BIG W
Media Kit | FY23

Closest to
Customers

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.

Our marketing solutions are built on rich and detailed customer data, giving you unprecedented insights into campaign effectiveness and bespoke solutions to meet your brand objectives.

cartology

We get customers

POWERED BY THE SCALE OF WOOLWORTHS

Woolworths	everyday rewards	BIGW
1,003 Woolworths stores	**14.5m** members	**176** Big W stores
13.5m monthly customers in-store + online	**1 in 2** Australians have an Everyday Rewards card	**22.1m** monthly visits Bigw.com.au

Source: Woolworths Group F23 Q3 Sales Announcement, Woolworths transaction data, 29/06/2022-27/06/2023 vs 30/06/2021-28/06/2022; BigW data 29/03/2021 - 29/03/2022

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Cartology helps brands grow by driving real customer impact in the *moments that matter most.*

Unless it ends in a *customer* does any of it matter?

Powered by the **scale** of BIG W

IN-STORE

176
BIG W Stores

116
direct to boot

$50
average order value

7.4m
monthly transactions in-store

ONLINE

20m
monthly visits BIGW.com.au

+1.6%
eCom growth YoY

4.9m
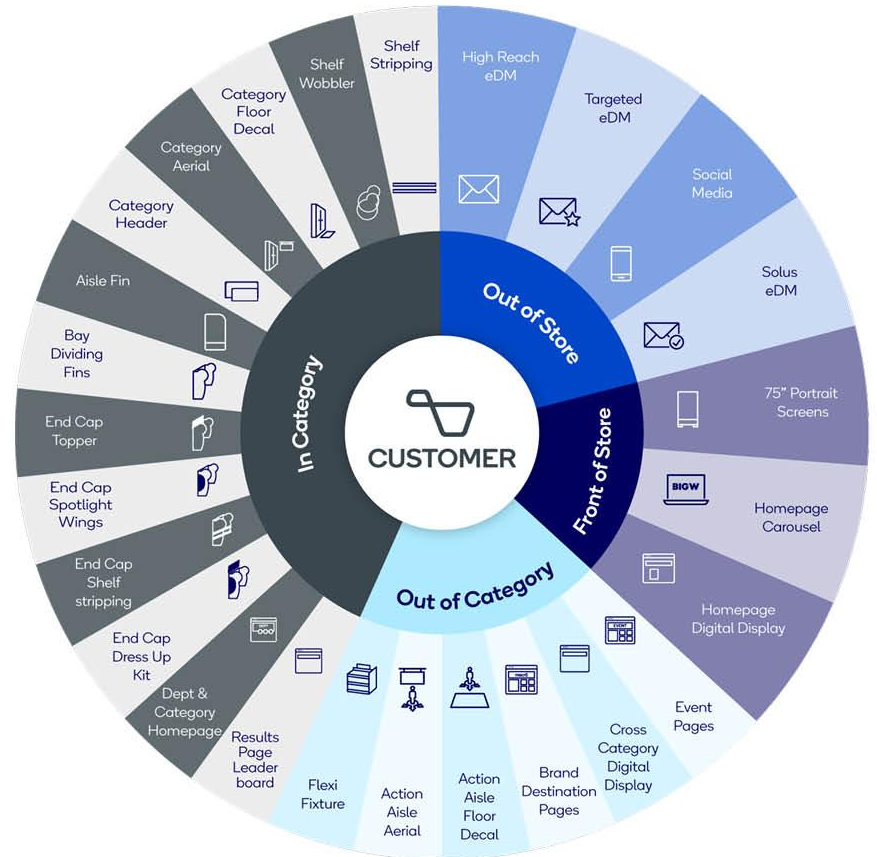monthly product searches

$81
average order value

Connect and impact BIG W customers at the moments that matter most

The customer journey is no longer just online or in-store. Our multi-channel media solutions enable brands to target customers at every step, wherever they are and whatever their mindset.

Cartology offers impactful *retail media touchpoints* throughout the customer journey

- CUSTOMER
- In Category
- Out of Store
- Front of Store
- Out of Category

Out of Store:
- High Reach eDM
- Targeted eDM
- Social Media
- Solus eDM
- 75" Portrait Screens
- Homepage Carousel

Front of Store / Out of Category:
- Homepage Digital Display
- Event Pages
- Cross Category Digital Display
- Brand Destination Pages
- Action Aisle Floor Decal
- Action Aisle Aerial
- Flexi Fixture
- Results Page Leaderboard
- Dept & Category Homepage

In Category:
- End Cap Dress Up Kit
- End Cap Shelf stripping
- End Cap Spotlight Wings
- End Cap Topper
- Bay Dividing Fins
- Aisle Fin
- Category Header
- Category Aerial
- Category Floor Decal
- Shelf Wobbler
- Shelf Stripping

Out of store

Out of store

BIG W customers' shopping journey begins out of store as they research and discover new products, look for inspiration for their families and focus on value.

With tailored 1:1 eDM solutions, Cartology connects your brand with customers at the first step of their shopping journey.

32%	**800k**	**5.5m+**
eDM open rate (industry average is 20.6%)	BIG W Inner Circle members	opted into rewards email channels nationwide

Drive *brand awareness* and reach *customers at scale* with content-rich solutions that deliver impact

*Source: BIG W data 2021-03-29 to 2022-03-29

BIG W Inner Circle eDMs

Build exclusive connections with BIG W's Inner Circle members through a range of tailored, value-centric communications.

The benefits

- Reach customers with a 1:1 message and minimise wastage
- Drive brand awareness, product trial and habitual purchasing behaviours
- 800k actively engaged Inner Circle members

New Arrival and Specials available this week & Promotional offers exclusively available online

BIGW

$3.90 Delivery*
On Electronic Games, DVD and Book orders.
*Terms and conditions apply.

NEW

Hot New Releases for Winter.

Shop all New

NEW

SOLUS EDM

Promotes brand-specific offers or initiatives to relevant customers

BIGW

Free Standard Delivery on orders over $100.
*Exclusions and terms & conditions apply.

ONLINE ONLY
FLASH Sale
Ends Tonight

Shop now

Appliances   Furniture & Decor

HIGH REACH EDM

BIGW

Free Pick up Service
Contactless Pick up order in store, at the service desk.
For exclusions and T&Cs see bigw.com.au/delivery-pickup/pick-up.

TOY MANIA!

Last chance!
Ends Wednesday.

Shop now

TARGETED EDM

Curated, category-based emails sent to relevant customers

Campaign creative mocks for illustrative purposes only, and subject to change. *Source: BIG W data 2021-03-29 to 2022-03-29

BIG W Inner Circle eDMs

25%
open rate (industry average is 20.6%)

+10m
email opens in past 90 days

BIG weekend
best performing Mass Campaign

600k+
database reach across eDM

300k
Everyday Rewards Members

650k
have shopped in past 12 months

BIG W eDM customers spend
$20
more per basket

$347m
Total spend past 12 months ($47m online) $14m is directly attributable to email

TOP PERFORMING SEGMENT GROUPS

1 Apparel
best performing

2 Gaming
second best performing

*Source: BIG W data 2021-03-29 to 2022-03-29

BIG W Paid Social Media

Raise awareness and drive potential customers to you offers and products on BIGW.com.au.

Brands can leverage the reach and trust of BIG W's Facebook and Instagram accounts to promote their brands and products across the Meta platform.

The benefits

- High reach placement aimed at increasing brand and product visibility among relevant Meta audiences.

- Leverage BIG W's extended social media reach

- Link to your Brand Destination Page on BIGW.com.au
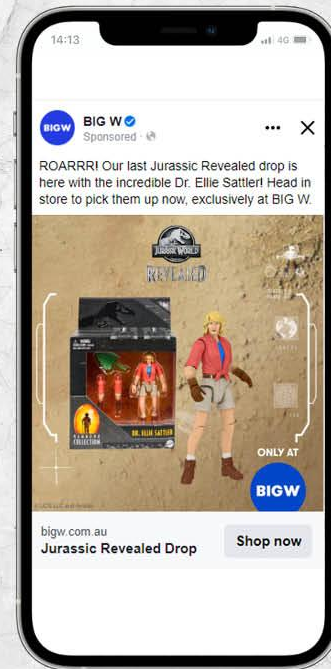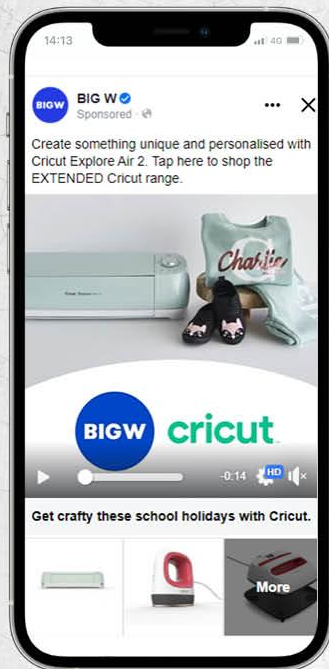
Front of store

Front of store

As shoppers cross the threshold from awareness to consideration, it's paramount for your brands to be salient and visible.

177
BIG W stores

20m
monthly visits on BIGW.com.au

21%
of customers are omnichannel

Shoppers are open to *being influenced,* with 92% of BIG W customers browsing two or more categories per visit

Homepage carousel

Drive awareness and consideration for your brand with a high-impact placement at the top of the BIGW.com.au homepage, engaging customers at the very start of their shopping journey.

Offering maximum exposure and delivering cut-through, the homepage carousel helps influence purchase behaviour in our highest traffic destinations.

The benefits

- High impact, mass reach awareness at the beginning of the customer journey
- Cut through and lift brand salience, influencing purchase behaviours
- Solus brand and event template integration available
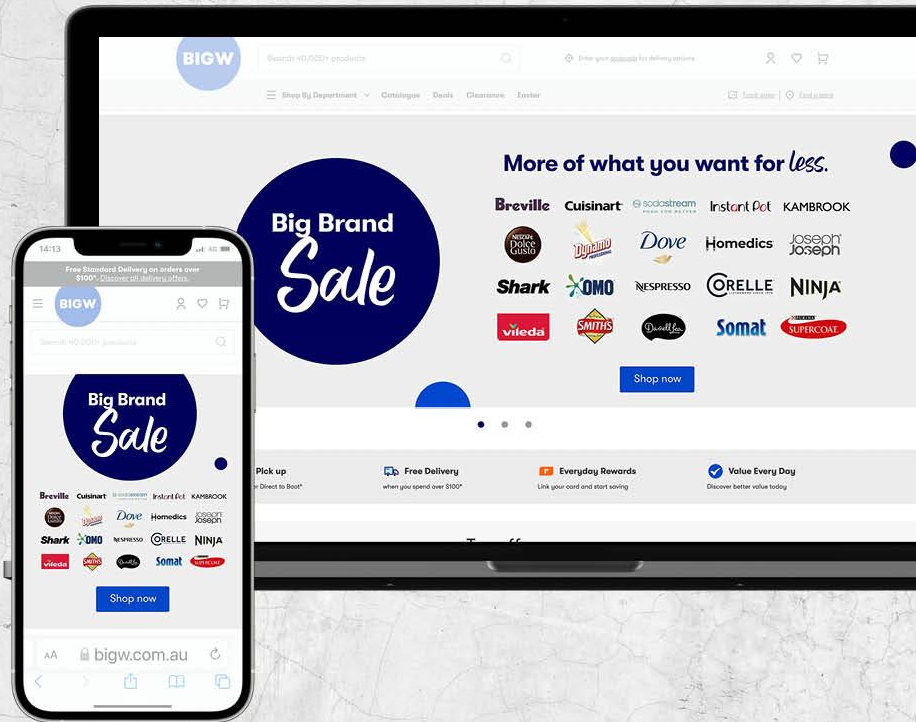
Homepage digital display

Maximise your brand's presence on BIGW.com.au homepage, utilising broad based, highly visible awareness drivers found within the homepage.

The combined Content Card and Leaderboard placements give multiple contextually relevant engagement points as customers scroll, increasing the opportunity to reach customers with campaign and promo messaging.

The benefits

- Build brand awareness in an contextually relevant environment
- Design flexibility for branded messaging
- 1.6m visits to the homepage every week
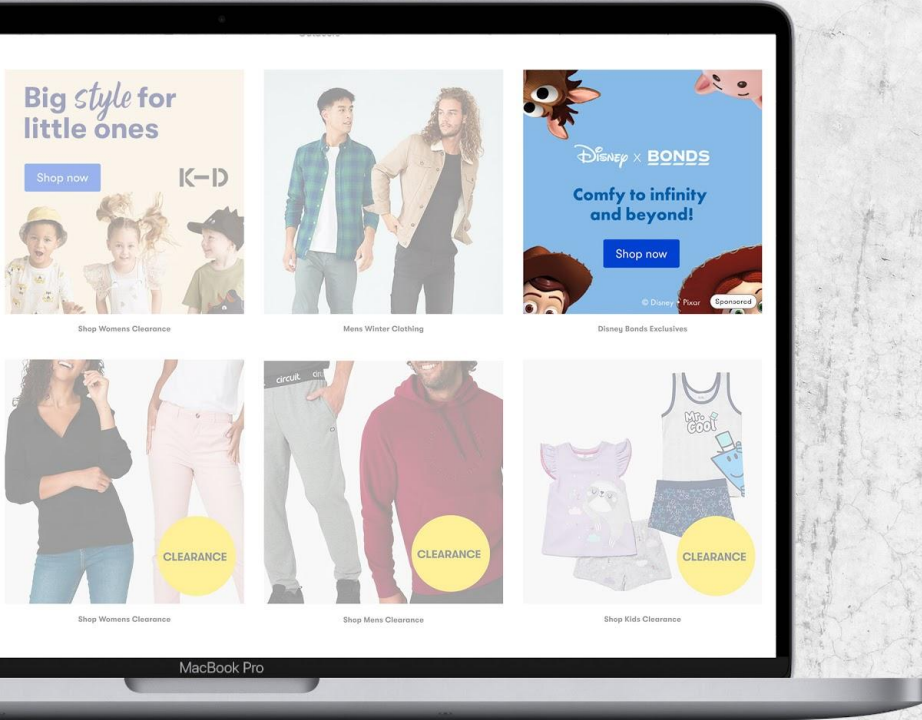
Homepage takeover

Maximise your brand's presence on BIGW.com.au homepage, engaging with customers at the very start of their shopping journey.

Combined Content Card and Leaderboard placement allows brands to reach customers with contextually relevant brand messaging and promotions.
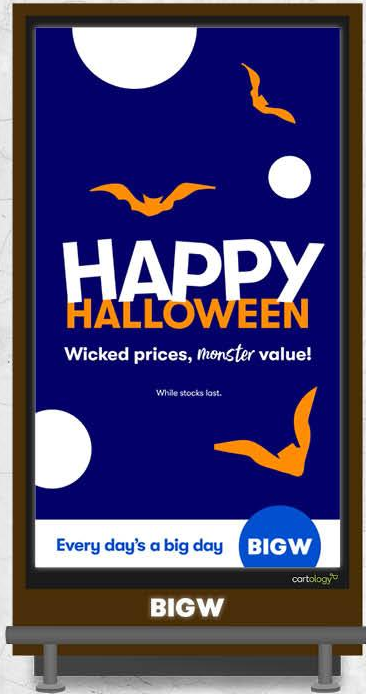
The benefits

- Broad based, highly visible awareness drivers within the BIGW.com.au homepage
- Design flexibility with brand messaging
- 1.6m visits to the homepage every week
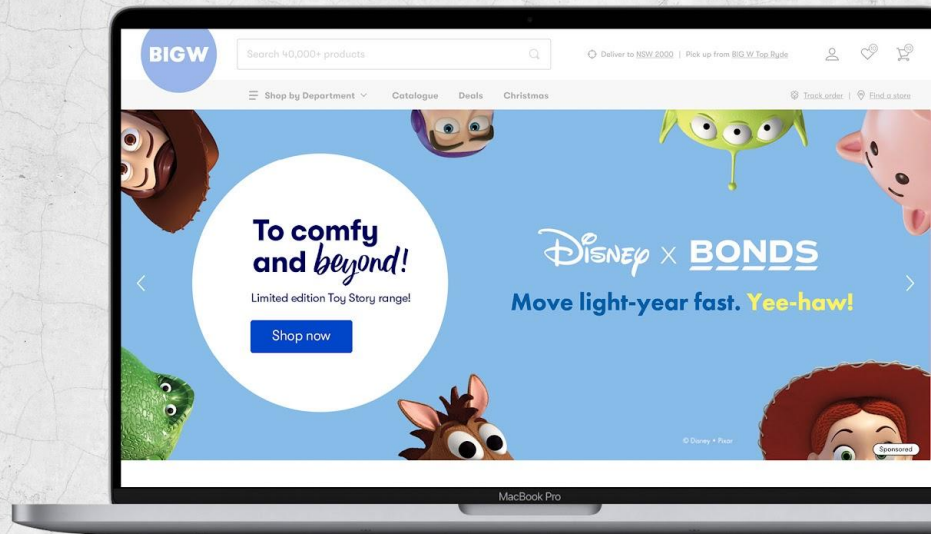
75" portrait screens

Drive unrivalled proximity and context as customers step into a BIG W store.

Both format and location impact in-store customers switching into shopping mode - the moment that matters most.

Portrait screen 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

- 100% on target for customers, delivering media efficiency and value
- Top of mind awareness as customer starts their shop
- 177 screens across 175 stores

Opportunity to influence 7.4m monthly in-store transactions

Out of category

Out of category

Drive consideration of your brand and connect with actively engaged customers outside your competitor set as they browse the store.

Dominate specific locations along the shopper journey to highlight products or brands, and drive **consideration** outside of the competitive set.

92%
of customers browse 2 or more categories when shopping at BIG W

47%
look to brands for solutions for their family

63%
of customers notice brand advertising on the BIG W website

69% of new customers
love discovering new brands
when shopping

Out of category POS in aisle

Intercept customers as they navigate the store by utilising a combination of layered assets by interrupting the shopper journey & signposting your category.

Cut through with 76% customers mainly shopping in-store, looking to be inspired and discover new products.

The benefits

- Drive consideration for your brand, utilising impactful POS solutions
- Guide navigation, making customer shopping journey easier
- Deliver brand awareness, making your brand stand out in-store

Action Aisle
Floor Decal

Action Aisle
Aerial

Flexi fixture

Drive consideration and awareness by utilising branded off-location canvas, offering product solutions even before your customer gets to the aisle.

High impact in-store locations of Flexi Fixtures provide brands with the ability to off-locate, hold additional stock weight and encourage incremental conversion behaviour.

The benefits

- Placed in high impact location, leading through the centre of the store
- Design flexibility for brand messaging and creative
- Drive consideration, increasing brand conversion
- Showcase a range of products under one brand, reaching a broader customer base than in aisle

Opportunity to influence
7.4m monthly transactions in-store

Source: BIGW data 29/03/2021-29/03/2022

Brand destination pages

Build bespoke destinations within BIG W's online ecosystem.

Seamlessly integrated into BIGW.com.au, this environment allows brands to curate content, deliver brand value proposition and promote offers - all within the shoppable platform.
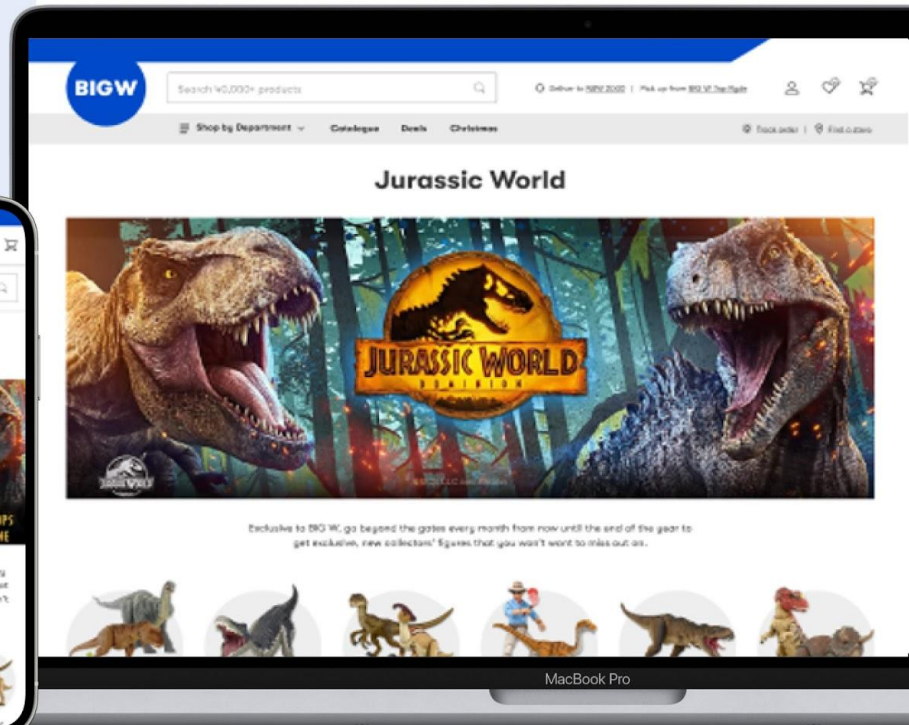
47%

are looking to brands for solutions for their family

The benefits

- Enhance the customer shopping experience in a contextually relevant environment
- Drive awareness and educate customers on your brands and products
- Leverage BIG W's digital ecosystem to tell your brand story in your tone of voice

Cross category digital display

Cut through and lift brand salience through maximum exposure, influencing purchasing behaviours in adjacent categories.

Surprise and delight by placing banners in relevant categories, driving click through to your brand.
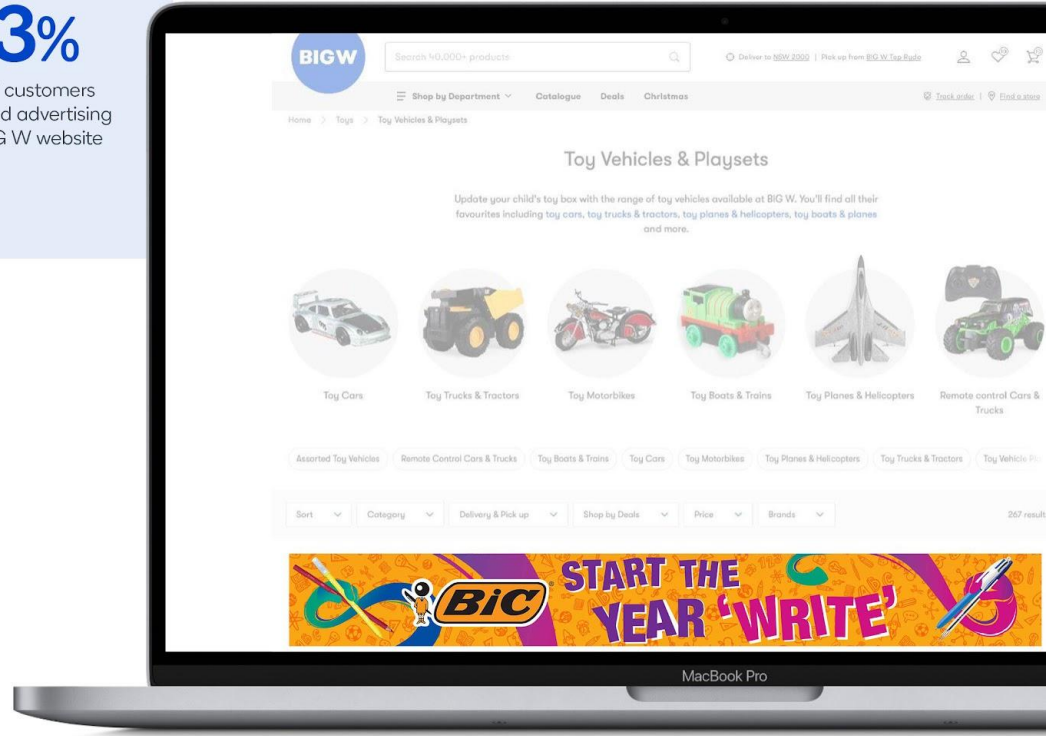
The benefits

- Increase reach beyond your immediate category
- Intercept & drive customers from outside your category to purchase your brand or products
- Create associated selling opportunities

63%

of BIG W customers notice brand advertising on the BIG W website

In category

In Category

Prompt product selection, making your brand stand out in category and ensuring your product is chosen at the ultimate decision point.

In category represents the greatest opportunity to connect with engaged customers, encouraging them to purchase from your brand or products.

74%
customers research products
online before buying in-store

5.4m
average weekly product
searches on BIGW.com.au

37%
are inspired by brands
when they are shopping

Influence purchasing decisions at the *final step of customers' shopping journey,* ensuring your brand is chosen at the ultimate decision point.
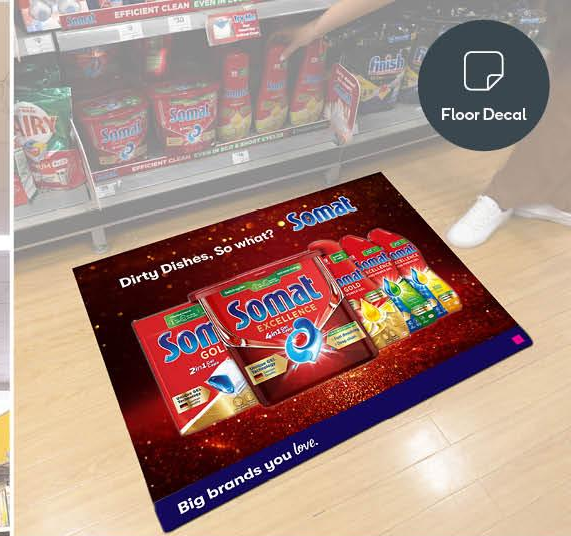
POS in category

Drive selection and purchase of your brand at the final step of customers' path to purchase.

Encourage purchase behaviours, generating maximum exposure and making it easier for customers to find and choose your products.

The benefits

- Increase visibility with engaging and impactful contextually relevant solutions
- Drive conversion at the final moment of purchase
- Communicate new product information, price promotions and product attributes

Note: Aerials available in 160 stores. All other products available in all stores.

Category Aerial

BUILD the Christmas SPIRIT

Floor Decal

Dirty Dishes, So what?

Big brands you love.

Bay Dividing Fin

PALMOLIVE

Aisle Fins

BIG WHOPPING SALE

GABBY'S DOLLHOUSE

SCAN HERE TO ENTER GABBY'S DOLLHOUSE

NETFLIX

POS in category

Drive selection and purchase of your brand at the final step of customers' path to purchase.

Encourage purchase behaviours, generating maximum exposure and making it easier for customers to find and choose your products.

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Shelf Wobblers

Category Header

Shelf Stripping

End Cap Package

Drive maximum cut-through and impact for your brand's End Cap, ensuring your brand and products stand out on the in-store customer journey.

Utilise multiple POS panels mounted at eye level for both front-on and side-on visibility to catch your audience's attention no matter which way they approach.

90%
of customers browse two or more categories when shopping at BIG W

The benefits

- Increase brand visibility with an unmissable in-category solution
- Includes a Header Card, a set of Spotlight Wings, as well as Shelf Stripping for every shelf.
- Ensure your brand is chosen at the ultimate decision point

Source: BIG W Scan data w.c. 07.12.2022; Cartology BIG W Customer Portrait Research, September 2022

Category Topper

End Cap Spotlight Wings

End Cap Shelf Stripping

End Cap Package

Results page leaderboard

Cut through in your category by reaching customers when they are actively searching on BIGW.com.au.

Ensure your brand is top of mind with above the fold, high impact placements that position it within premium placements, giving maximum impact where it matters most.
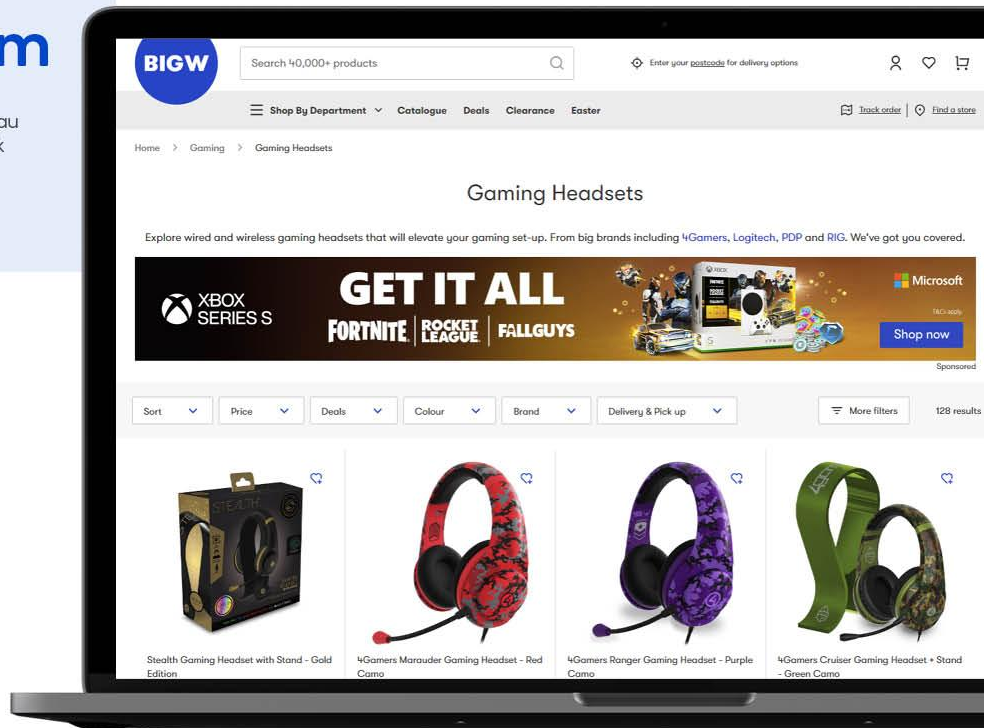
4.2m
visits to BIGW.com.au each week

The benefits

- Appear at the top of product results when customers are searching or browsing on BIGW.com.au
- Show category leadership within your category
- High impact awareness product

Department Page Takeover

Sponsor Department pages to allow your brand to promote key customer events and become the first and most prominent thing shoppers see when browsing a category.

Build tactical, high level awareness within the relevant aisle, so your brand will be seen in the right place, at the right time.
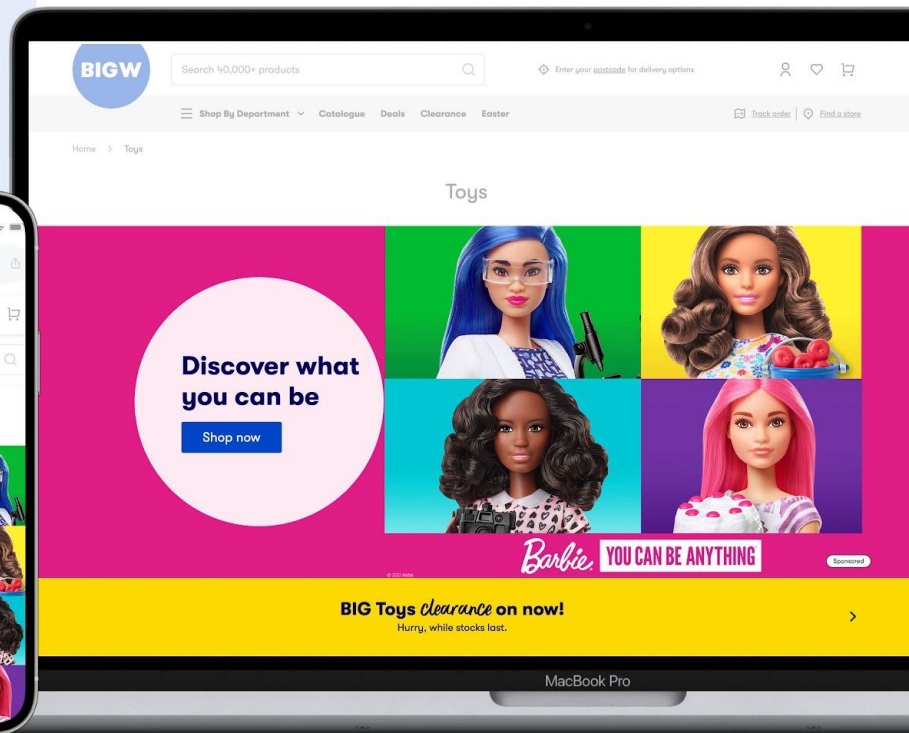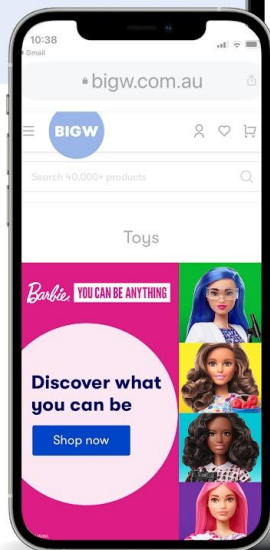
The benefits

- Drive category leadership through multiple integration points
- Increase consideration 'at shelf' with active and engaged category shoppers
- Create immersive, engaging, and inspiring brand experiences

74%
research products online before buying in-store

Cartology helps brands grow by driving real customer impact in the *moments that matter most*

Want to know more?

Get in touch to discuss how to better connect your brands with our customers at moments that matter most.

cartology.com.au

cartology
closest to **customers**

BIGW

You're carrying 18 recycled milk bottles.