This pack has an expected reach in excess of 4.6M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Organised Shopper

Ultimate Pack (\$100K)



Time to pull out all the stops and go full send here. TV & Street furniture round out this pack for maximum exposure and effect.

	Channel Spend	Production Cost
Onsite Banners	\$6,000.00	\$200.00
Sponsored Products	\$4,000.00	
Search - Shopping	\$4,200.00	
Display	\$7,800.00	\$600.00
Facebook	\$6,000.00	\$400.00
Digital Video	\$12,000.00	\$1,000.00
Tik Tok	\$4,790.00	\$400.00
Street Furniture	\$24,000.00	\$150.00
TV	\$26,760.00	\$1,200.00
VMG Management Fees	-	\$500.00
Total	\$95,550.00	\$4,450.00
Total		\$ 100,000.00

This pack has an expected reach in excess of 4.4M impressions*

*NB Reach estimates are not unique users and do not include TWG site or Street Furniture estimations which vary by location, these can be provided once site categories and locations have been established.

The Last Minute Shopper

15th - 24th December

Are you a last minute buyer? Do you suddenly get a wave of panic that you have to rush out and shop for everyone and it's the 15th of December already?

Well, don't worry, you're not alone. **In fact 51% of people still have Christmas shopping to do at this point.**

Here we focus on connecting with consumers on their path to purchase using a range of high reach and frequency offline channels that encourage footfall instore.

Audio promotes a sense of urgency through high frequency messaging, reaching the audiences while they are out and about making going instore easy. Street Furniture OOH (bus shelters) provide purchase prompts, capturing the attention of our active shoppers.

Digital and video channels continue to build campaign awareness and enable the product/brand to be top of mind -

Our top tip: focus your messaging in digital during this phase on click and collect or product available in store!

Did you know...

These packs are great to use for Boxing Day and New Year activity too. 11% of shoppers will use the Boxing Day sales to buy gifts for next year!



The Last Minute Shopper

Entry Pack (\$20k)



Our entry level pack is focussed on the shopper who is ready to convert. There's till time for click and collect for our online searchers or these are the customers researching price and in-store availability.

	Channel Spend	Production Cost
Onsite Banners	\$3,000.00	\$200.00
Sponsored Products	\$2,600.00	
Search - Shopping	\$3,000.00	
Display	\$4,800.00	\$600.00
Facebook	\$5,200.00	\$400.00
VMG Management Fees	-	\$200.00
Total	\$18,600.00	\$1,400.00
Total		\$ 20,000.00

This pack has an estimated reach of 1.9M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations which vary by location, these can be provided once site categories and locations have been established.

The Last Minute Shopper

Standard Pack (\$40k)



Making the jump up a level we bring in some increased exposure from the entry level pack and also layer in some TikTok and Digital Audio to the mix.

Gaining exposure in places like Spotify and Podcasts help capture shoppers during commutes and when they're actively shopping for those impulse buys

	Channel Spend	Production Cost
Onsite Banners	\$6,000.00	\$200.00
Sponsored Products	\$4,000.00	
Search - Shopping	\$3,600.00	
Display	\$6,000.00	\$600.00
Facebook	\$6,900.00	\$400.00
Audio	\$7,800.00	TBC
Tik Tok	\$3,600.00	\$400.00
VMG Management Fees	-	\$500.00
Total	\$37,900.00	\$2,100.00
Total		\$ 40,000.00

This pack has an expected reach in excess of 4.3M impressions*

*NB Reach estimates are not unique users and do not include TWG site or Street Furniture estimations which vary by location, these can be provided once site categories and locations have been established.

The Last Minute Shopper

Advanced Pack - \$75k



For this pack we start to jump up into some traditional channels that we know have immediacy and are present when people are actively shopping such as street furniture and radio. We also layer in some digital video as many will be looking for online reviews of products and gift guides and video is hot in 2022!

	Channel Spend	Production Cost
Onsite Banners	\$5,000.00	\$200.00
Sponsored Products	\$3,500.00	
Search - Shopping	\$3,000.00	
Display	\$3,600.00	\$600.00
Facebook	\$4,800.00	\$400.00
Digital Video	\$3,838.00	\$1,000.00
Tik Tok	\$3,600.00	\$400.00
Street Furniture	\$32,412.00	\$150.00
Radio	\$12,000.00	POA
VMG Management Fees	-	\$500.00
Total	\$71,750.00	\$3,250.00
Total		\$ 75,000.00

This pack has an expected reach in excess of 3.9M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations or street furniture which vary by location, these can be provided once site categories and locations have been established.

The Last Minute Shopper

Ultimate Pack (\$100K)



Digital, Radio, OOH, TV - this has it all in that last push to get the tills ringing before the big guy in the red suit comes down the chimneys! Go all out with the Last Minute Ultimate pack!

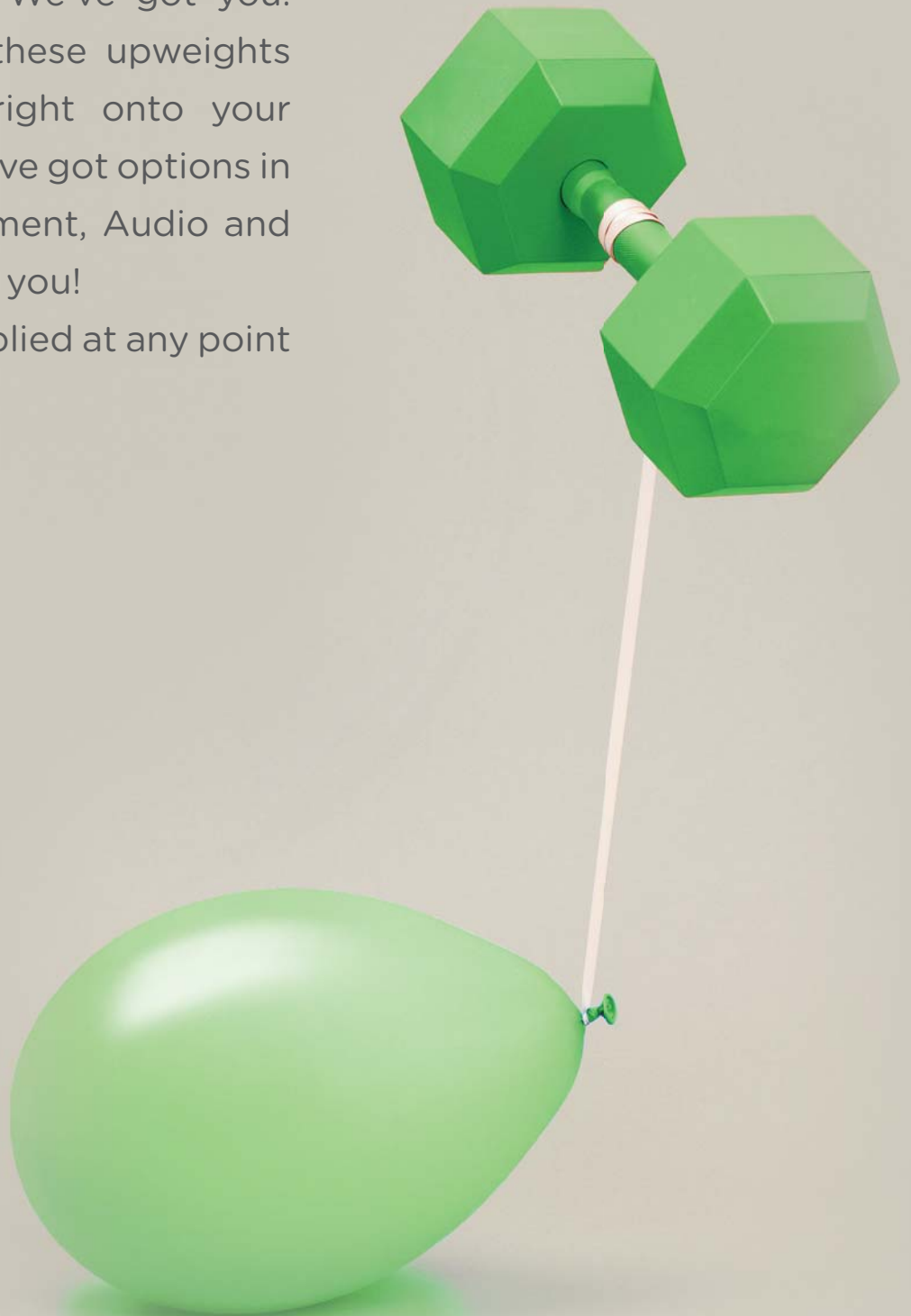
	Channel Spend	Production Cost
Onsite Banners	\$6,000.00	\$200.00
Sponsored Products	\$4,000.00	
Search - Shopping	\$4,800.00	
Display	\$7,200.00	\$600.00
Facebook	\$6,000.00	\$400.00
Digital Video	\$6,000.00	\$1,000.00
Tik Tok	\$3,840.00	\$400.00
TV	\$26,760.00	\$1,200.00
Street Furniture	\$18,950.00	\$150.00
Radio	\$12,000.00	POA
VMG Management Fees	-	\$500.00
Total	\$95,550.00	\$4,450.00
Total		\$ 100,000.00

This pack has an expected reach in excess of 6M impressions*

*NB Reach estimates are not unique users and do not include TWG site estimations or street furniture which vary by location, these can be provided once site categories and locations have been established.

Upweights

Fancy a little bit more to go with that campaign? We've got you. Take a look at these upweights ready to pop right onto your pack choice! We've got options in Home Entertainment, Audio and Out of Home for you! These can be applied at any point in the period.



Upweights

Audio



Audio Upweight (1 week)			
Channel	Cost	Impressions/Reach	Production
Audio Upweight One			
Radio	\$7,800.00	1,408,508	POA
Spotify	\$2,400.00		
Total	\$10,200.00		

Audio Upweight Two			
Radio	\$12,000.00	1,880,622	POA
Spotify	\$4,800.00		
Total	\$16,800.00		

Audio Upweight Three			
Radio	\$22,815.60	1,880,622	POA
Spotify	\$7,200.00		
Total	\$30,015.00		

Upweights

Home Entertainment



Home Entertainment (1 week)			
Channel	Cost	Impressions/Reach	Production
Home Entertainment Upweight One			
Youtube	\$3,600.00	200,000	\$1,000.00
VOD	\$3,600.00	85,714	
Total	\$7,200.00	285,714	\$1,000.00
Total			\$8,200.00

Home Entertainment Upweight Two			
Youtube	\$4,800.00	266,667	\$1,000.00
VOD	\$4,800.00	114,286	
TV	\$26,760.00	628,370	\$1,200.00
Total	\$36,360.00	1,009,322	\$2,200.00
Total			\$38,560.00

Upweights

Out Of Home



Small Format OOH (1 week)		
Channel	Cost	Production
Auckland Only		
Street Furniture	\$19,166.40	\$150.00
Total		\$19,316.40

Nationwide		
Street Furniture	\$32,486.40	\$150.00
Total		\$32,636.40

Large Format OOH (1 week)			
Channel	Cost	Production	Notes
Auckland Only			
Large Format	\$24,000.00	\$150.00	10-12 sites
Total		\$24,150.00	

Nationwide			
Large Format	\$36,000.00	\$150.00	15 sites
Total		\$36,150.00	

Ok, looks great what now?

If you're ready to go, then let's dive in!

If you're already set up on Zitcha, and not looking to spend more than \$20k then you're good to go in the platform. What are you waiting for?

If you're not set up, or would like to take on of the packages, then chat to your TWG buyer or Retail Media Network contact to get going.

If you'd like to discuss your marketing approach with us at TWG in more depth then let's also chat about what we can do to help you reach our customers in the best way with us.



Frequently Asked Questions



Can I make changes to the packages?

Simple changes such as not using a channel and putting the budget into another are fine, wholesale changes, no. If you need to control multiple elements we suggest using Zitcha to be in complete control.

Can I buy more than one package and combine them?

Absolutely. We can advise you on the best solutions to your needs.

I need to buy a package that crosses your mindsets. Is that possible?

Let's chat to ensure you get the best option here - speak to your TWG representative to get that ball rolling.

What about Email?

Our Edm's are booked separately to these packages. Please talk to your representative about availability.

What is the lead time?

We will try and help on most lead times but we have a two week production turnaround from confirmation of pack purchase and supply of assets to go live.

What's the final cut off?

For many channels including Programmatic Display, TV, Video etc the 10th of December is the final date to supply creative for pre January campaigns.

How do I book?

Contact your TWG representative who will be able to assist you, or place your self service order in Zitcha

I'm not signed up for Zitcha - how do I do that?

Getting set up on Zitcha is easy and a quick process. Please contact Blaine.Hudson@thewarehouse.co.nz for assistance or contact your TWG representative

Will I get a proof of execution?

Yes, after your campaign you will be supplied a proof of execution document if required. Please bear in mind that sometimes due to the volume of activity these can take a couple of weeks post campaign

I don't have any creative - can you help?

Yes, we can. We can create assets using web imagery and sku data via VMG, just chat to us about your needs!

Unfortunately we can't at this period meet needs of shooting any photography or video. This can be done at other times of the year, but Q4 is too busy.

When will I get invoiced?

Invoicing usually occurs the month post activity.

What about Boxing Day and New Year sales?

We recommend using the Last Minute Shopper packs for this key sales period.



Thank you

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