

Sainsbury's zest

Creative | Design | Production

Too Spooky (the sequel)

The next stage in the evolution of 'the Art of Possible'

Contents

- 1) Business in front**
- 2) Party in back**
- 3) Appendix**

Business in front

Facts and figures to convince clients to participate.

“Halloween is becoming increasingly more popular in the UK, with half of consumers now buying into the event.”

Too Spooky

Since 2013, estimated UK consumer spending for Halloween products has quadrupled.

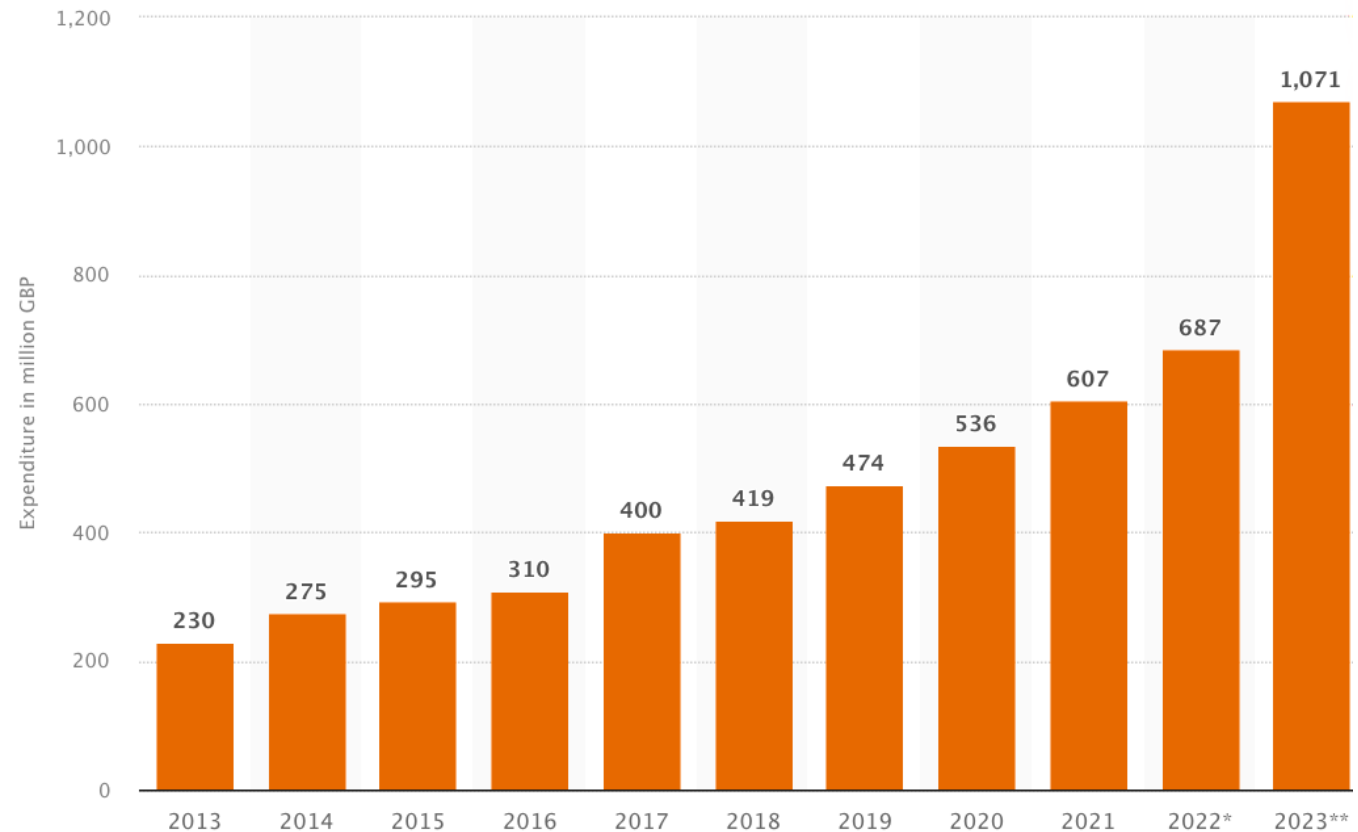
In 2023, spending sat at a projected estimate of over one billion British pounds, a significant jump from previous years.

Halloween traditions revolve around an industry that ranges from decoration to clothing, confectionery, and food.

Too Spooky

Estimated retail expenditure on Halloween products in the United Kingdom (UK) from 2013 to 2023 (in million GBP)

- **Region**
United Kingdom
- **Survey time period**
2013 to 2023
- **Number of respondents**
2,000 respondents
- **Age group**
18 years and older
- **Supplementary notes**
 - * Projected spend
 - ** Planned spend



Our ambition is to help customers
celebrate Halloween however
they want through Sainsbury's,
TU and Argos

Those celebrations include watching scary films at home, trick
or treating, themed nights out, and parties

Too Spooky

Halloween in Sainsbury's – Why take part?

1. Halloween is a key seasonal event which presents an opportunity for market share growth for both Sainsbury's and Argos
2. Supermarkets are top of mind since convenience is the most important aspect for shoppers at Halloween
3. An increase in creating perfect 'instagrammable' moments

Halloween is a key seasonal event that is growing in the UK market which presents an opportunity for market share growth for both Sainsbury's and Argos

Too Spooky

Opportunities

1. Adult party
2. Beauty & jewellery
3. Showcase Argos distinctive offering
4. Sustainability (plastics & value for money)
5. Immersion & theatre

Too Spooky

What do we want to achieve?

We want the customer to use Sainsbury's and Argos for all of their essentials to celebrate the event to drive incremental sales and inspire customers through new missions and offers.

Too Spooky

Key Halloween Missions in Sainsbury's

1. Trick or Treat
2. Dress Up
3. Pumpkin Carving
4. Decorating the Home
5. Halloween Party

with an overarching focus on plastic reduction and value for money

Trick or Treat

Impulse lines alongside buckets and light up wands

Category Focus

- Impulse
- General Merchandise

Too Spooky - Key customer message

“All the essentials for Trick or treating this Halloween whether you are going out Trick or treating, or receiving Trick or treaters to your door”

Too spooky + chocolate | sweets

 Sponsored Kinder Surprise Eggs 3x20 ★★★★☆ (4) £2.40 £4.00 / 100g Add	 Smarties Milk Chocolate Sweets Tube Multipack 4x34g ★★★★☆ (10) £1.50 £1.10 / 100g Add	 Rowntree's Fruit Pastilles Sweets Tube Multipack 4x41g ★★★★☆ (47) £1.50 91p / 100g Add	 Maoam Joystixx Chewy Sweets Bag 140g £1.25 89p / 100g Add	 Haribo Share the Happy Mini Bag Multipack Sweets 352g ★★★★☆ (3) £3.00 85p / 100g Add	 Maoam Stripes Chewy Sweets Bag 140g £1.25 89p / 100g Add	 Cadbury Dairy Milk Little Bars Chocolate Bars Pack x6 108g ★★★★☆ (10) £1.25 £1.16 / 100g Add	 Kit Kat 2 Finger Milk Chocolate Biscuit Bar Multipack 14x20.... ★★★★☆ (33) LOW EVERYDAY PRICE £2.65 91p / 100g Add	 Cadbury Twirl Chocolate Bar Multipack x4 136g ★★★★☆ (156) £1.85 £1.36 / 100g Add
 Haribo Starmix Mini Bag Multipack Sweets 22x16g ★★★★☆ (2) £3.00 85p / 100g Add	 Panda Liquorice Bar Pack x4 128g ★★★★☆ (14) £1.60 £1.25 / 100g Add	 Mentos Chewy Dragees Mint Rolls 5x38g £1.90 £1.00 / 100g Add	 Kinder Happy Hippo Milk & Hazelnut Biscuit Bars Multipack 5x... ★★★★★ (1) LOW EVERYDAY PRICE £1.65 £1.60 / 100g Add	 Swizzels Bumper Bag Sweets ★★★★☆ (2) £1.25 69p / 100g Add	 Swizzels Rainbow Drops Bags 96g x3 £1.30 £1.35 / 100g Add	 Sainsbury's Chewy Caramel Chocolate Bars 5x36g ★★★★☆ (22) £1.10 61p / 100g Add	 KitKat Chunky Milk Chocolate Bar Multipack 4x40g ★★★★☆ (11) £1.65 £1.03 / 100g Add	 Cadbury Dairy Milk Caramel Chocolate Bar Multipack x4 148g ★★★★☆ (70) £1.85 £1.25 / 100g Add

Dress up

Beauty + accessories

Category Focus

- **Beauty**
- **Clothing**

Too Spooky + Halloween costumes [Argos]



Disney Marvel
Marvel Captain America Costume
★★★★★ (1)
From **£15.00**



Harry Potter
Harry Potter Blue Hogwarts Fancy Dress Costume
★★★★★ (6)
From **£15.00**



Gabby's Dollhouse
Gabby's Dollhouse Pink Costume
★★★★★ (3)
From **£15.00**



DC Comics
DC Comics Batgirl Costume
★★★★★ (2)
From **£15.00**



Peppa Pig
Peppa Pig 2-Piece Costume
★★★★★ (4)
From **£14.00**



Tu
Navy Pirate Costume
★★★★★ (10)
From **£13.00**



Disney Marvel
Marvel Spider-Man Costume
★★★★★ (19)
From **£15.00**



DC Comics
DC Comics Superman Costume
★★★★★ (6)
From **£15.00**



Disney Princesses
Baby Disney Princess Purple Rapunzel Costume
£14.00



My Little Pony
My Little Pony Izzy Moonbow & Pipp Petals Costume
★★★★★ (3)
From **£15.00**



Disney
Disney Villains Maleficent Costume
★★★★★ (9)
From **£17.00**



DC Comics
DC Comics Batman Costume
★★★★★ (48)
From **£15.00**



My Little Pony
My Little Pony Orange Fancy Dress Costume
★★★★★ (1)
From **£15.00**



Ghostbusters
Ghostbusters Beige Venkman Suit & Backpack
★★★★★ (10)
From **£15.00**

Pumpkin carving

Pumpkins + carving kits

Category Focus

- **Product**
- **General merchandise**

Too Spooky + pumpkins and carving accoutrements



Sainsbury's Carving Pumpkin

☆☆☆☆☆ [Write a review](#)



Sainsbury's Home Carving Kit

☆☆☆☆☆ [Write a review](#)

♥ [Add to Favourites](#)

£3.00 £3.00 / ea

Out of stock



Sainsbury's Halloween Pumpkin Stencil Kit

☆☆☆☆☆ [Write a review](#)

♥ [Add to Favourites](#)

£1.50 £1.50 / ea

Out of stock



Sainsbury's Pumpkin Stencil Kit

☆☆☆☆☆ [Write a review](#)

Create spooky pumpkins this Halloween with this pack of 4 scary face stencils. Simply hollow out your pumpkin and place one of the four stencils on the outside of the pumpkin. Then cut and carve around the inside of the stencil to create scary pumpkins.

♥ [Add to Favourites](#)

£1.50 £1.50 / ea

Out of stock



Sainsbury's Pumpkin Carving Set Small

☆☆☆☆☆ [Write a review](#)

The perfect set to carve out your scary pumpkin this Halloween. Empty out the pulp of the pumpkin with the scoop, and then use the saws and the pins to cut out the face and add details to it.

♥ [Add to Favourites](#)

£1.50 £1.50 / ea

Out of stock

Decorating the home

Indoor accessories

Category Focus

- **General Merchandise**

Too spooky + Halloween decorations [Argos]



Star Cutouts Skeleton Cardboard Cutout

£34.99

Free delivery



Premier Decorations Spooky Skull Halloween Decoration

£32.00



Premier Decorations Halloween Hunch Reaper Decoration

£80.00



Argos Home 10 Orange LED Halloween Leaf String Lights

★★★★★ (9)

£4.36



Argos Home Halloween Animated Stacking Skulls Decoration

★★★★★ (1)

£48.00



Argos Home Halloween White Skeleton In Cage Decoration

★★★★★ (1)

£30.00

39 products



Premier Decorations 120 Green LED Halloween Tree Lights

★★★★★ (2)

£10.00



Premier Decorations 120 Purple LED Halloween Tree Lights

£10.00



Clearance

Premier Decorations Animated Bat Halloween Decoration

★★★★★ (2)



Star Cutouts Skeleton Stand In Cardboard Cutout

£34.99

Free delivery



Star Cutouts Mummy Stand In Cardboard Cutout

£34.99

Free delivery



Star Cutouts Vampire Cardboard Cutout

★★★★★ (1)

£34.99

Free delivery

Halloween party

Halloween related cocktails, drinks and party food, including recipes and decorations

Category Focus

- Impulse
- Beer | Wine | Spirits
- General Merchandise

Party in back

This is where the **good stuff** is, the creative goodness you came for.

Moodboards inspiration

Too spooky inspiration | exploration



Too spooky inspiration | exploration



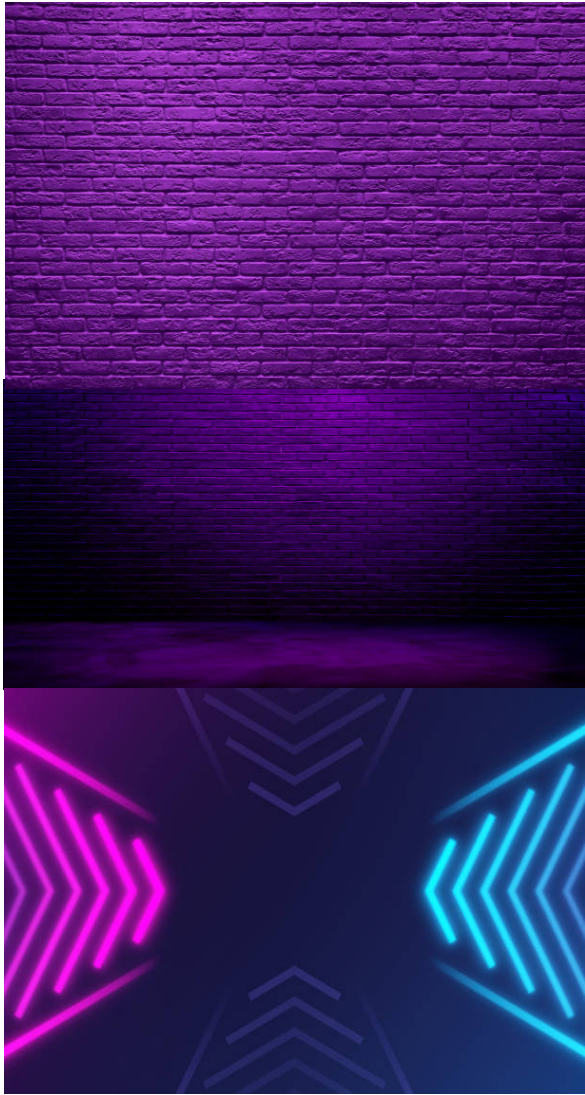
Too spooky inspiration | exploration



Too spooky inspiration | exploration



Too spooky inspiration | exploration



Too spooky inspiration | exploration



Concepts thoughts + ideas

Fleshing out inspirations and exploring ideas for POS

Channels

In and around store channels

End aisle plinth

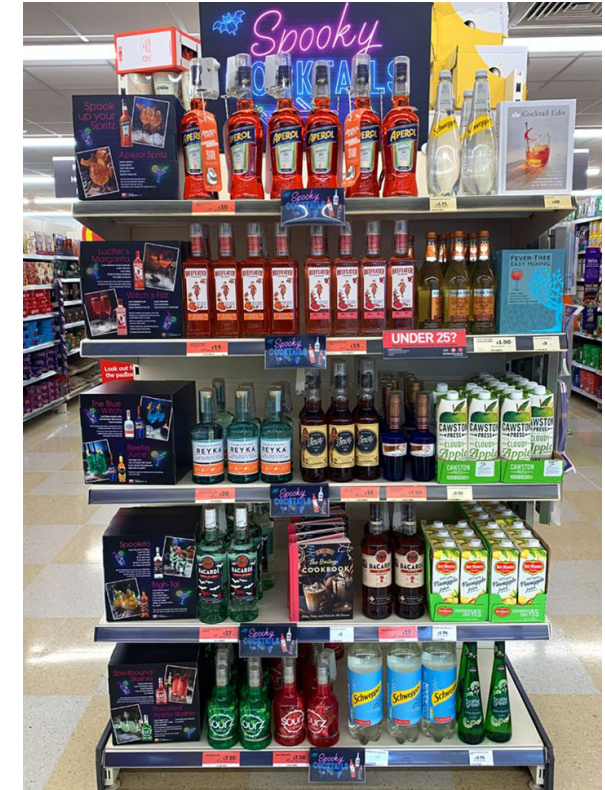


End aisle plinths are situated on the aisle ends in most supermarkets. Typically, this type of display takes advantage of the existing retail furniture and includes a 'snowplough' header and 2 plinth side panels (PSP).

When making use of existing furniture the promotional display will typically utilise shelf decoration to make the space stand out as a feature area. This is an extremely cost-effective way to create a standout display in a busy retail environment.



The OG concept that started it all. This concept will be revisited and evolved as we expand the concept from a single plinth to a store wide activation.



POS cubes



POS cubes are a striking and versatile way to communicate your message. Due to the many different surfaces, a lot of branding and experience is possible.



The cold hard fact is that no one is going to read all the recipes on the POS cube, let alone remember them AND to pick up milk and that other thing... wait, what was it again?

The POS cubes should be used to attract and seduce consumers with the lush photography of a delicious looking thirst quencher.

Support these with either recipe barkers or a recipe booklet that contains all the recipes – even ones not on the POS cubes.

POS cubes



POS cubes are a striking and versatile way to communicate your message. Due to the many different surfaces, a lot of branding and experience is possible.



Why go to the trouble of putting recipes on POS cubes when the consumer will neither read nor remember them?



With recipe barkers, recipe booklets or an QR code to an online source, the consumer will take your recipes into their home.

Recipe booklet



Booklets are a super way of getting your consumer to take your marketing materials home. Instead of trying to remember the recipes on an instore fixture, the consumer will have a handy booklet to refer to.

Each time the booklet is viewed, they are exposed to the brands featured. Consumer are more likely to keep these booklets for future use.



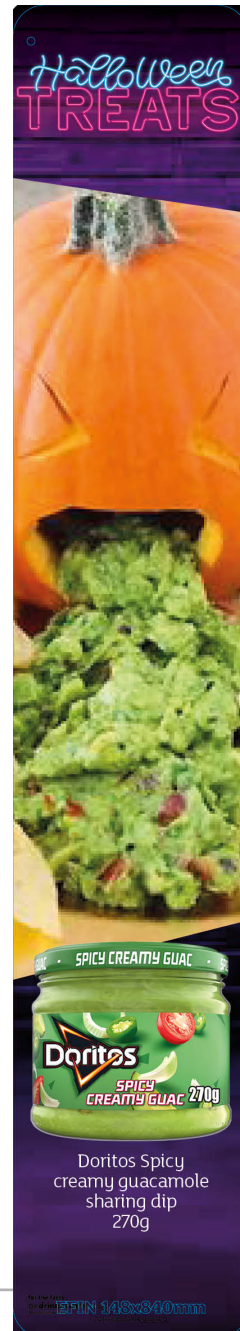
An opportunity for a brand to own the back cover and showcase a Halloween-themed ad

Fins



Fins are designed to showcase a particular section of the shelf by framing the product, this type of retail display is a cost-effective alternative to other displays.

Signage attached at right angles to the shelving are ideal for catching the shopper's eye as they transit aisles. As a result, they usually carry strong product images and a bold promotional message.



Featuring products not normally associated with Halloween by showing simple imaginative recipes that would be a festive addition to any party or themed dinner.

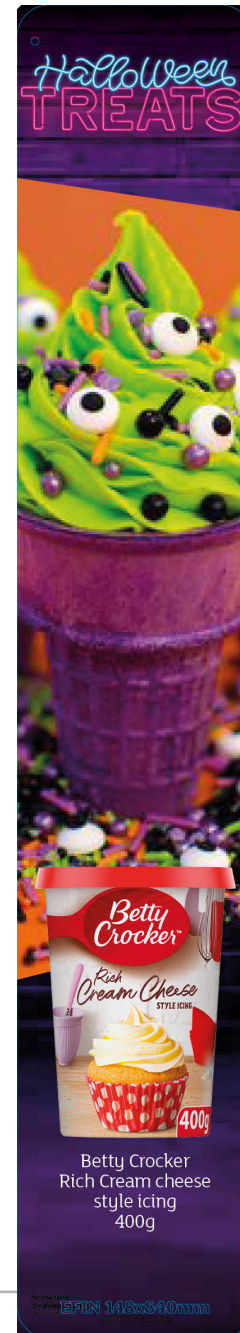
These could be accompanied with a Recipe barker that have simple instructions.

Fins



Fins are designed to showcase a particular section of the shelf by framing the product, this type of retail display is a cost-effective alternative to other displays.

Signage attached at right angles to the shelving are ideal for catching the shopper's eye as they transit aisles. As a result, they usually carry strong product images and a bold promotional message.



Featuring bakery products that sweet treats can be made.

These could be accompanied with a Recipe barker that have simple instructions.

Shelf barkers



Shelf barkers are small sign holders that attach to the front of store shelves, providing additional information about products and promotions.

Shelf barkers are very effective. On crowded shelves with dozens of products, customers are making decisions quickly, so it's important to differentiate from the pack. Shelf talkers are an extension of your product and can educate customers in a flash.



Entrance gates



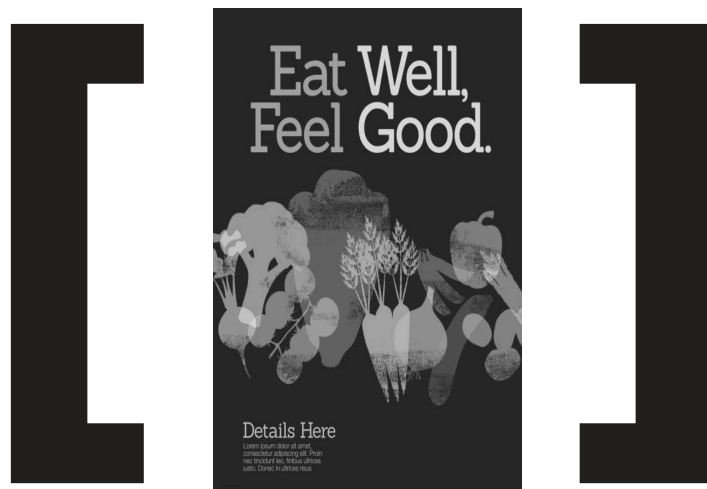
Security magnetic gates are installed at the entrance of supermarket to prevent theft. If goods are brought out without payment, the port will emit a tone.

Supermarkets often use the gate system with a vertical rectangle. The advertisers will take advantage of the 2 empty sides of the gate for an advertising message.

Artwork is created for all five different entrance gate configurations: Standard, P10, NP10, P20, NP20



Blank ends



Blank Ends are a channel that has replaced some plinths in selected stores. It's a unique opportunity to feature SKUs in a high footfall area of the store, in the middle of the shopping mission.

The look and feel of the Blank End will follow the event creative, increasing the number of individual touch-points the customer will see across their journey.

Artwork: 1910 H x 1210mm W + 5mm bleed

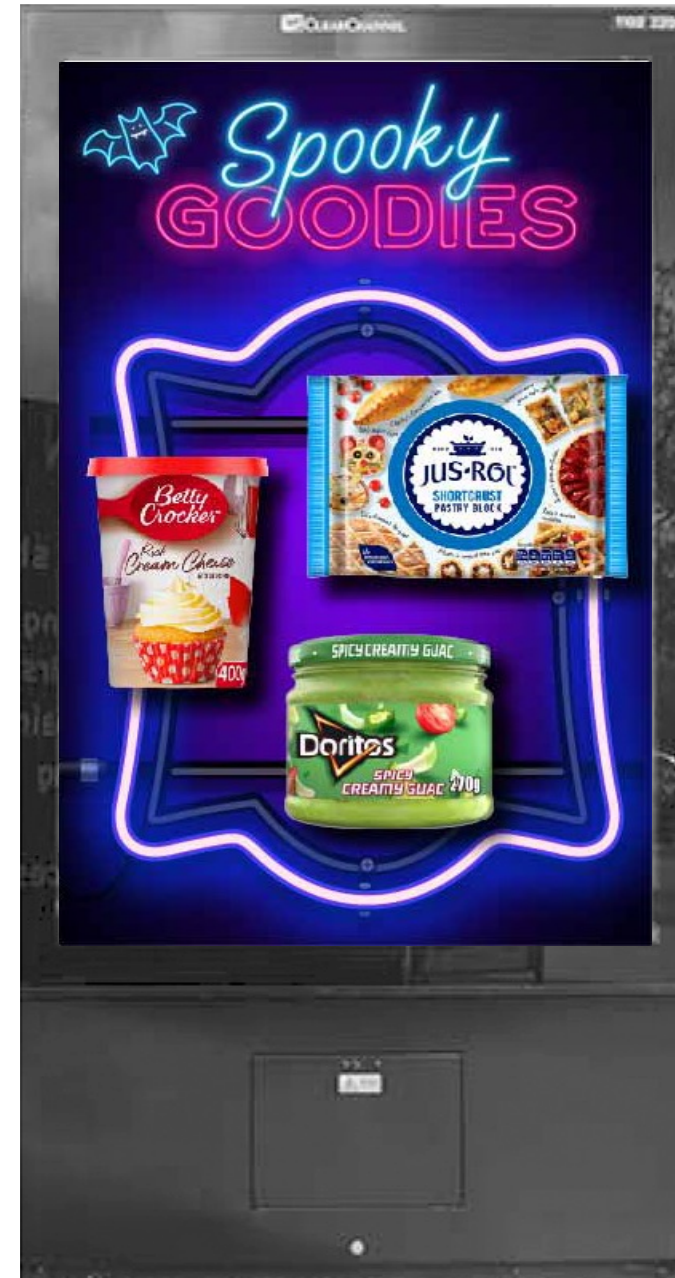


Digital six sheets



Digital six sheets are large-format out-of-home digital advertising posters. The term “six sheets” refers to a specific size of standardised advertising poster, measuring 1200 x 1800 mm.

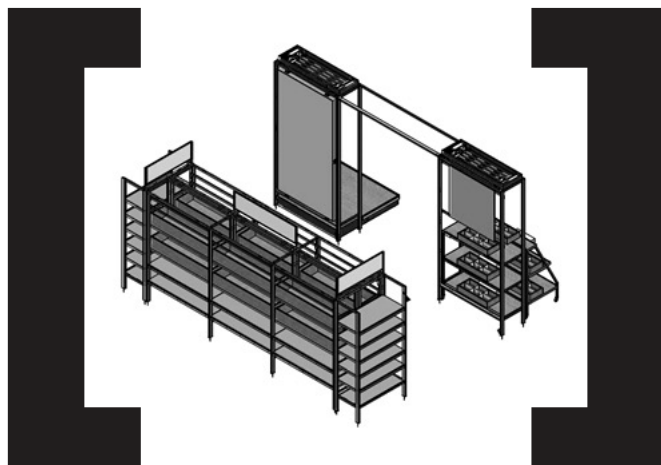
Digital six sheets are great for brand building and allow businesses to grab consumers’ attention with eye-catching visuals in high footfall areas. With them, you can reach thousands or even millions within weeks, attracting more customers to your business and increasing sales.



FOS showcase

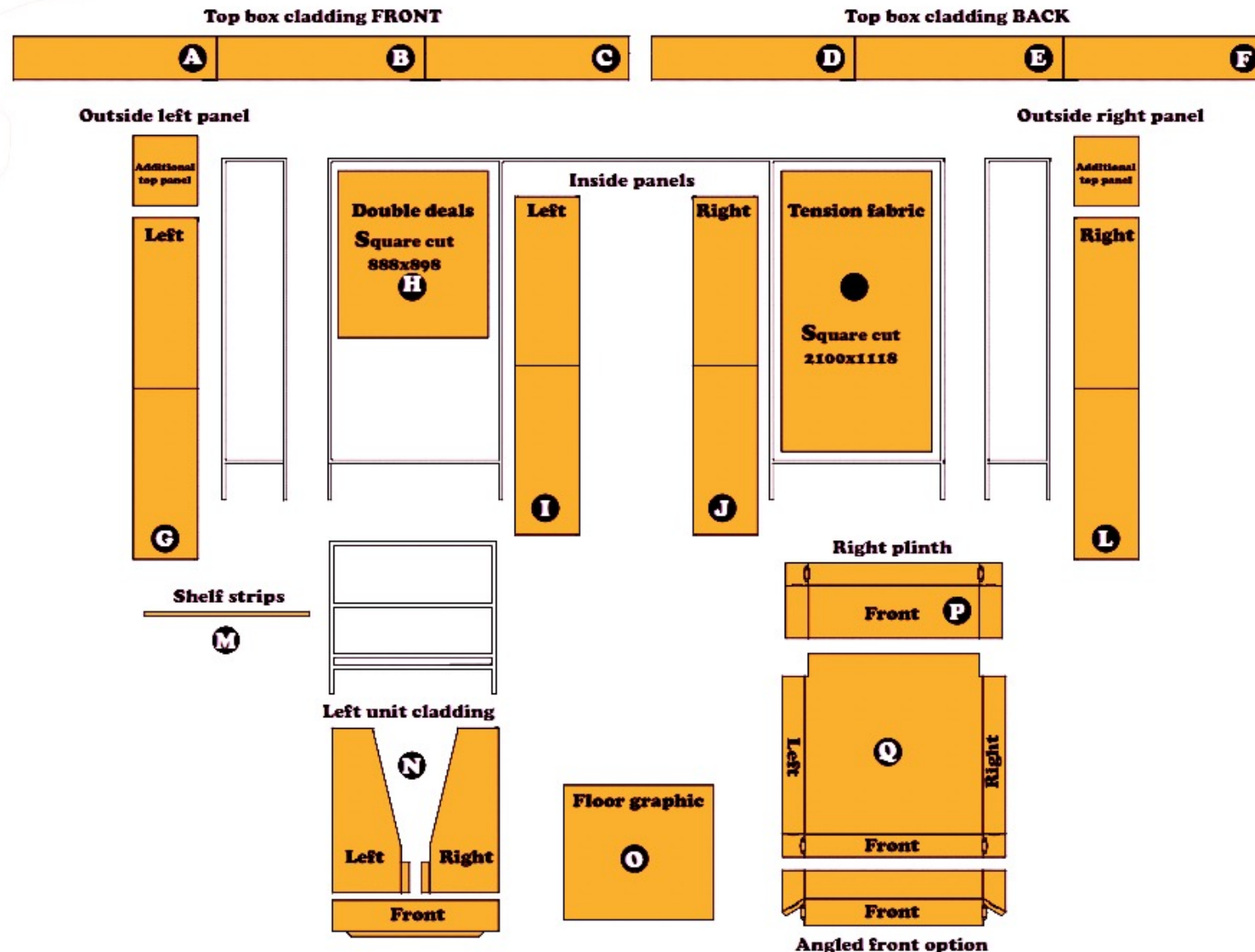
Creating an unforgettable WOW moment and showstopping centrepiece synergistically involving Sainsbury's, Argos and Tu.

FOS showcase



The Front-of-store showcase is a basic framework upon which bespoke graphics can be added.

The basic configuration includes a front and back section. The front section has a tiered shelving system on the left and a display platform on the right. The front unit is essentially an archway that the consumer passes through to the shelving units of the back section.



Too spooky + haunted showcase

Showstopping centrepiece

Based on the basic showcase framework with a grand topping to resemble a Victorian haunted mansion.



Too spooky + showcase

Showstopping centrepiece

Giant eye-catching showcase decorated like a haunted house will be the centre piece to an entire area with activities, shelves of products, FSDUS and displays of Argos merchandise.



With a darker colour palette and graphic neon additions it should look less Bates hotel and more nightclub.

Colour TBD. I'd like to push it more towards the darker purples with highlights of neon pink and blue as seen in previous moodboards.



You'd have to have bats in your belfry not to participate in this unforgettable activation.

Moon to be brighter | more yellow.

Needs spooky trees flanking the sides of the mansion.

Instead of putting boards over the windows with KEEP OUT signs, the mansion should look inviting, but spooky.

FSDUs



FSDUs (front of store display unit) are displays that can be positioned wherever there is promotional floor space within a retail environment.

FSDUs are often designed to have eye-catching shapes, bright colours and graphics to make them stand out and create as much impact as possible. Products are displayed in their own brand environment, with competitor brands not visible in the immediate vicinity.



Creative dump bins add to the environment rather than detract



Branded lanterns are flanked by cases of the brand's products to be joyfully pilfered and put into shopping carts.



Any product surrounding this trunk by the old mansion is sure to be seen as treasure to be plundered.

In addition to the usual merchandising FSDUs, using unique world-building displays will add to the overall theatrical immersion and demand consumers stop and pay notice.

Too spooky + additional displays | experiences

Launch an immersive Halloween event

This idea has a lot of room for inspiration, creativity, and interaction. Event marketing is the perfect way to leverage direct, in-person engagement, gather real-life data, and design a memorable customer experience.

The event will definitely benefit both your online and physical presence, as statistics show that 98% of consumers create digital or social content during events.

It is the perfect opportunity for user-generated content (UGC) and meaningful customer engagement.



Too spooky + additional displays | experiences

Face painting

Face painting is more than just fun for preschoolers; it's a fantastic way for them to express themselves. Through choosing their favourite designs, they share a bit of who they are, boosting confidence and creativity.

This creative exploration helps to build confidence and self-acceptance, as individuals become more at ease in their skin.



Too spooky + additional displays | experiences

Owning Halloween outside of the store

Hand out free trick-or-treat buckets branded with Sainsbury's logo.



Too spooky + additional displays | experiences

Guess how many contests

You fill a large glass jar or another container with either candy or snacks (m&m's, skittles, jelly beans, Hershey's kisses, Goldfish crackers, etc.). Have customers try to guess how many items are in the container.



Too spooky + additional displays | experiences

Photo opportunities

Encourage people to take pictures of themselves, family and friends and upload them to social media sites by providing attractive and inspiring themed backdrops | scenarios.

Get them to hashtag #sainsburyshallooween to win potential prizes.



Photography

Moodboards

cocktails

Previous cocktail activation photography to act as template

Too spooky + 2022 photography



Too spooky + 2022 photography



Too spooky + 2022 photography



Too spooky + 2022 photography

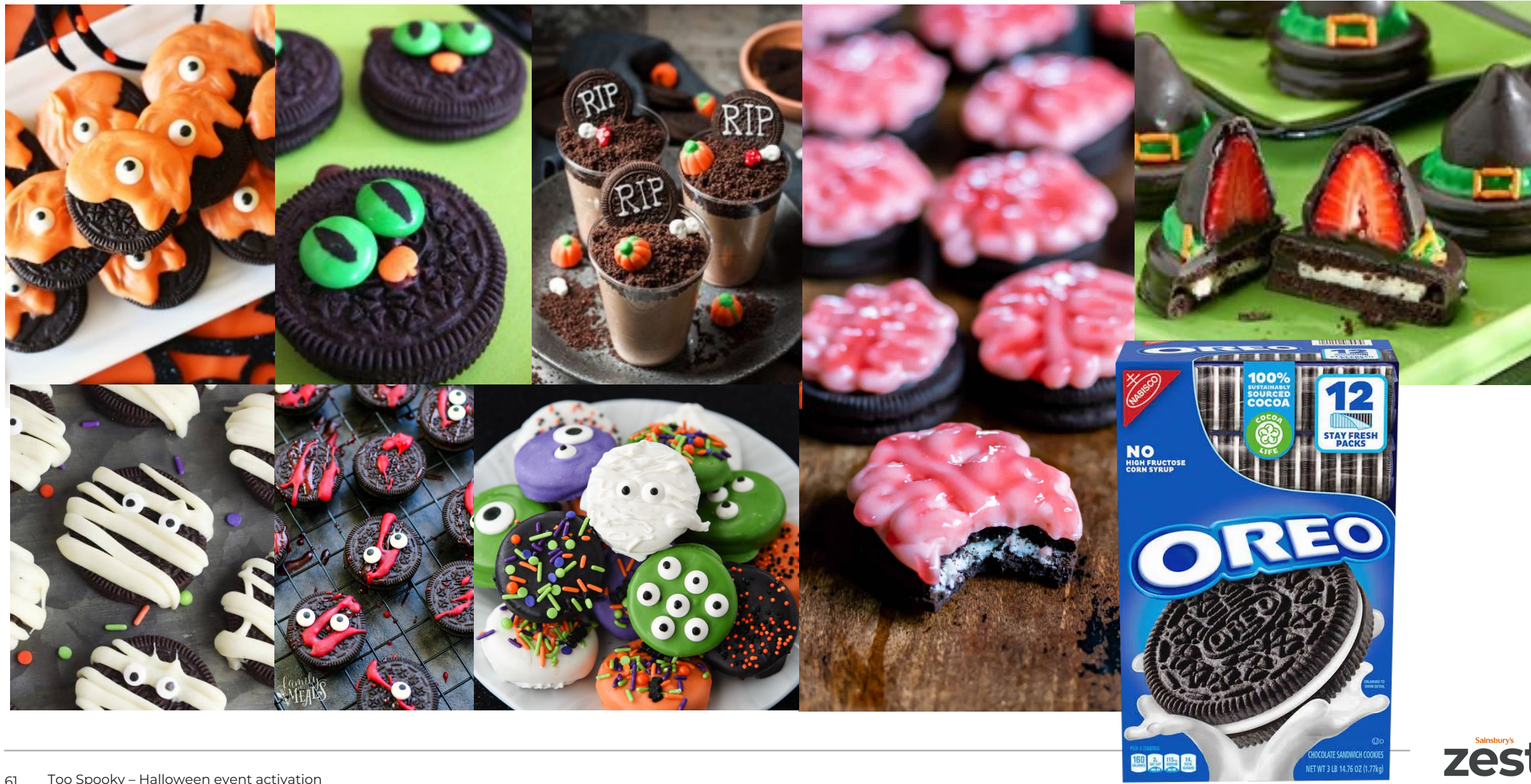


Moodboards

party food

Potential themed recipes to promote client skus

Too spooky + Oreo biscuits



Too spooky + cupcakes [cake mixes]



Too spooky + savoury snacks



Too spooky + themed treats



Too spooky + themed treats



Too spooky food + pumpkin presentations



Too spooky food + the eyes have it



Thanks

Speak soon

Sainsbury's
zest

Creative | Design | Production

Appendix