

SEPTEMBER 22

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WELCOME TO THE SEPTEMBER RETAIL ROUNDUP



From retailer-led events and brand-specific campaigns to sales promotions and experiential activity. We'll cover them all in our reports!

In this edition we take a look at we're excited to show you the new Amazon Fresh Store in London, the retail stores of Edinburgh, several UK Airports and the usual suspects in Grocery and the High Street.

The message has been pretty clear in September as retailers and brands navigate the economic uncertainty. Deals, Discounts, Value, Savings, Rewards, it's been hard to escape these messages wherever you shop.

Events Season has kicked in but on a smaller scale to normal, Halloween seemed a bit more muted, Christmas POS started to trickle into store, and Diwali activity appeared in some retailers.

A handwritten signature in white ink that reads "P Howell". The signature is stylized and fluid.

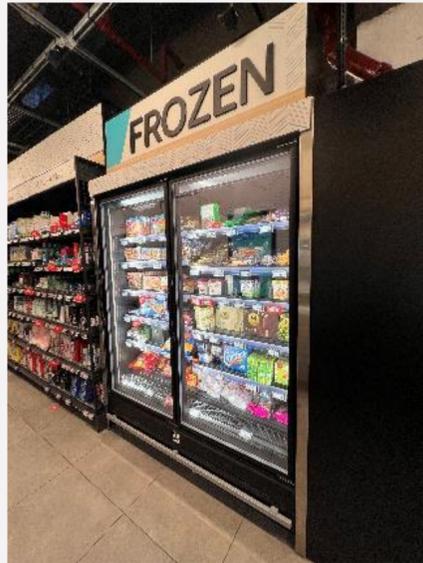
Paul Howell
Client Growth Director
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Just Walk Out. How Convenient!

Offering a cashier-less shopping experience whereby shoppers simply log into their Amazon account and place items in their baskets, the checkout-free technology automatically charges purchases when exiting the store. Digital signage throughout store allow for instant price changes and updated messaging during the day.

Though an absolute dream for time poor shoppers, we foresee that it might take consumers time to grow accustomed to.





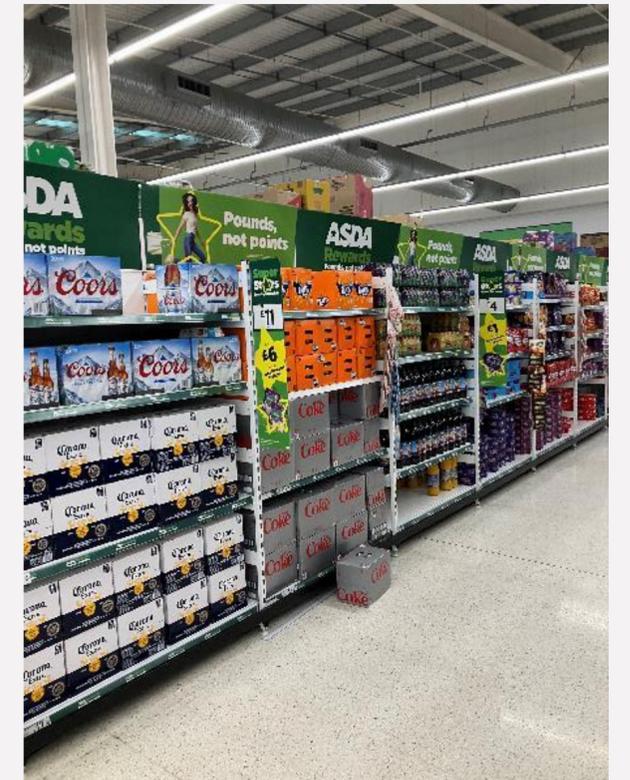
ASDA

Scarily Good Value!

Halloween took a more prominent role in ASDA, although it was muted in comparison to previous years and Diwali featured.

'ASDA Rewards' still had a lot of exposure at front of store and in aisle.

Digital gondolas should be a fantastic disruptive mechanic but most were showing just plain red side panels and offer messages on headers, others were switched off. A great opportunity for shopper engagement missed.



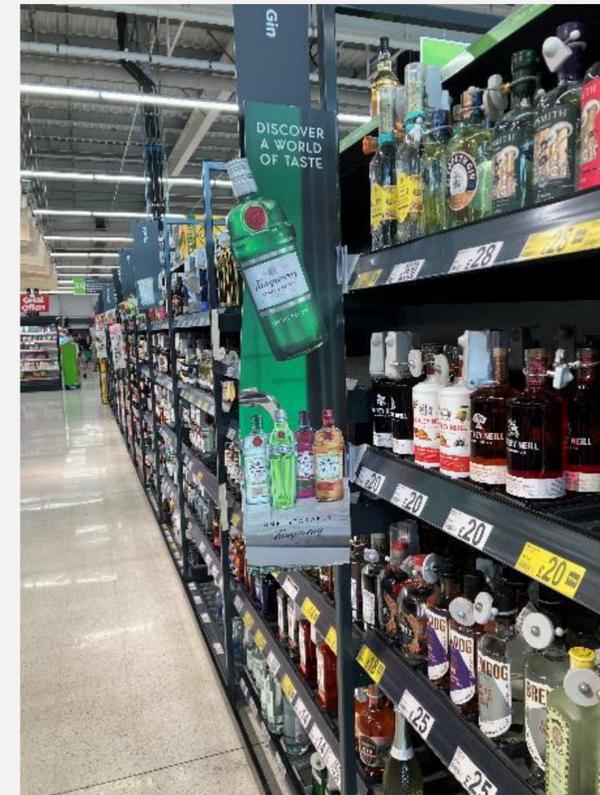
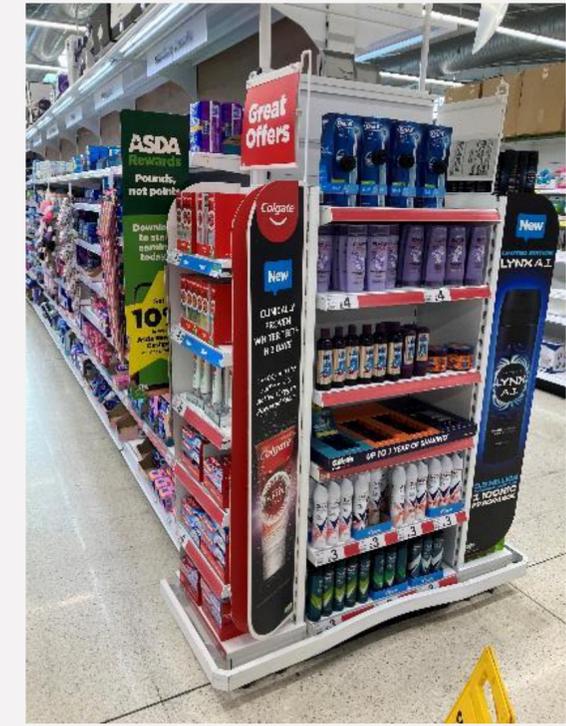


ASDA





ASDA





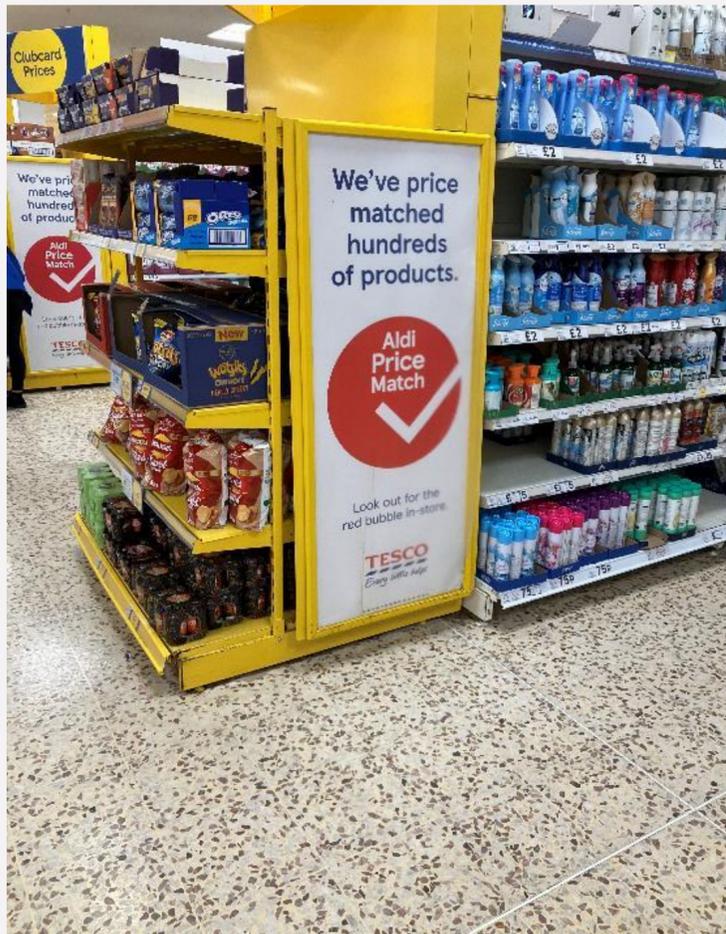
The Perfect Match!

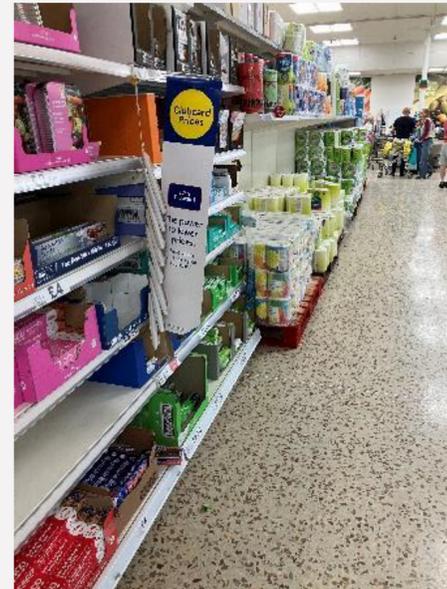
Like other competing retailers, Tesco ramped up their Aldi price match initiative alongside their Clubcard prices in a bid to win customers.

Secondary siting units were still prevalent across multiple categories, maximising product visibility.

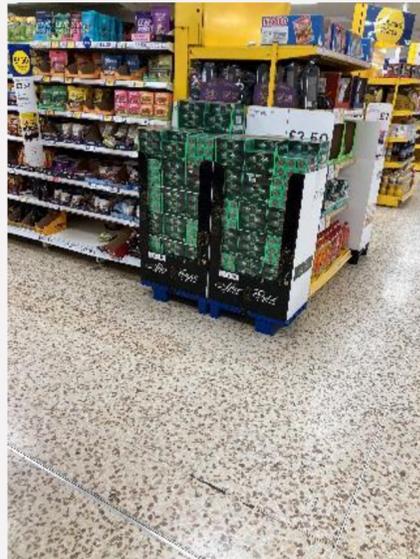
All gondolas were stripped down in the Soft Drinks and Confectionery categories likely due to HFSS regulations. This made the area feel bare and soulless. Though a temporary quick fix of graphics would have made these areas more appealing.

Bizarrely, the sweets pick n mix unit continued to be positioned on one gondola end away from the confectionery area.









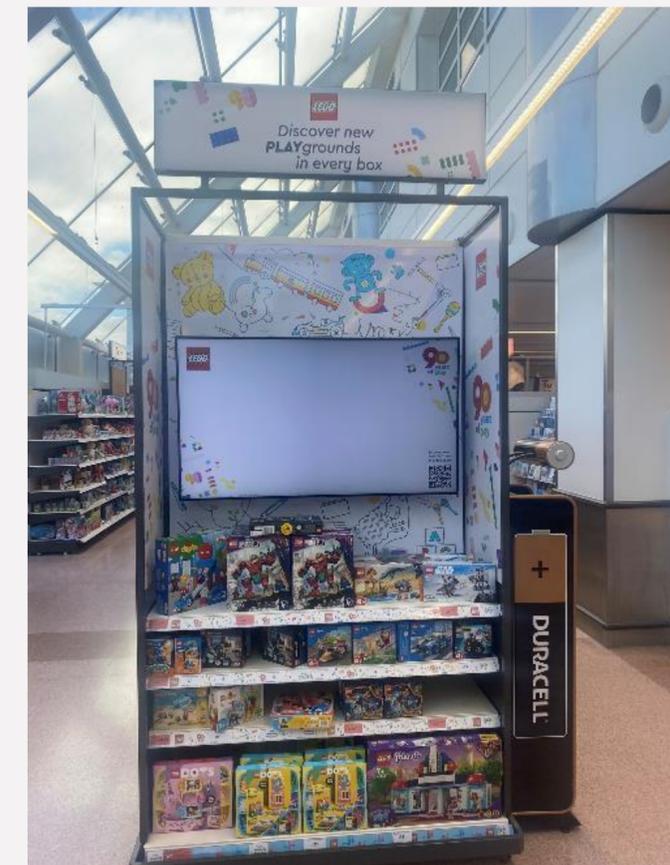
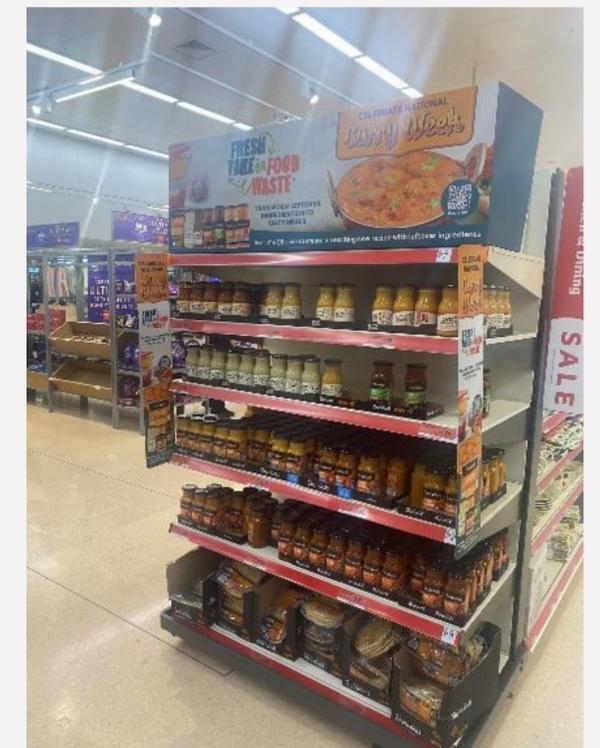
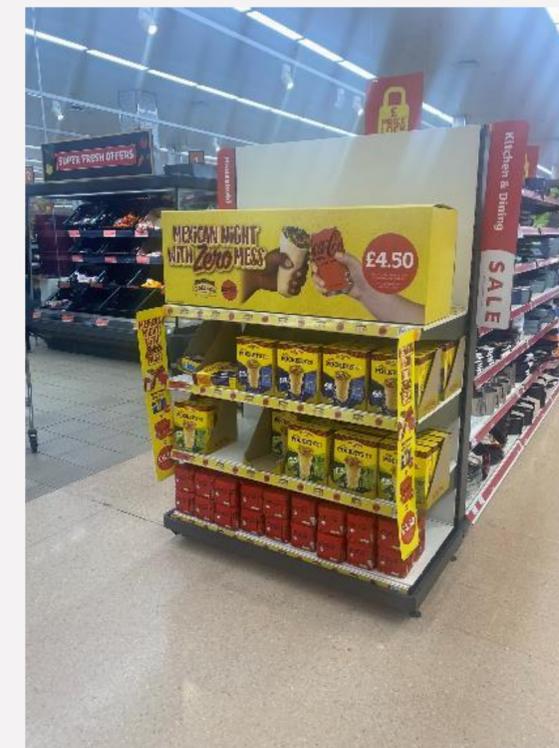
Sainsbury's

Let's Celebrate!

Continuing their investment in the Aldi price match campaign, we saw how they heavily ramped up their efforts in in-store promotions.

Sainsbury's was still the place to go for brand led activations with a stunning front of store take over by Cadbury's this month. They perfectly executed their cross brand collaborations with partner brands Argos & Habitat.

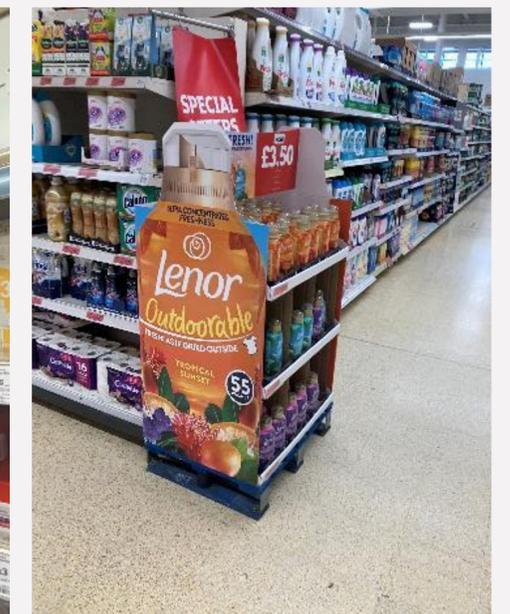
Festivities such as Diwali, Christmas and National Curry Week took a prominent role in store.



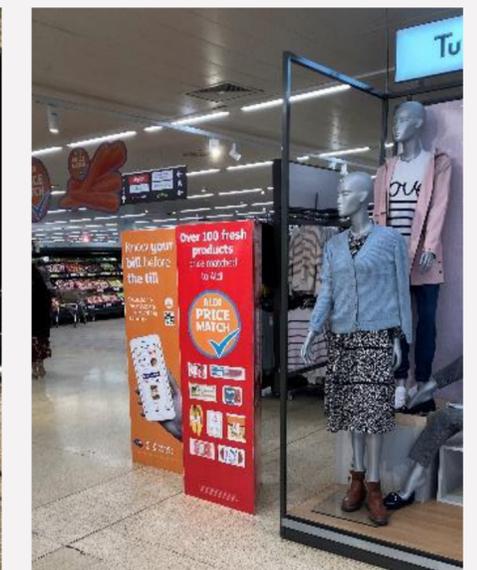
Sainsbury's



Sainsbury's



Sainsbury's



Sainsbury's

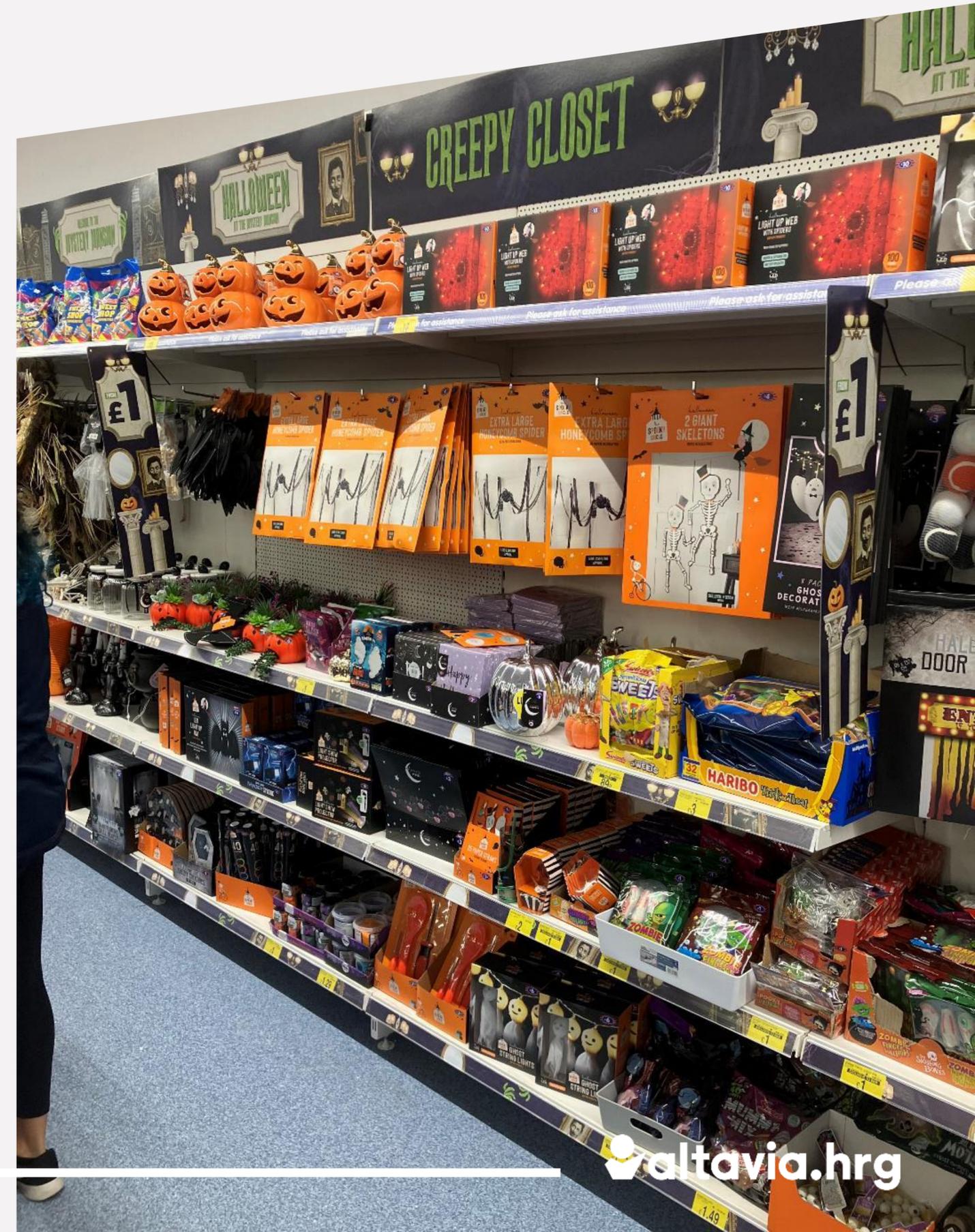
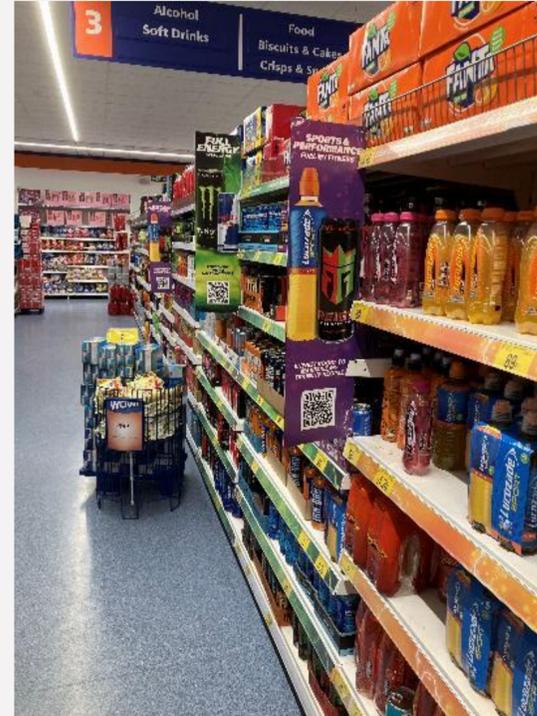




Eerily Quiet!

Not a lot going on in store this month. Halloween featured but it wasn't overly inspiring, a very small smattering of Christmas POS and cleaning event POS, otherwise B&M was a touch quiet.

Unlike others price matching Aldi, It was nice to visit a store doing it's own thing.





What's the Deal?

Morrisons Big Brands, Low Prices campaign heavily dominated in-store comms this month, featuring throughout all categories.

Halloween POS featured along with charity based promotions.



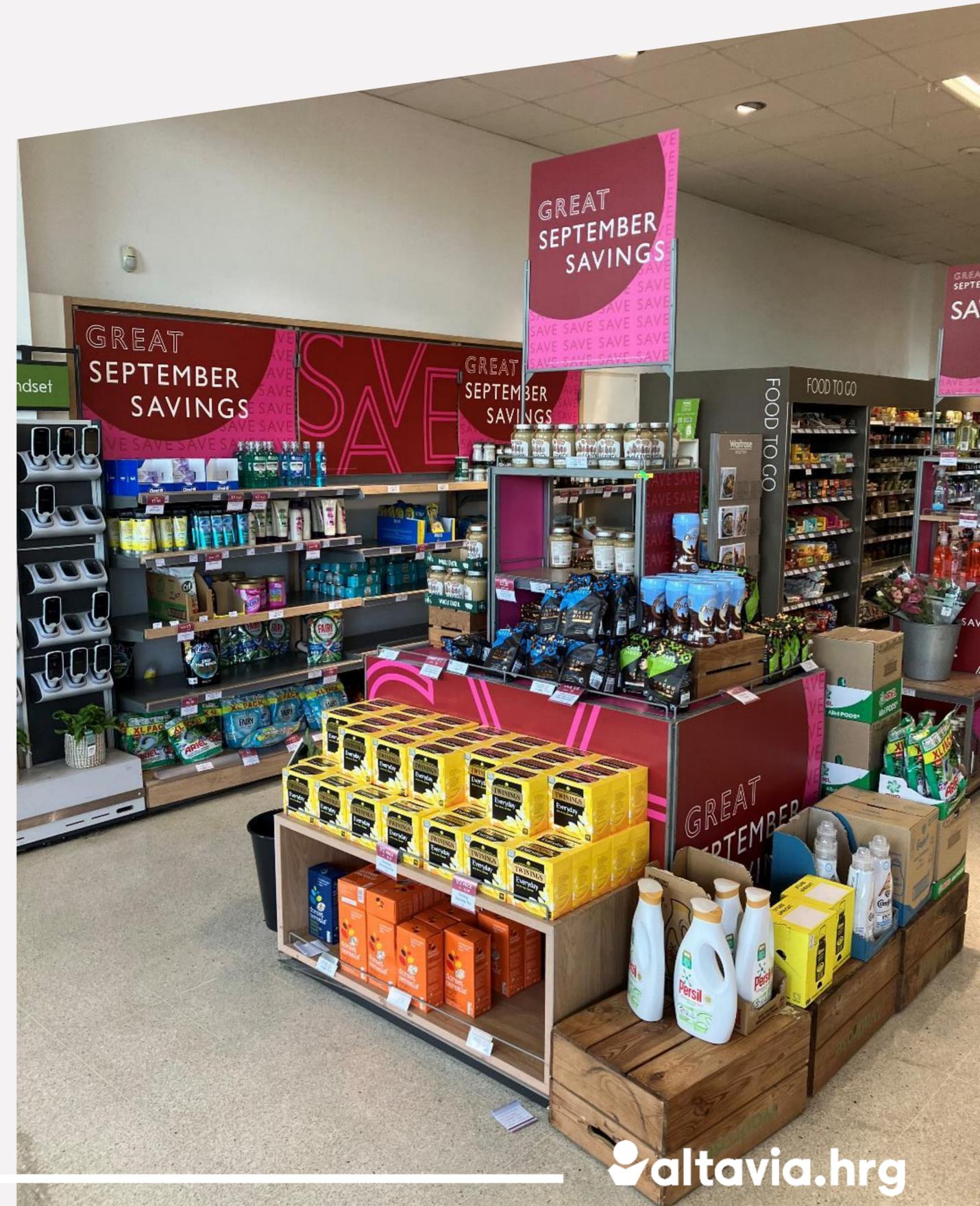




Save the Date!

Not to be outdone on the value message, Waitrose led with September Savings.

Beyond this there was no other activity in store aside from a Havana Club FSDU with a QR code for drinks recipe inspiration.

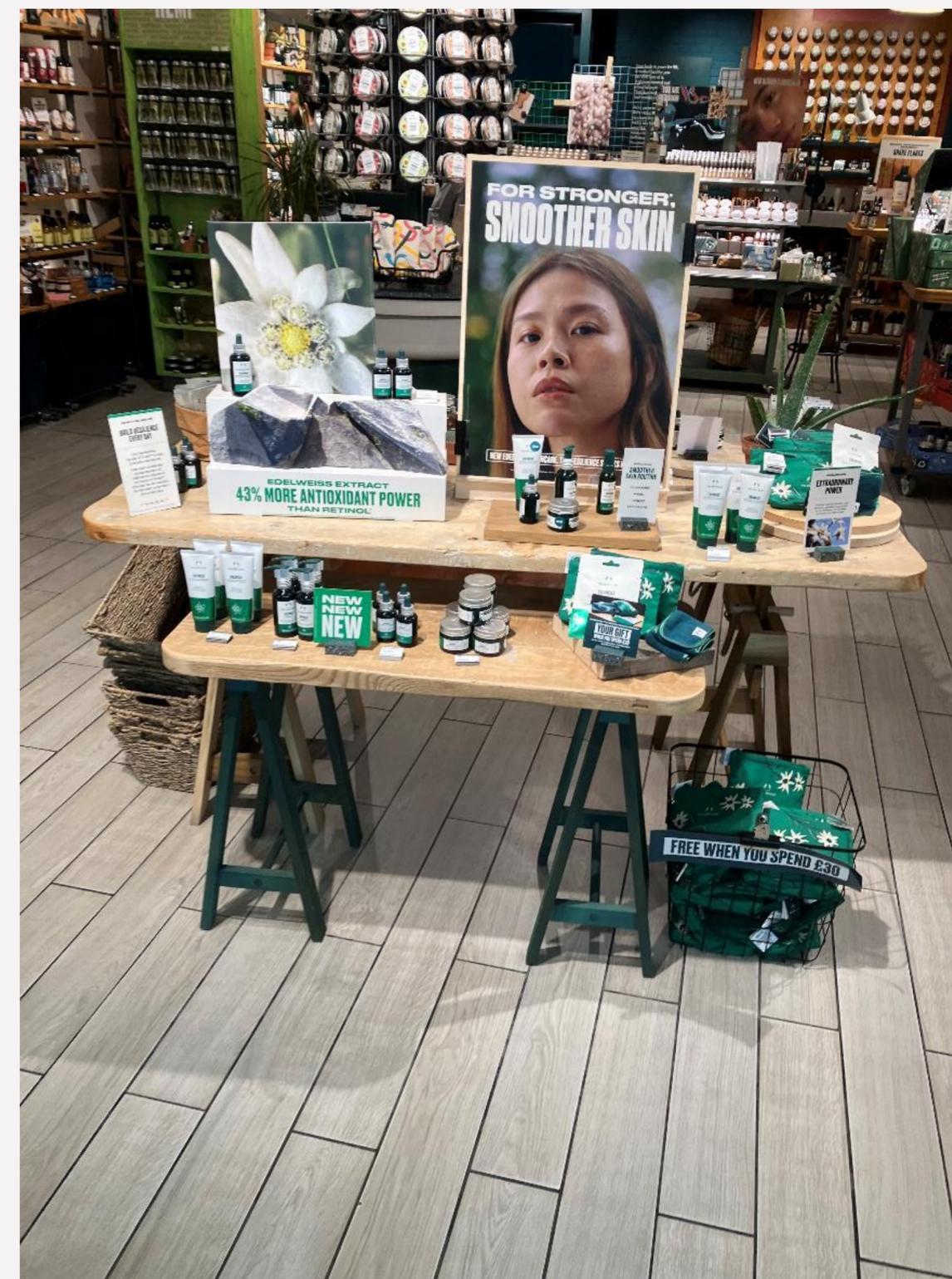




Flower Power!

This month The Body Shop taught us that Edelweiss wasn't just a 1980's pop band from Austria but was in fact a punchy little plant with antioxidant powers. In-store messaging effectively communicated to shoppers 'The power of Edelweiss' in both window displays and in front of store.

Reducing the impact of single-use plastics, refill stations were utilised in store.

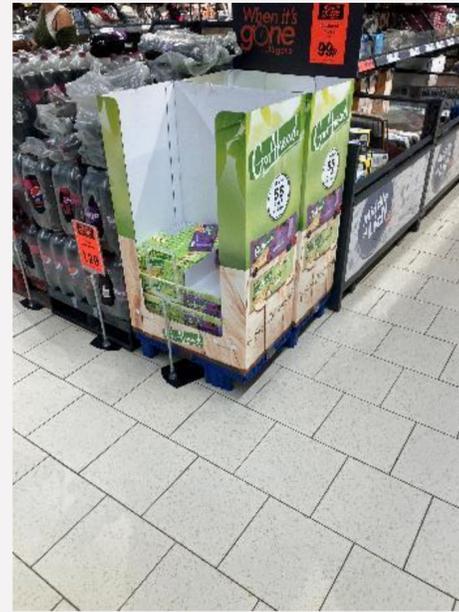




Going Big!

Lidl went heavy in promoting their 'Big On' affordable quality campaign this month in front of store and in the fresh produce aisles.

Branded shippers featured across store.

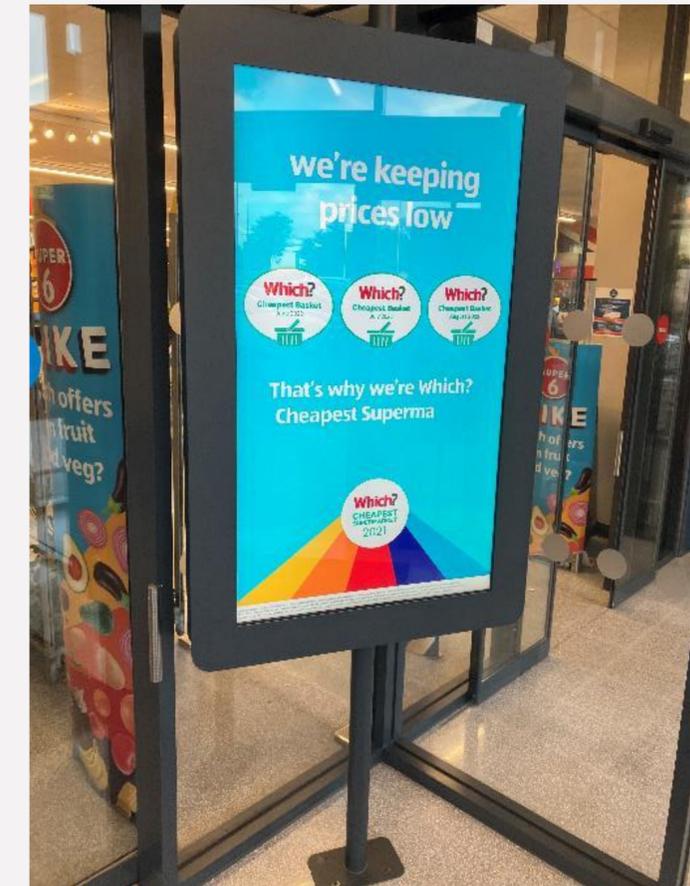




What's not to LIKE?

ALDI continue to double down on their value promise as we see a shift in shopping habits due to the current climate.

Whilst other Grocers press on with matching their prices, Aldi concentrate on simply providing the shopper with the facts. Using awards and accreditations to support their value message throughout store.





Autumn's the New Spring?

With shoppers spending more time at home post pandemic, Wilko push their Autumn Clean initiative for a healthier winter. Emulating the 'Spring Clean' saying, it provides a welcome distraction from excessive value messaging.

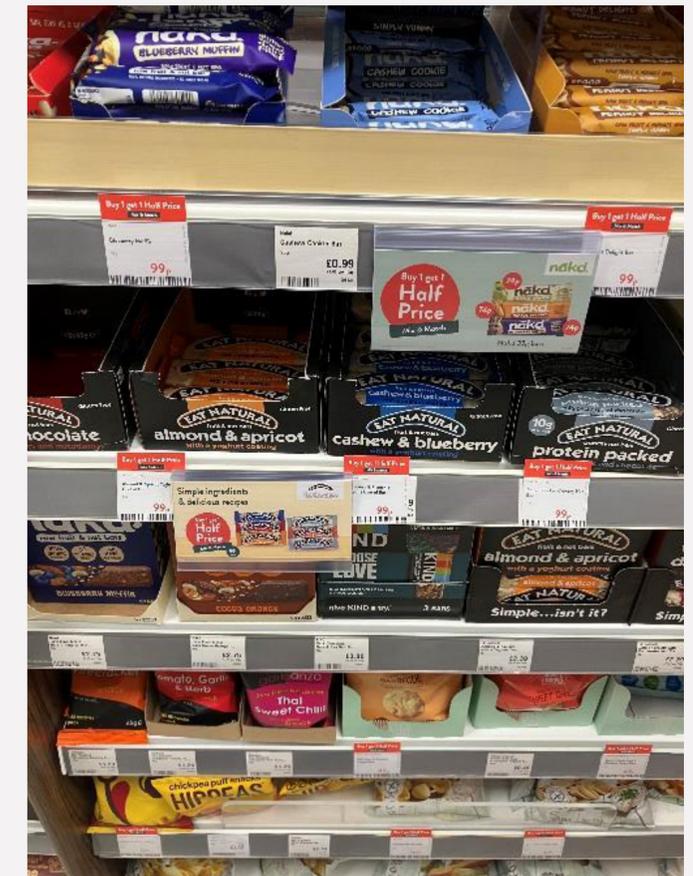
Branded POS featured around store, with valuable hints and tips by category.



Wellness, For Less!

Holland and Barrett continue to promote the wellness agenda with more deal based messaging for affordable, healthy living.

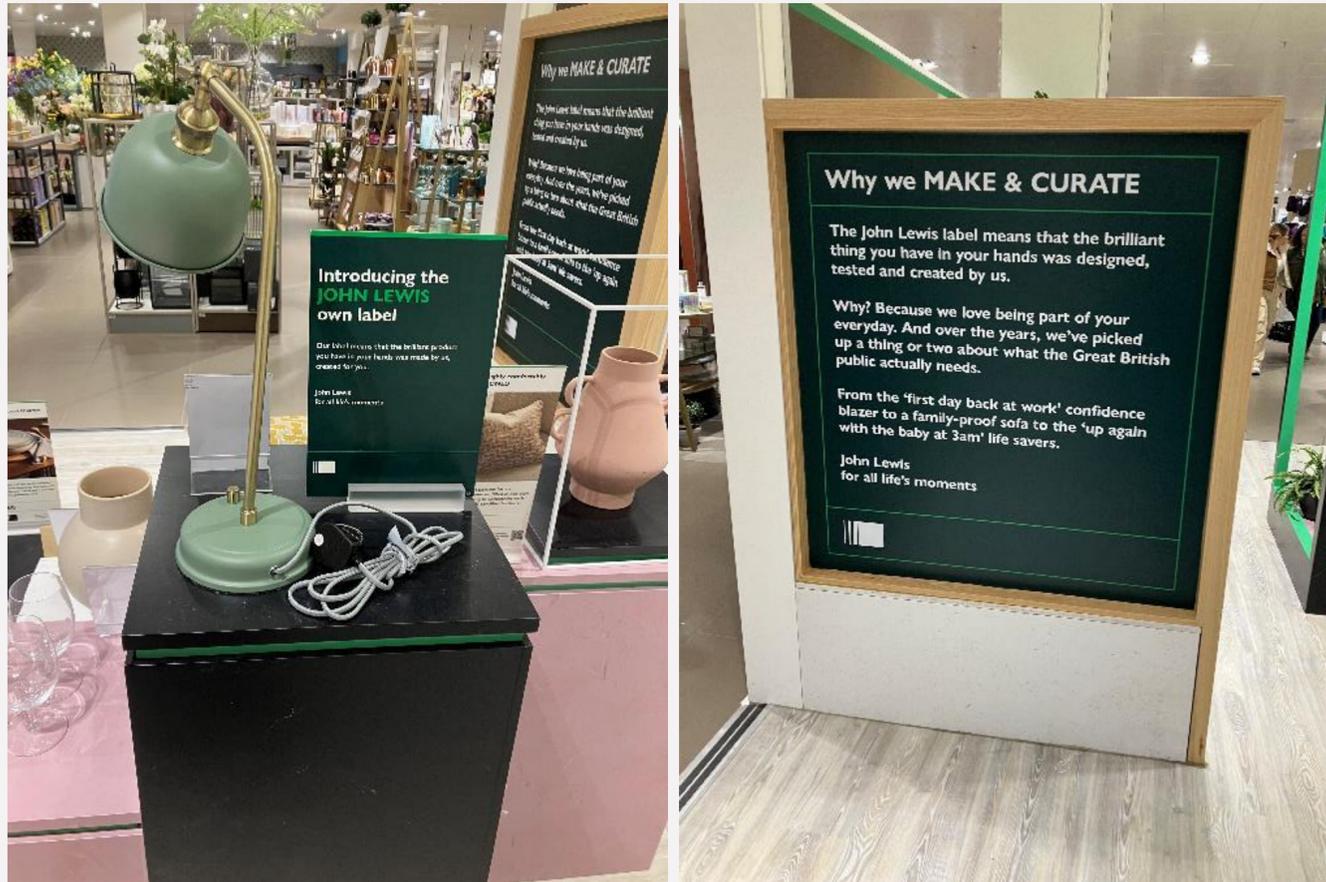
Small footprint FSDU's and Shelf Talkers featured as well.



Owning It!

John Lewis introduced shoppers to its own-brand range and positioning – “For all life’s moments” which curates products according to moments rather than category.

Interactive displays were eye catching in the lighting category, led by Philips hue.



LAKELAND

Smart Thinking!

Another retailers pushing value in their own way. Lakeland introduced Spend Smart, Live Well across store.

In addition they promoted their loyalty card with displays at front of store.

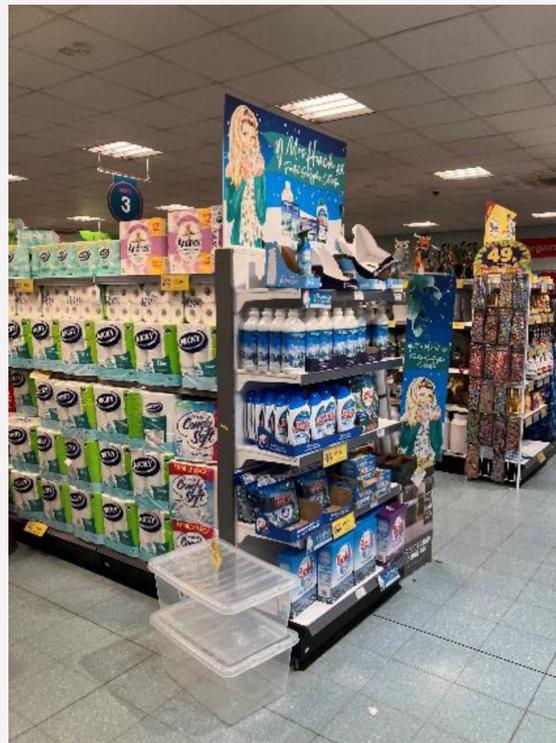
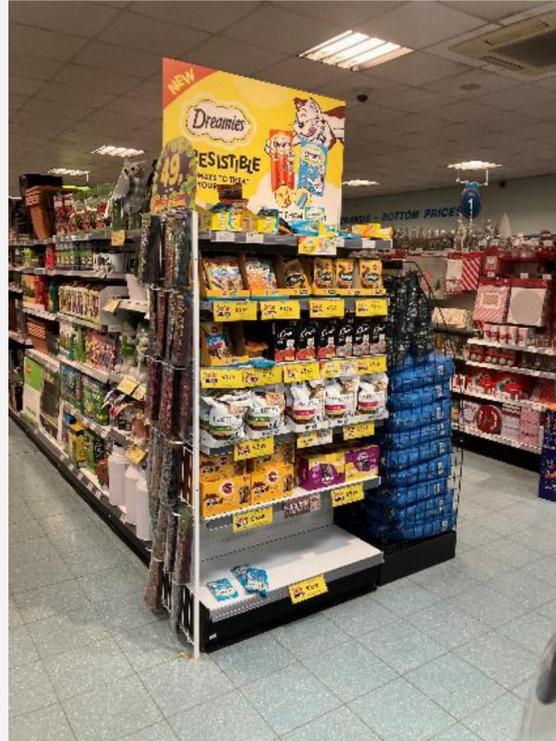




Grab Yourself a Bargain!

Like it's name, Home Bargains brings the bargain with it's quality saving the main driver across store.

Featuring two branded gondola take overs.



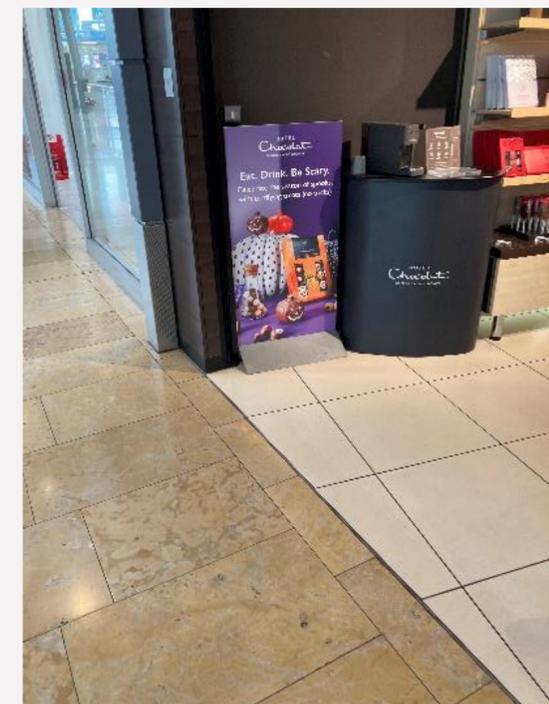
HOTEL Chocolat.

Important News!

To captivate shoppers, Hotel Chocolat utilised digital window displays to introduce their VIP. ME loyalty scheme, driving the message with in-store POS and literature.

Window displays focused on advertising their product, the Velvetiser and was accompanied by their Fairtrade standards message.

They also featured a small nod to Halloween.



Flying Off The Shelves!

We saw plenty of alcohol brands activating in Birmingham, Glasgow and Edinburgh travel retail spaces. It was great to see large eye catching displays and sampling with brand ambassadors back in airports after a 2 year covid hiatus.

A sustainability category featured prominently in Edinburgh Airport along with the chance to win £500 with Caorunn Gin.





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The City that POP's!

We saw a variety of pop-ups and one-off stores in Edinburgh from brands such as SKY, Aeronautica Militare, Nespresso, Miele and Johnnie Walker.

Striking digital window displays engaged shoppers at multiple touchpoints throughout.

High-end retailers using rewards schemes to drive loyalty at both Harrods Beauty and Harvey Nichols.



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BEST OF THE REST

From trips to Westfield in London and The Bullring, Birmingham we saw trees in Beauty stores, watches linked to Netflix shows, LEGO tower ends and stores dedicated to Moonshine.

It was a particularly varied month for the best of the rest.





H · SAMUEL

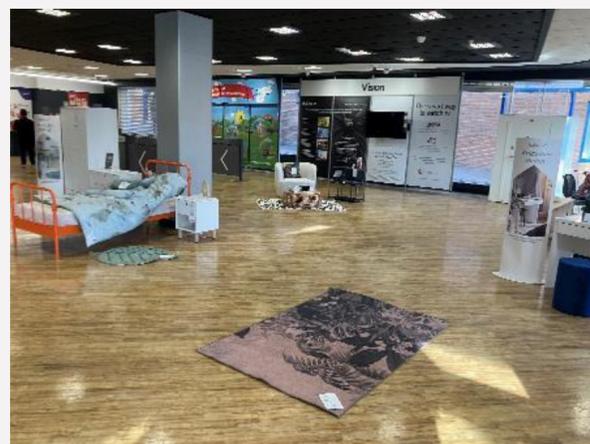
Must Try Harder!

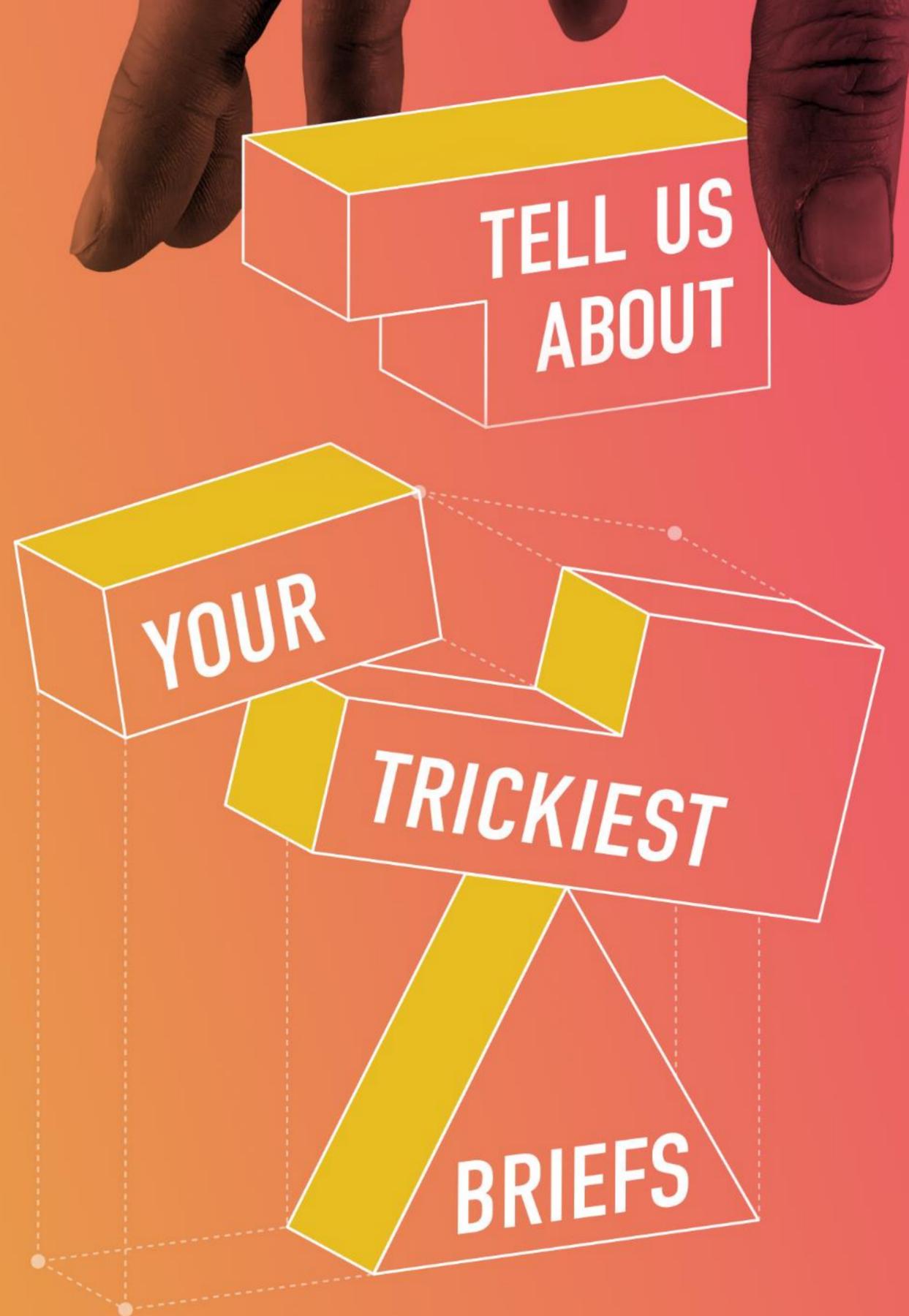
Whilst we usually focus on the best of retail, it's also important to highlight where others could improve. This month we visited Argos and H. Samuel. Unfortunately for both, the shopping experience was poor.

Aware that Argos are moving away from its large stand alone stores, the shopping environment remains dull, lifeless and completely uninspiring. From the windows through to large empty spaces in store, it is apparent there is no investment in the shopper experience.

Although H. Samuel sell products which are exciting, emotive and full of inspiration, the shopping experience falls short. Unimaginative and bland in store, the window displays show overbearing sale messages, little to excite or entice the shopper.

Regrettably, both stores just aren't evolving, particularly when the modern shopper is looking for inspiration and an experience in store.





We hope you find the content of this report useful and would welcome any feedback.

Alternatively, if you have any retailers, you would like included, please let us know.

With more than 30 year's experience, Altavia HRG know how to create exciting new ways to connect with and convert shoppers.

For help or advice with your trickiest briefs, or if you have any questions please contact:
paul@altavia-hrg.com