

THE COSTCUTTER DIFFERENCE: IMPACTFUL MARKETING

Shop local for
**everyday
value.**

shop smart, stay safe.

ASK YOURSELF, HOW IMPACTFUL IS THE MARKETING SUPPORT YOUR STORE RECEIVED?

Typical seasonal campaign results

30M

TV
views

23M

Social media
views

1.7M

Digital media
views

+100K

Clicks to
website

30K

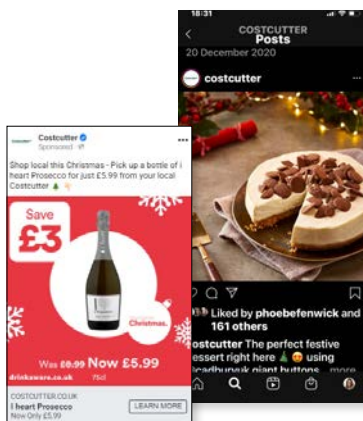
Store locator
clicks

HOW DID COSTCUTTER MARKETING ACHIEVE THIS?

We know our retailers' shoppers.
What they like. How to reach them.
How to attract them into store.

For our Christmas campaign, that meant
a six week campaign running across:

- TV
- Outdoor screens
- Print ads
- PR
- Facebook & Instagram



THE RESULT?

- Created awareness of the quality offering available
- Generated fresh footfall into retailers' stores
- Directed shoppers to online store locator through marketing activations



Costcutter[®]

IMPACTFUL MARKETING

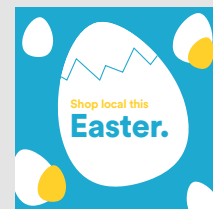
WHAT MARKETING COULD YOUR STORE BE MISSING OUT ON?

Here's a taster of the high quality marketing support your store could be benefitting from if you joined Costcutter today.

Our Easter campaign will build on our successful 'Shop Local' campaign, encouraging shoppers to 'Shop Local this Easter' for all their essentials plus Easter treats for the season.

£1
each

shop smart, stay safe.



MARKETING CHANNELS



WEBSITE incentivized games for shoppers, plus recipes, competitions and more



INSTAGRAM inspirational grid post stories that make us one of the most engaged with Symbol groups on Instagram



FACEBOOK competitions, giveaways and promos on the main Costcutter page plus content for retailers own local store pages



TV advertising across ITV network and on-demand service to reach millions of viewers



PROMOTIONAL MEDIA Promotional activity across print, digital and mobile to reach more shoppers



SEASONAL CAMPAIGN Seasonal campaign sponsored by high profile brand in Cadbury to further engage shoppers through digital games and branded recipes



Shop local this
Easter.
shop smart, stay safe.

£1

Buy 10p
Voucher for 10p
£1.00 to 10p



All campaigns use our unique shopper insight data to develop engaging brand campaigns. These run across all of our advertising channels, alongside powerful in-store POS to bring our seasonal campaigns to life for shoppers and retailers alike.



Time to benefit from the Costcutter marketing difference in your store?
Find out how at: www.costcuttersupermarketgroup.com/costcutter-difference