

Sainsbury's

zest

Creative | Design | Production

Orange you glad
for Christmas

Xmas 2026

Christmas 2023 was the busiest for retailers since 2019

Brits made 488 million trips to supermarkets over the four weeks to 24 December, spending a record £13.7bn – £477 per household.

Christmas 2023 review

Sainsbury's grocery sales grew 9.3% in the 16 weeks to 6 January and 8.6% in the six weeks to the same date, driven by demand for its premium Taste the Difference range – which grew volumes by 13%.

Nectar Prices – which ran at Christmas for the first time – also helped attract customers, with participation rates reaching 90% among those who were doing an £80 weekly shop.

Sainsbury's also enjoyed its “best year ever” for mince pies, with sales increasing 20%, despite Kantar figures showing volumes of the product fell by 4% sector-wide.

And this is despite Kantar figures showing volumes of the product fell by 4% sector-wide.

Sainsbury's premium Taste The Difference cheese were also the highest on “record”

It's testament to the success of Sainsbury's 'food first' strategy, which has helped it pull market share from both ends of the sector, suggests AJ Bell investment director Russ Mould.

Christmas 2023 review

“Sainsbury’s used to sit in a difficult position – too expensive for people with limited resources and not attractive enough versus Waitrose for wealthier individuals. Prices have since been cut and its Taste the Difference ‘posher’ range is now having broader appeal.”

The growth in Christmas food spend was offset slightly by declines in general merchandise (down 3.7%) and clothing (down 6%).

Inspiration

Orange you glad

for Christmas...

Orange you glad for Sainsbury's

Orange you glad for Christmas...



Family get-togethers

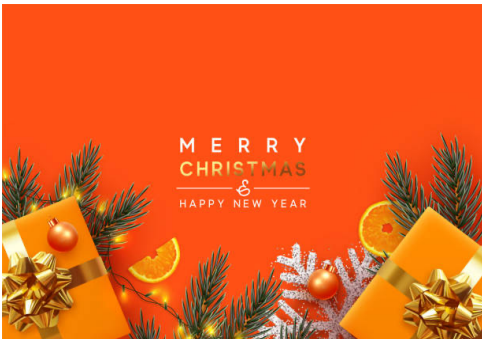
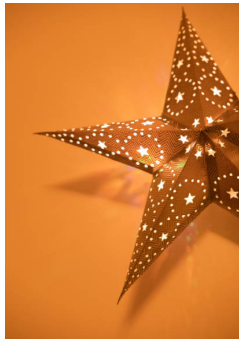


Dinners

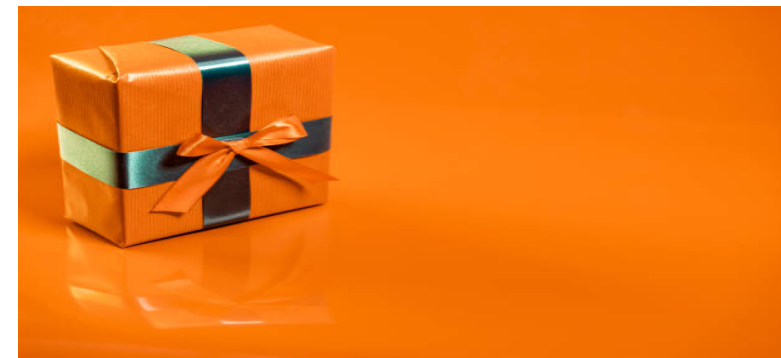


Social events

Orange you glad for Christmas...



Orange you glad for Christmas...



Orange you glad for Christmas...



Exploration Sainsbury's

FOS showcase + instore point-of-sale

Orange you glad for Christmas

New holiday character

Can be used as

- In ATL media adverts
- Actual physical merchandise for sale
- Instore prop at FOS (large)
- Used on POS signage
- Embodiment of Sainsbury's Christmas spirit magic
- Colouring contests for children



Could appear in ATL adverts against Kevin the carrot and the Sugar Plum fairy.



After seeing all the good food at Sainsbury's, he's obsessed (or absolutely nuts) about discovering all the new food and flavours.



Could appear with Connie and Trevor for cross-brand promotions



Orange you glad for Christmas

Exploring umbrella look+feel POS

Orange you glad for Christmas

Exploration A



Bay headers

Alpro Protein alternative 750ml

Alpro Protein alternative 750ml

Alpro Protein alternative 750ml

Alpro Protein alternative 750ml

Alpro Protein alternative 750ml

Alpro Protein alternative 750ml

EFins

Orange you glad for Christmas | In aisle POS



Bay visualisation



EFin visualisation

Orange you glad for Christmas

Exploration B



Bay headers

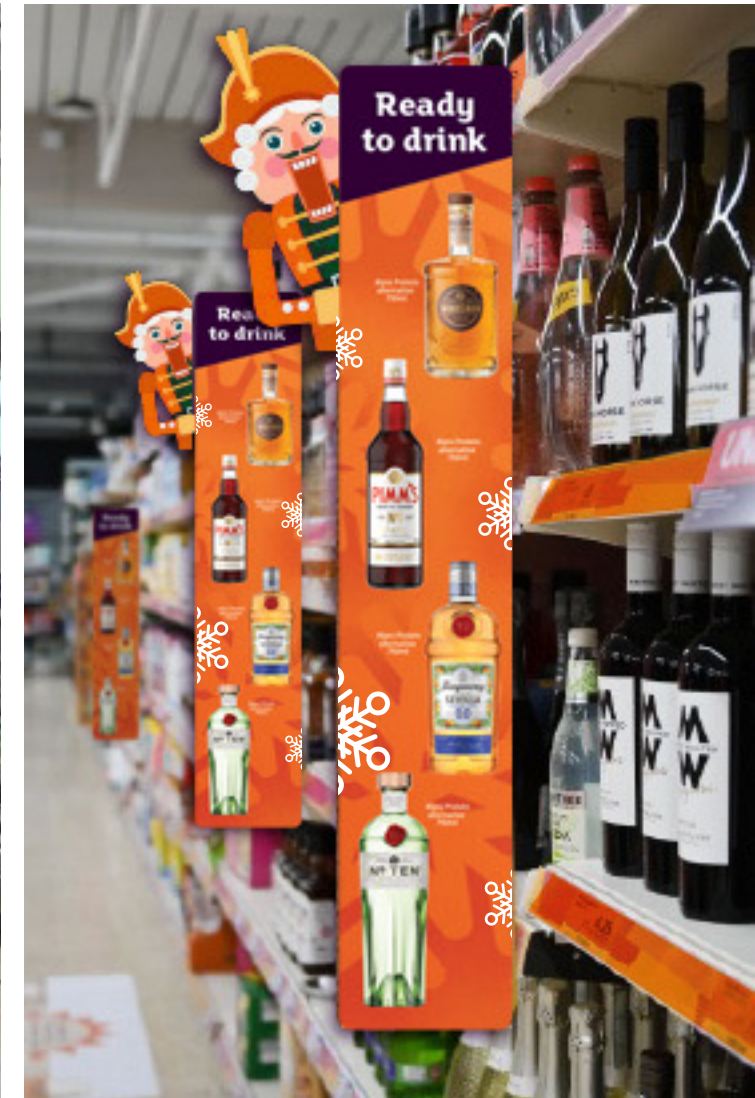


EFins

Orange you glad for Christmas | In aisle POS



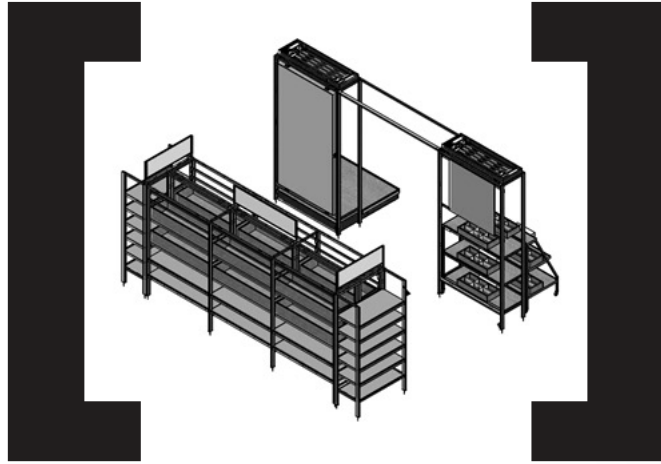
Bay visualisation



EFin visualisation

Orange you glad for Christmas

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.

It would be a perfect marriage of perennial Christmas favourite and the 'Orange you glad' theme to have Terry's Chocolate Orange sponsor the FOS showcase



FOS showcase visualisation

Orange you glad for Christmas

Santa's grotto



Taste the Christmas

Putting our best foot forward.

“Sainsbury’s grocery sales grew 9.3% in the 16 weeks to 6 January and 8.6% in the six weeks to the same date, driven by demand for its premium Taste the Difference range – which grew volumes by 13%”

Taste the Christmas

Highlighting the TTD range



Large middle of aisle signs

Double-sided alternating
orange | chocolate graphics

Providing festive ambiance and
highlighting TTD showstoppers



Taste the Christmas

Highlighting the TTD range



Big dramatic photos

Large middle of aisle signs

Double-sided alternating
orange | chocolate graphics

Providing festive ambiance and
highlighting TTD showstoppers



Mosaic of offerings

Taste the Christmas

Highlighting the TTD range



Bay headers explorations



Shelf Wobbler

EFins



Thanks

Speak soon

Sainsbury's
zest

Creative | Design | Production