



# BIG W Media Kit FY25

cartology   
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.

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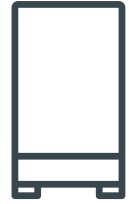





**Our marketing solutions are built** on rich and detailed customer insights (powered by Everyday Rewards), with bespoke advertising solutions to meet your brand's objectives while closing the loop with unprecedented insights in campaign effectiveness.



Closest to  
*Customers*



# Cartology takes your brand closest to customers

Woolworths 	 metro			ROOH
 <p><b>#1</b> Food &amp; Grocery website in Australia</p>	 <p><b>90</b> ESB Metro stores</p>	 <p><b>178</b> BIG W Stores</p>	 <p><b>9.8m</b> Active members</p>	 <p><b>3,400</b> Retail out of home screens</p>
 <p><b>13.8m</b> Monthly customers in-store + online</p>	 <p><b>+5.4m</b> Transactions per month</p>	 <p><b>18.8m</b> Monthly engaged sessions on BIGW.com.au</p>	 <p><b>+11%</b> Boosters (vs. Q2'23)</p>	 <p><b>+540</b> centres</p>

Powered by the **scale** of the Woolworths Group

Woolworths transaction data, 05/04/2023-02/04/2024; Woolworths Metro transaction data, 05/04/2023-02/04/2024 vs 06/04/2022-04/04/2023; BIG W transactional data 29/05/2023-26/05/2024; Woolworths Group, H1 FY24 sales announcement.



**Cartology**  
brings brands  
**closest to**  
**customers**





# Powered by the **scale** of BIG W

## IN-STORE



**178**

BIG W Stores

**\$44**

average order value

**8.2m**

monthly in-store transactions

## ONLINE



**18.8m**

monthly engaged sessions on BIGW.com.au

**+3.8%**

growth in online baskets

**\$69**

average order value

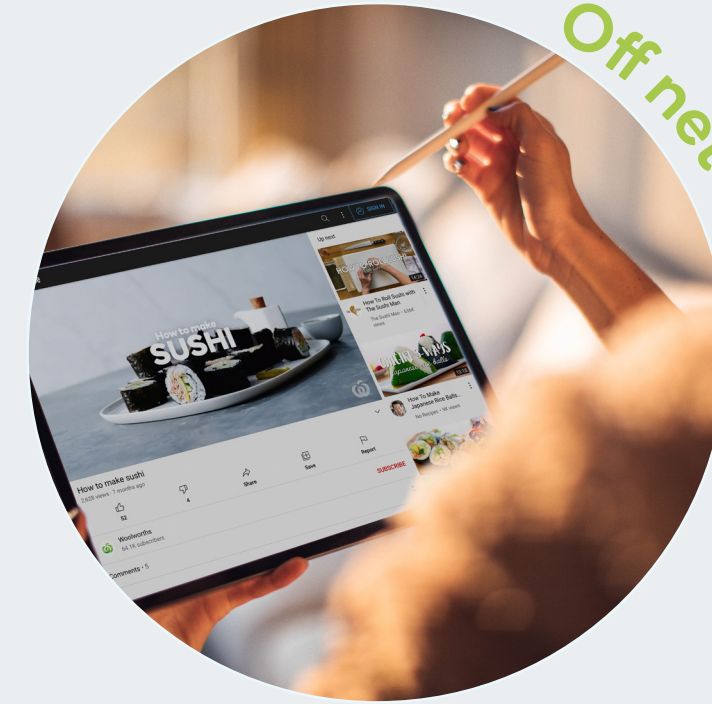
Source: BIG W transactional data, 11/07/2023-10/07/2024



Publishing & Social



Off network



ROOH



Digital



**BIGW**  
A Retail Media ecosystem to **engage customers** wherever they are on the *shopping journey*

In Store



Everyday Rewards





Out of store



# Engage customers beyond BIG W with Off Network

Connect with Australia's largest audience, targeting active category and brand buyers outside the BIG W network.

Across leading social, video and digital publishers we can engage customers across the open web.

## *The benefits*

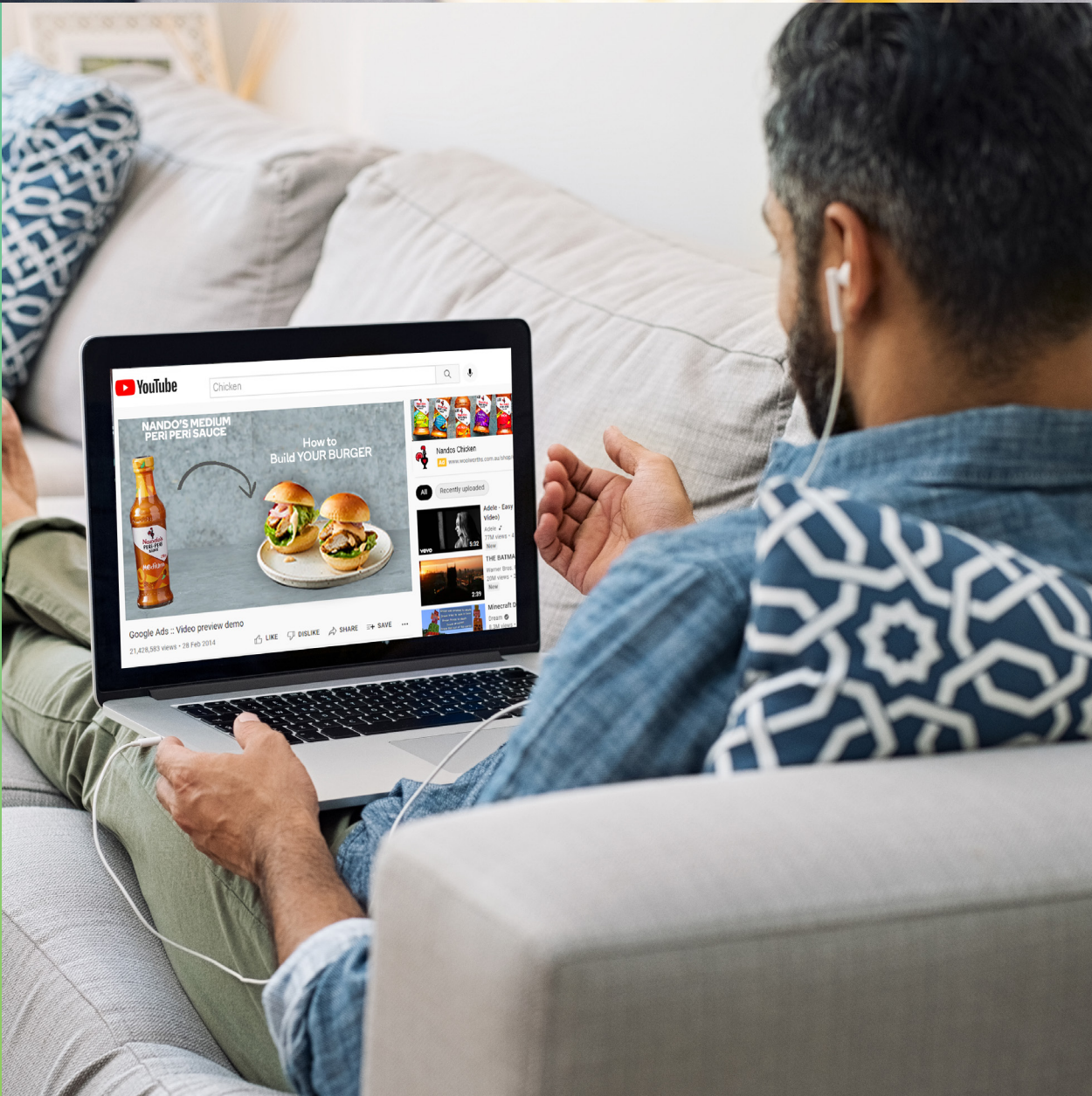
Guaranteed ability to target qualified audiences who have a high propensity to purchase your brand's product.

Activate with exclusive customer insight across video, social and digital publishing.

Continue the conversation with your audiences beyond the BIG W network.

# 64%

YouTube has the highest share of eyes on screen



Partners include



Source: YouTube internal data ending April 5, 2020 compared to the previous 28 days. Calculated for a given month (28 days) using the 7 day average of the specified pre and post period. YouTube internal data, March 2020.



# Fresh Ideas magazine

Through inspiring recipes, expert tips and tricks and the latest Woolworths news, *Fresh Ideas* magazine is the ideal platform to inspire and educate shoppers.

Reach highly engaged, active shoppers seeking inspiration for delicious, fresh food, and help them get the most out of every shop.

**5.1m**

Monthly readership  
(+6% YoY)

**78%**

Read *Fresh Ideas* magazine  
to discover new products

## Advertising solutions

Display Advertising & Classifieds

Premium Editorial Sponsorship

Sponsored Product Integration

Themed Content Alignment

Source: Roy Morgan, Magazine readership, L12M to December 2023.

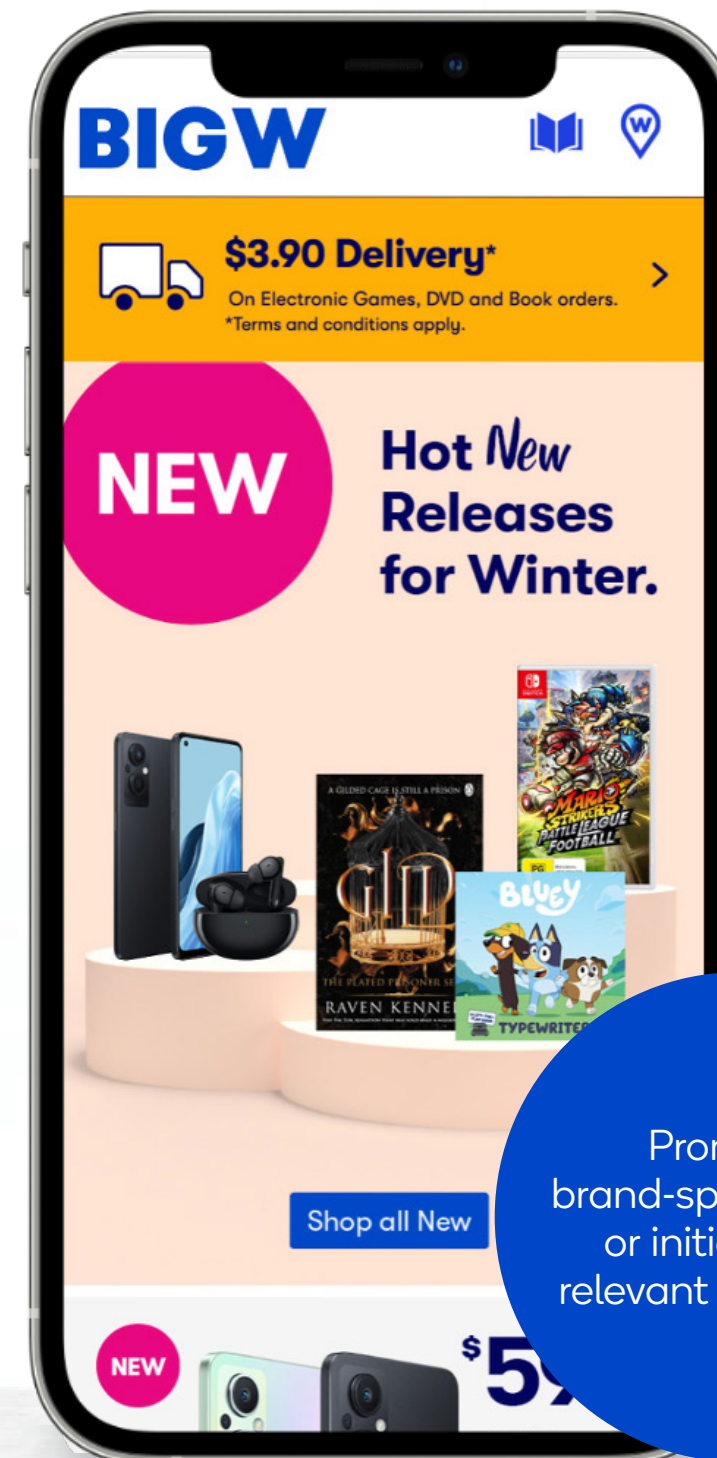


# BIG W Inner Circle eDMs

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

## The benefits

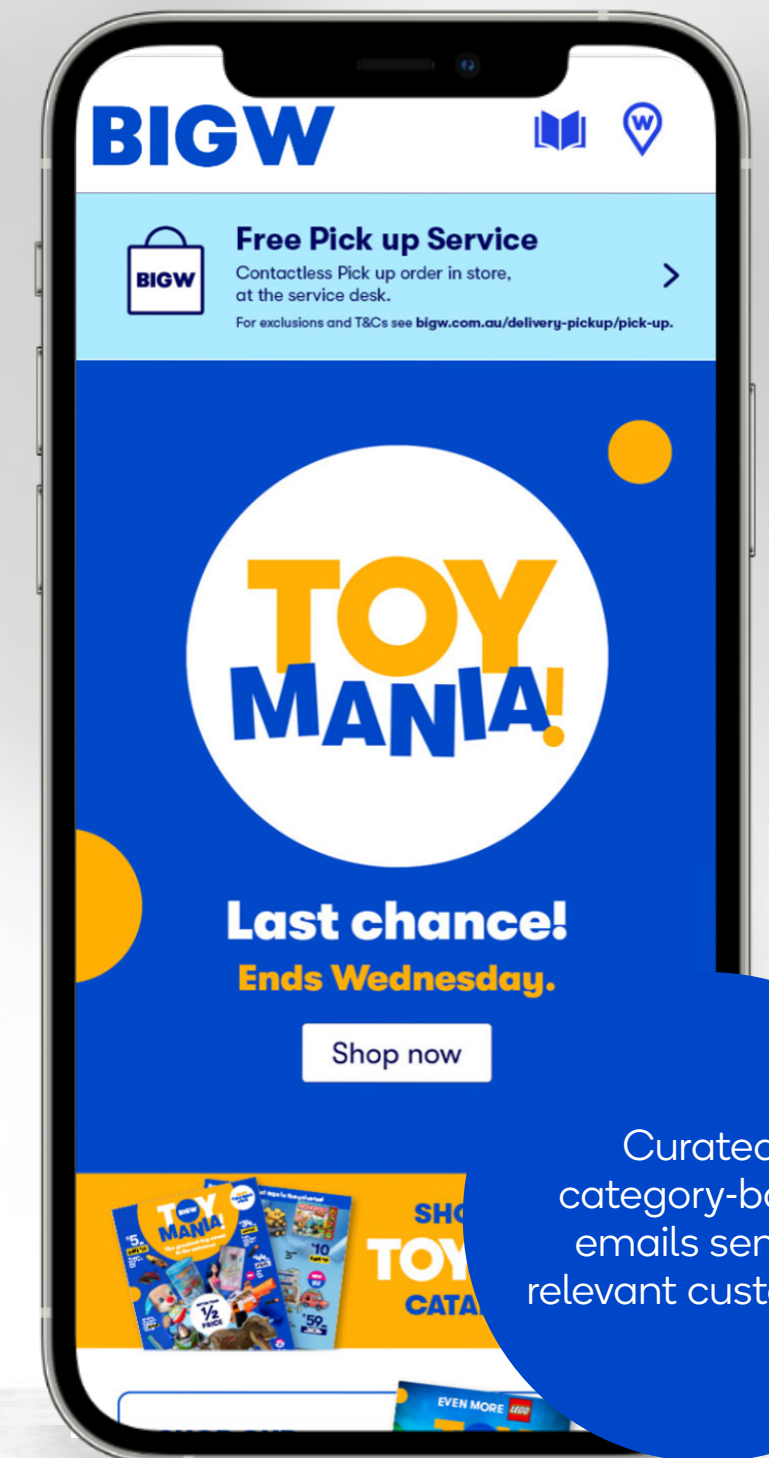
- Reach customers with a 1:1 message and minimise wastage
- Drive brand awareness, product trial and habitual purchasing behaviours
- 800k actively engaged Inner Circle members



SOLUS EDM



HIGH REACH EDM



TARGETED EDM

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

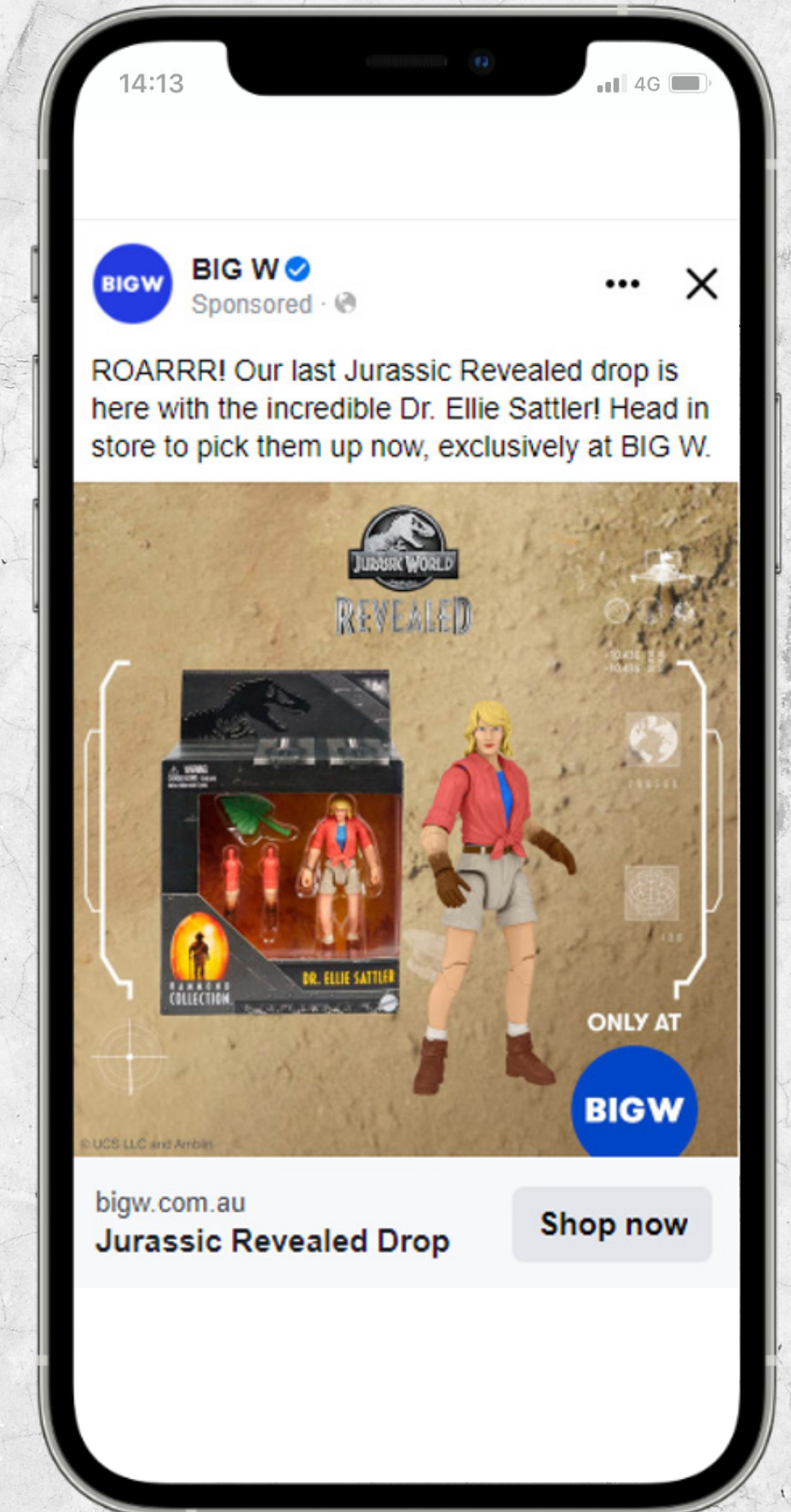
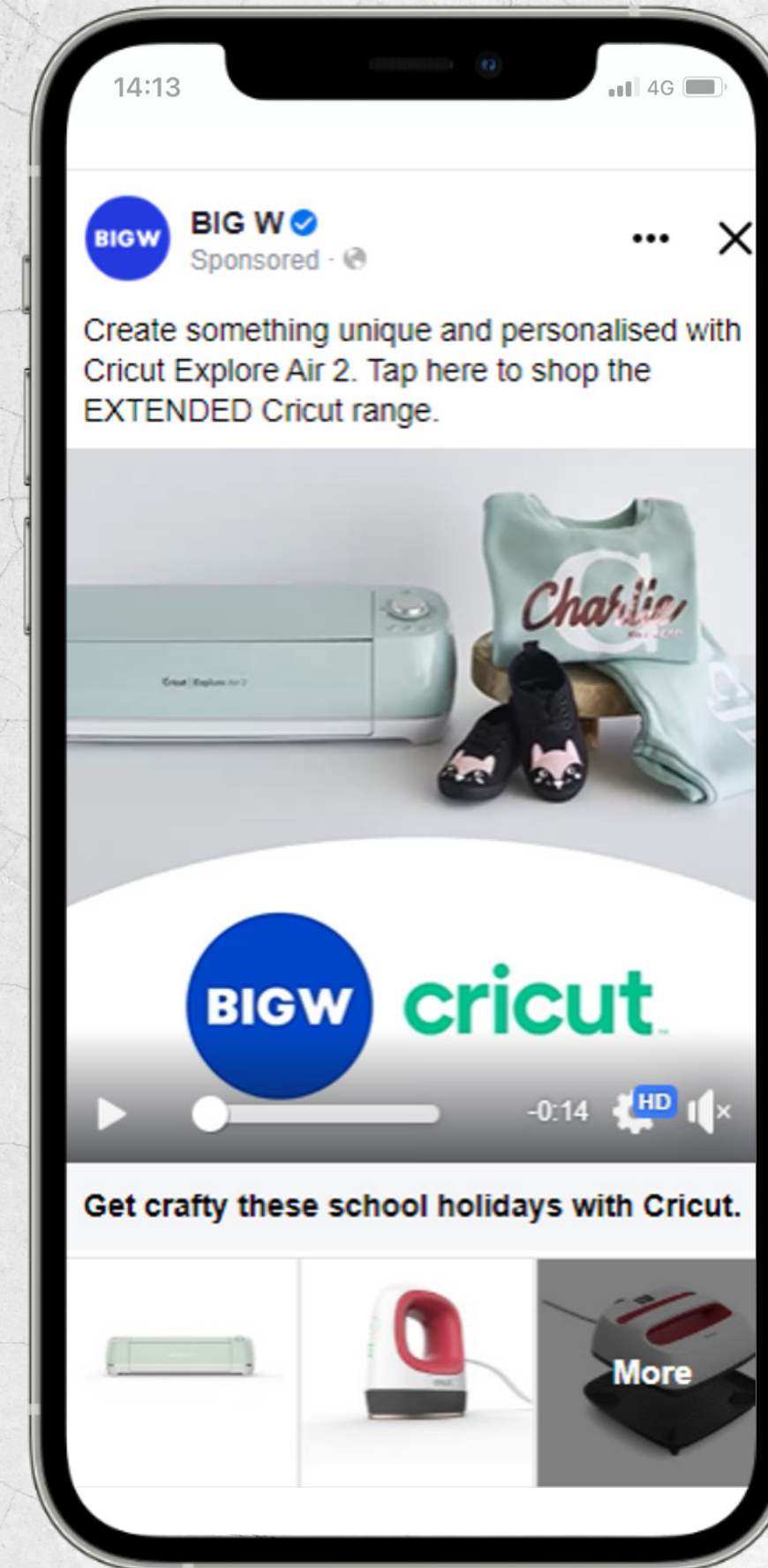
# BIG W Paid Social Media

Raise awareness and drive potential customers to your 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



# BIGW

Front of store



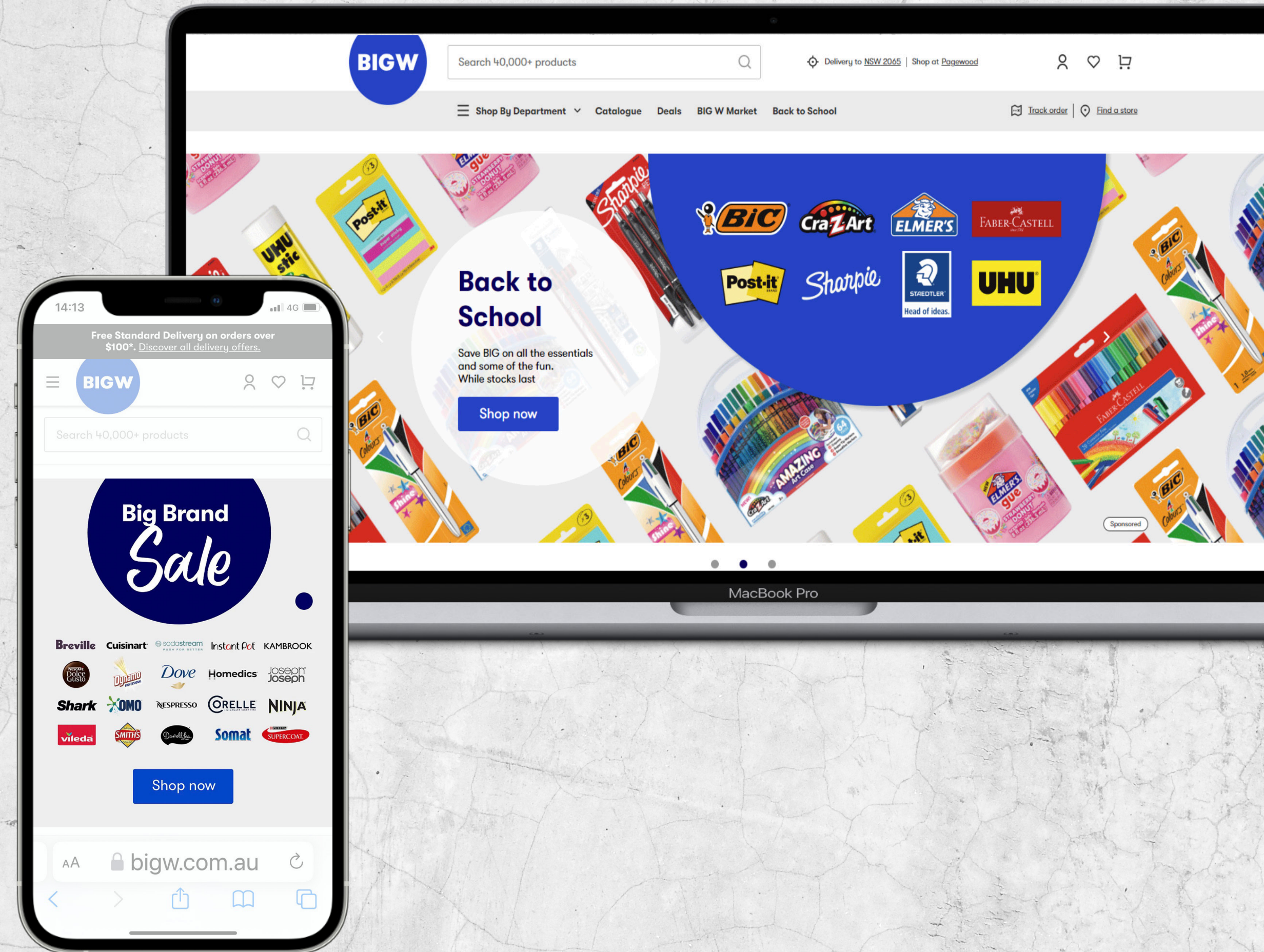
# Homepage carousel

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

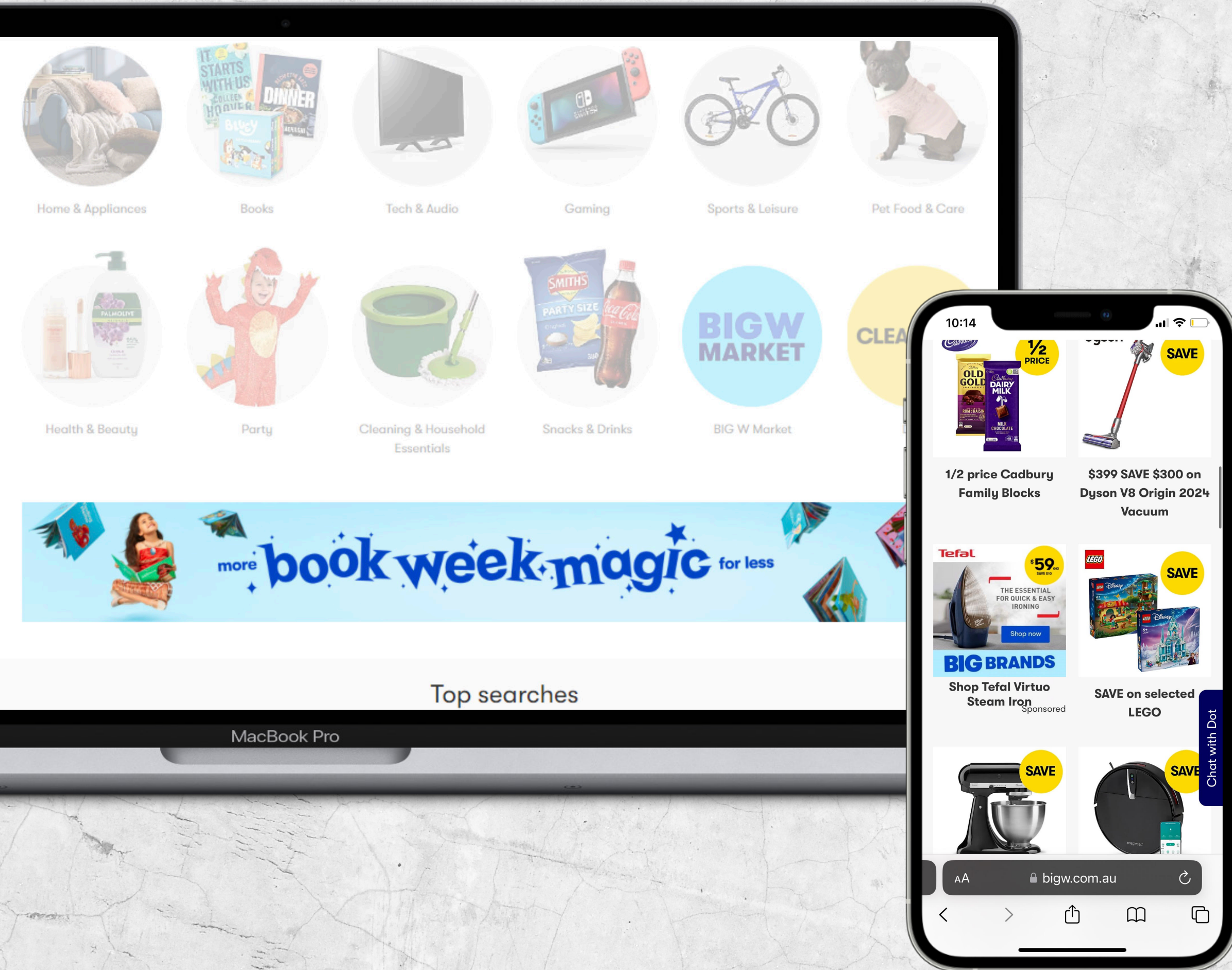


Source: WoW Group Q3 Results 2022, Woolworths Quantum, avg monthly customers 07/04/21-05/04/22 vs. 08/04/20-06/04/21 (YoY); BIG W transactional data, 31/10/2022-29/10/2023 | Campaign creative mocks for illustrative purposes only, and subject to change.

# 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

Source: WoW Group Q3 Results 2022, Woolworths Quantum, avg monthly customers 07/04/21-05/04/22 vs. 08/04/20-06/04/21 (YoY); BIG W data 29/03/21 to 29/03/22 | Campaign creative mocks for illustrative purposes only, and subject to change.



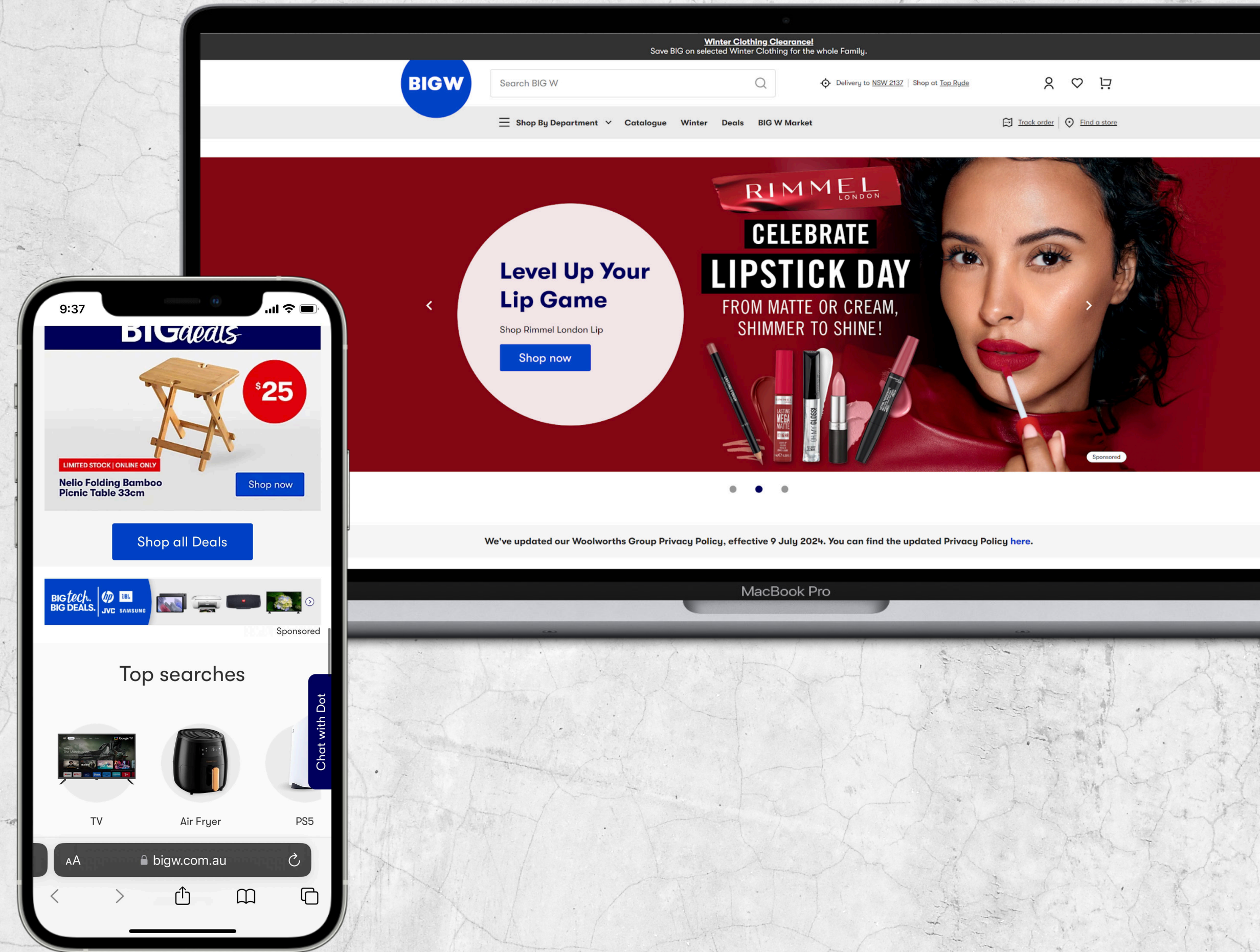
# Homepage takeover

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

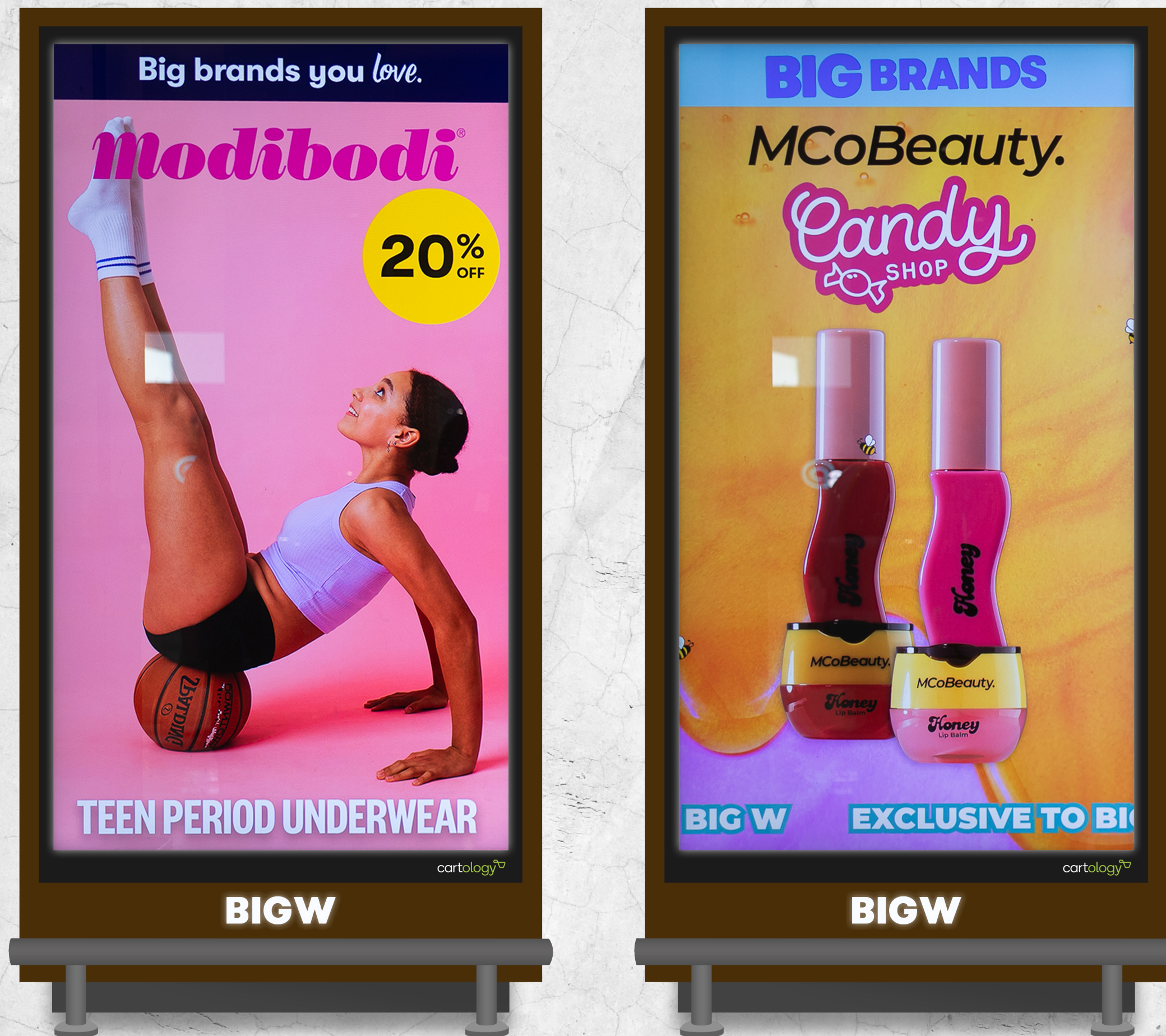
Combined Homepage Carousel, Content Card and Leaderboard placement allows brands to reach customers with contextually relevant brand messaging and promotions.

## 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



Source: WoW Group Q3 Results 2022, Woolworths Quantum, avg monthly customers 07/04/21-05/04/22 vs. 08/04/20-06/04/21 (YoY); BIG W data 29/03/21 to 29/03/22 | Campaign creative mocks for illustrative purposes only, and subject to change.



*Opportunity to influence*  
**8.2m monthly in-store transactions**

## 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
- 178 screens across 175 stores

Source: Woolworths Quantum, average weekly visits 01/07/2020-29/06/2021 (includes in-store and online). Adobe Analytics, average weekly visits 06/07/20-04/07/21 (web and app).





Out of category





*Opportunity to influence*  
**8.2m monthly transactions in-store**

## 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

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



# 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.

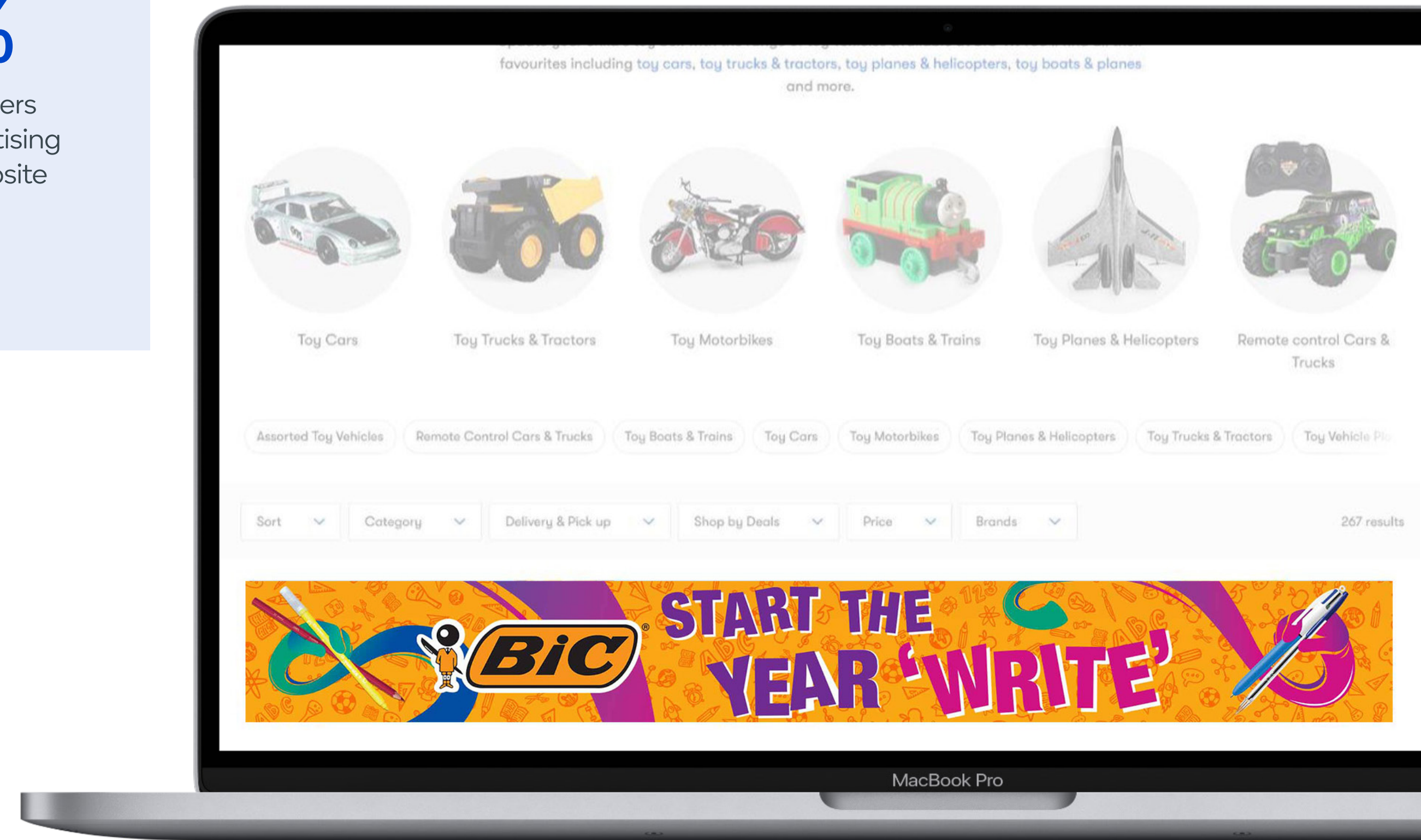
## The benefits

- 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



# 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.

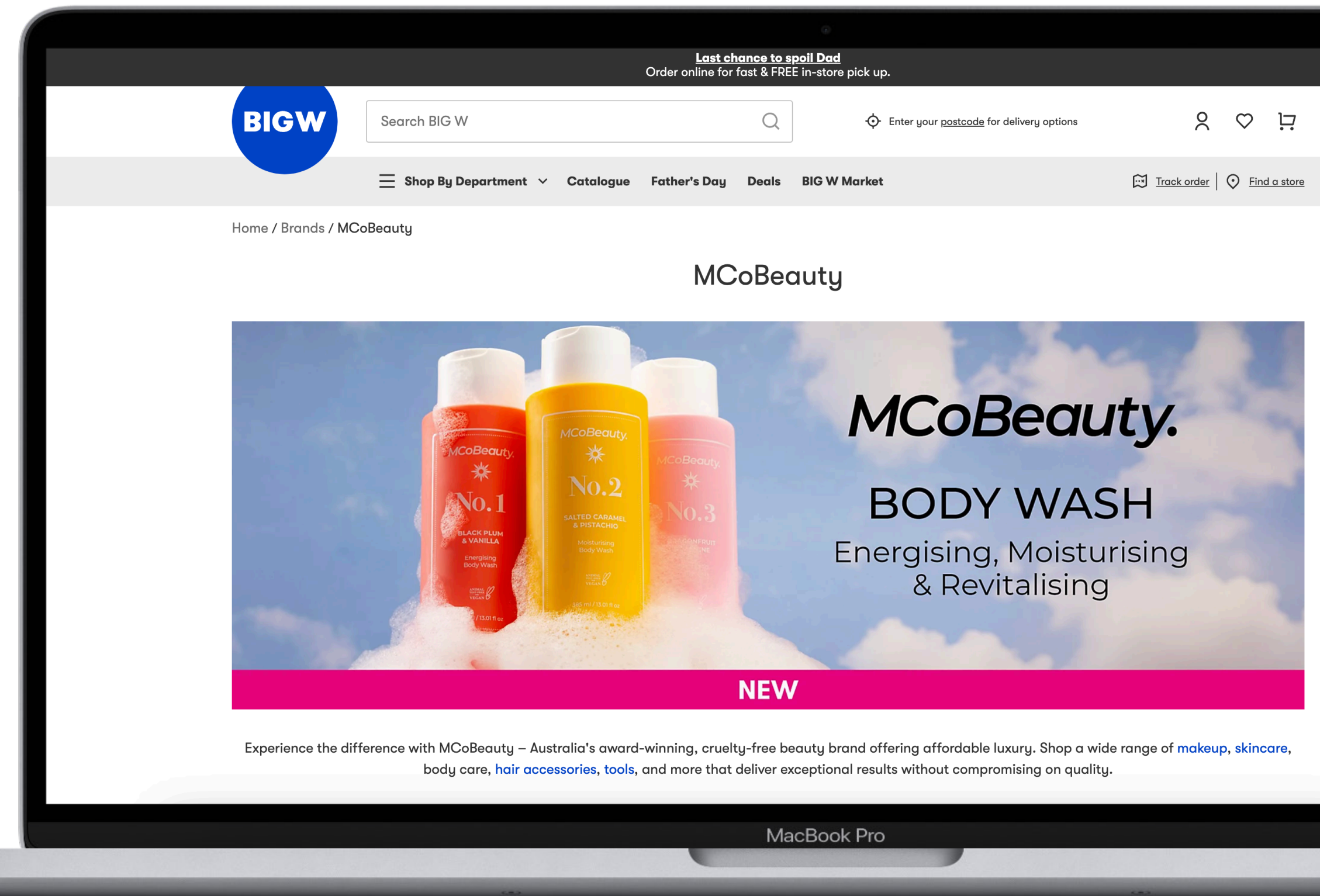
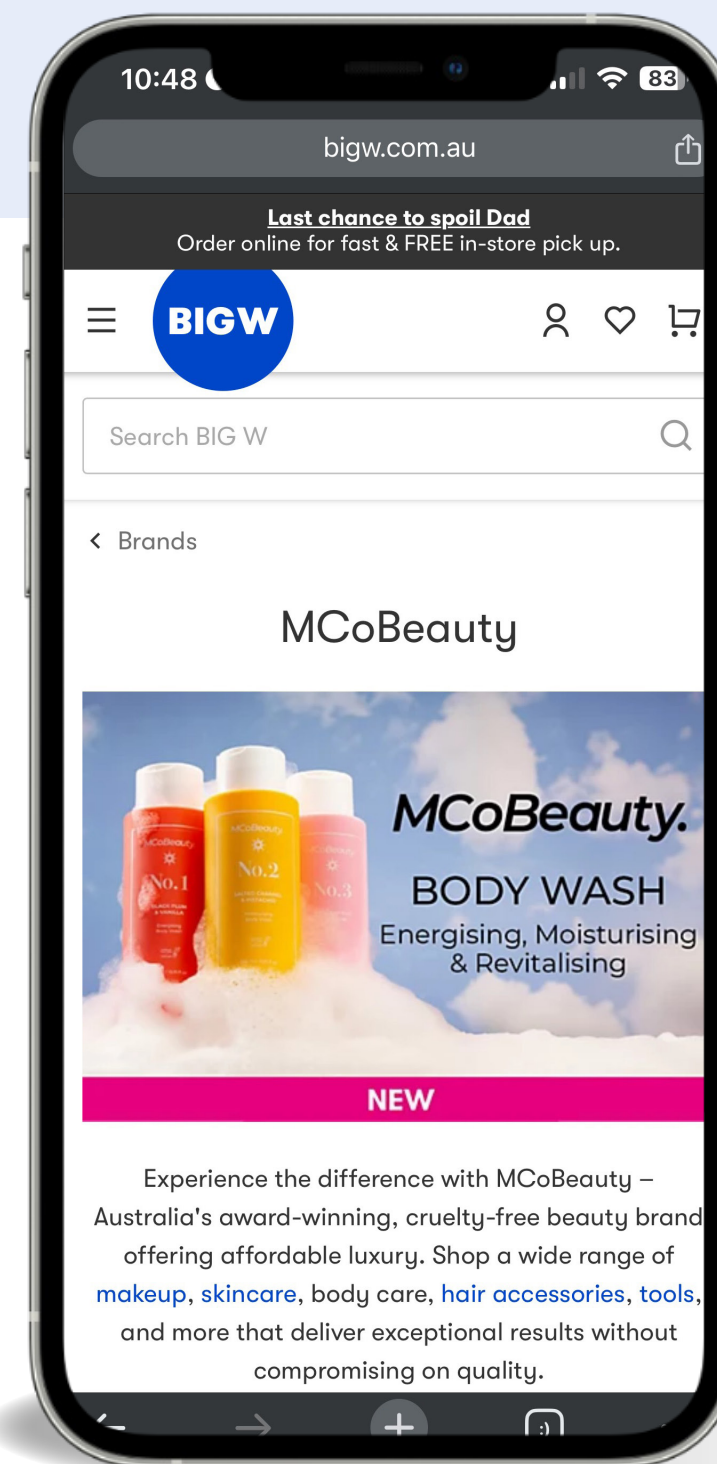
## The benefits

- 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



# 47%

are looking to brands for solutions for their family



Source: Big W Customer Portrait Research, Nature and Cartology 2022 n=2,112



# 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.



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# 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 unmistakable 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





# Results page leaderboard

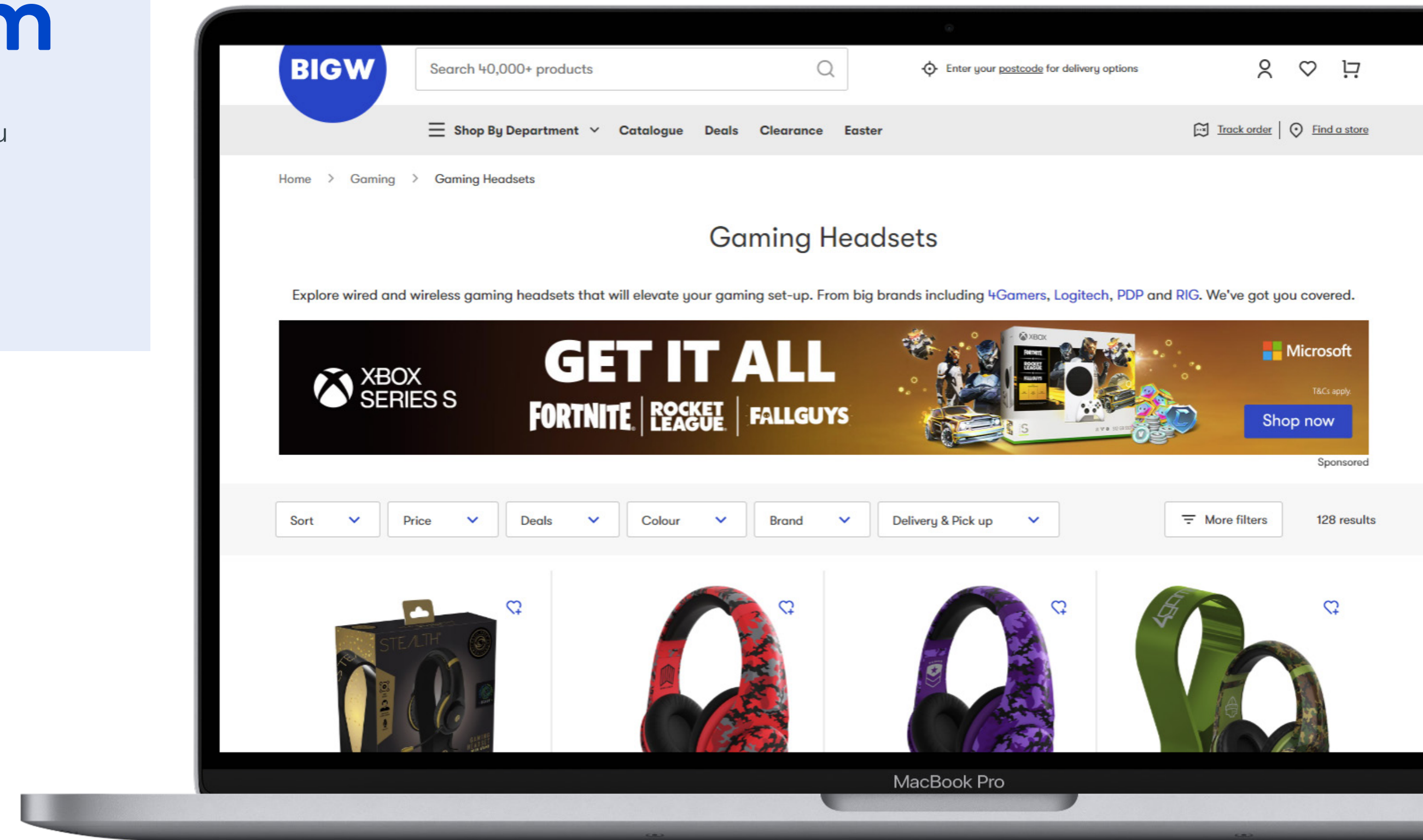
Cut through in your category by reaching customers when they are actively searching on BIGW.com.au.

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.

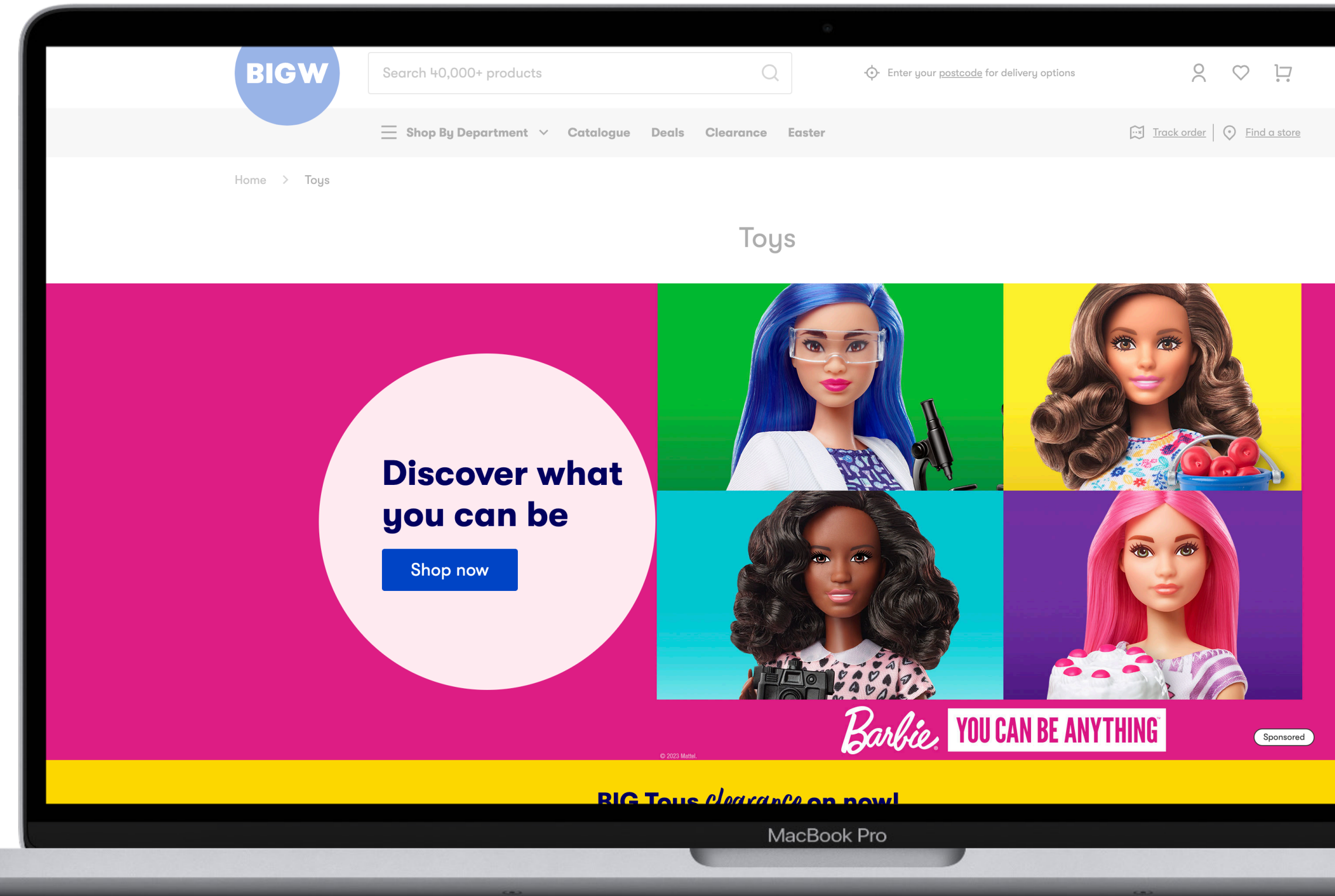
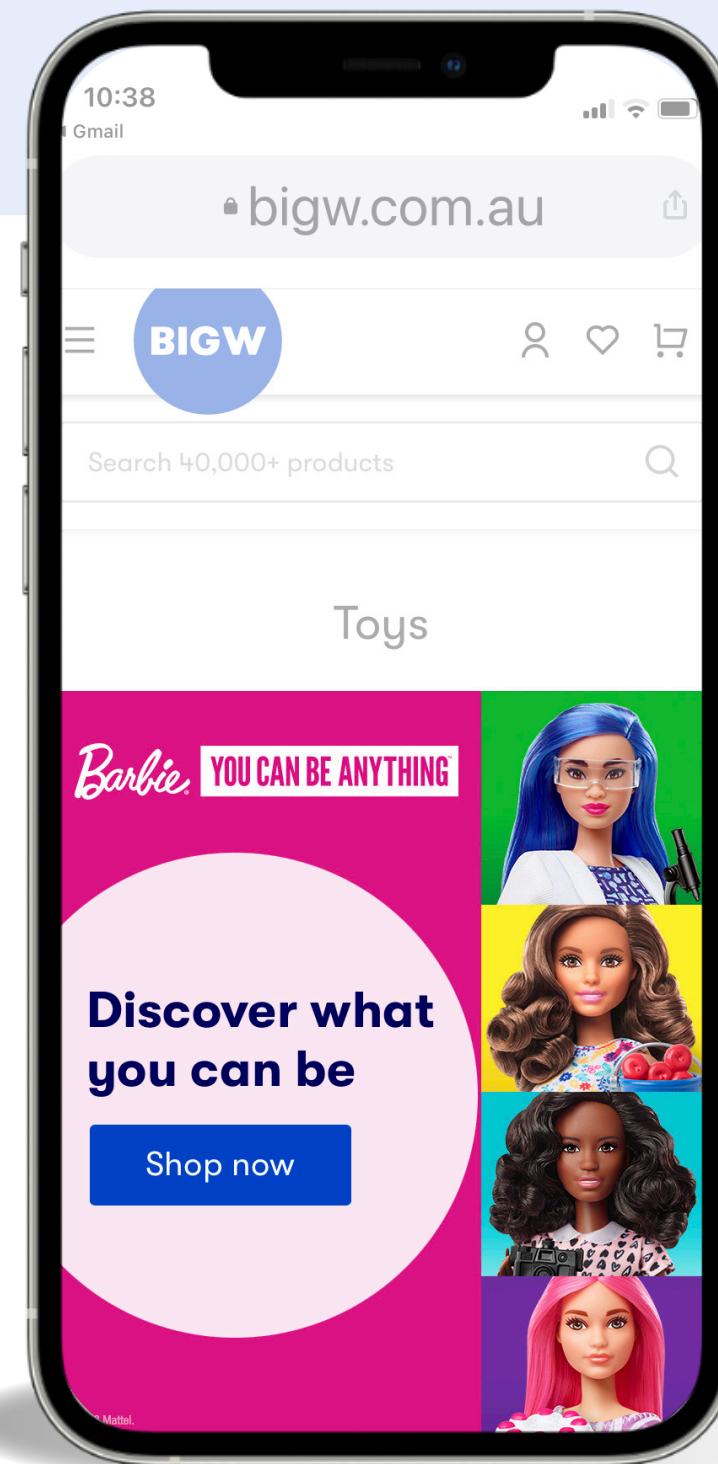
## The benefits

- 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



Source: BIG W data 29/03/21-29/03/22. Campaign creative mocks for illustrative purposes only, and subject to change.



**With targeted solutions powered by Everyday rewards, Cartology connects brands end to end on the shopping journey.**

# BIGW



# 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](http://cartology.com.au)

**cartology**  
closest to customers

Figures quoted in this kit are accurate as at the time of publication and are subject to change.

Please note that the results of case studies quoted in this kit may not be indicative of future results. Results depend on a variety of factors unique to each client.

