



# RETAIL ROUNDUP

February 2024

 altavia.hrg



# WELCOME TO FEBRUARY'S RETAIL ROUNDUP



This month we delved deeper into the world of convenience retail. Co-op were stealing the show among the stores we reviewed, with a variety of event-based comms, complemented by their loyalty scheme – member prices. The convenience channel provided us with a far more mission-based comms than we see in the grocery multiples; with 'meal for tonight' and 'lunch deals' featuring prominently. There was a stronger emphasis on community and locality, as we'd expect from the channel.

In the grocery multiples, the swift transition from Valentine's Day to Mother's Day and Ramadan was evident. This year saw a big increase in space allocated to Ramadan across all the major multiples, in comparison to previous years.

All major grocers appear to have raised the game in terms of brand-led theatre within stores. Morrisons and Asda, who had been lagging behind their competitors, loosened the shackles of constraint.

Is this surge in innovation a passing fad or a sustained evolution?  
We eagerly await the answer...

A handwritten signature in black ink that reads "P Howell". The signature is stylized, with a large, looped "P" and a cursive "Howell".

Paul Howell  
Client Growth Director  
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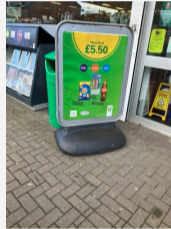
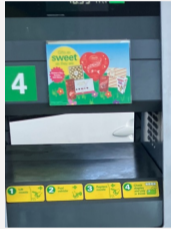
# CONVENIENCE

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A diverse mixture of activity in BP, ranging from loyalty and meal deals through to occasions such as Mother's Day and Easter.

Due to a similar colour palette used across all campaigns, unfortunately they all seemed to blur into one, reducing impact and stand out.



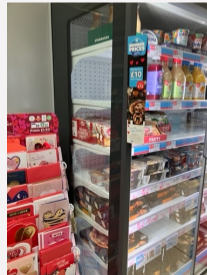


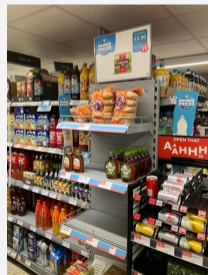
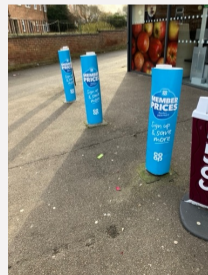
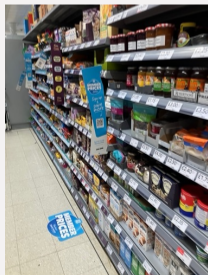
We witnessed a lot of promotional activity across a variety of Co-op stores.

Seasonal events featured heavily alongside a multitude of member price promotions.

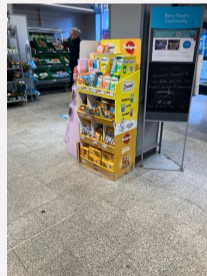
The downside meant the shop was slightly overwhelming from a shopper perspective.

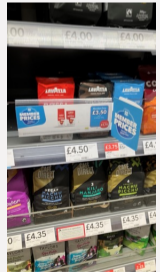
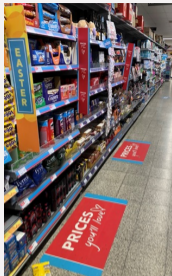
Community and local produce cues worked well to provide the larger stores a smaller convenience feel, something Co-op has excelled at maintaining, particularly in the larger format stores.













In our view, Co-op's February digital campaign cleverly leveraged their strengths in convenience and member value by offering unbeatable deals, especially for members.

By integrating helpful content like money-saving tips and meal planning, Co-op offered a holistic shopping experience that was both budget-friendly and convenient. This approach catered to the immediate needs of shoppers and fostered a sense of community and loyalty among members, reinforcing their image as a retailer that genuinely cares about providing value and support to its customer base.

With member offers like 'Steak night made easy' – ranch steak and fries for £4.50 at selected stores – Co-op ensured quality meals at great prices. Their emphasis on cheap and quick delivery brought offerings right to your front door, making shopping convenient.

Articles and blogs also provided tips on saving money and making the most out of your weekly shop, reinforcing their commitment to value.



#### This week's top deals

It's curry night with any 2 for £6



Cheers to two for a fiver



Choose two great tasting ready meals for £6



Grab fresh pasta made pronto for £3.50



## Members save more

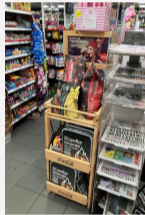
Become a Co-op Member for just £1 to get access to member prices like these. In selected stores only.\*



# Londis

With a focus on deal-led communications, the store was awash with a sea of yellow price highlighters, particularly in "on the go".

We also noted a fun, interactive shakes and smoothies machine at front of store which stood out due to its prominence and illuminated header.



# M&S

EST. 1884



The M&S store visited was situated in a BP forecourt and we observed both brands working collaboratively.

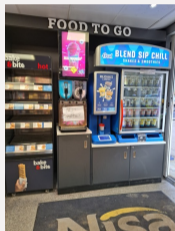
This was most evident within the fruit category where barkers sat alongside each other, highlighting the M&S produce in harmony with BP me price comms.

Outside store, 6 sheets in several positions featured meal for tonight promotions. Again, showing how mission led comms a more prominent in the channel.

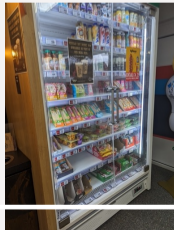


Mother's Day featured heavily throughout store across a variety of categories and beyond just gifting, with breakfast and dinner comms providing more inspiration to the shopper.

Versus other convenience retailers, we saw less price and deal communication, perhaps this was because the digital price tickets used throughout store allow for more rapid price changes and less need to highlight specific deals.









## Save money with Nisa

In February, Nisa digital comms helped customers save with limited-time deals and special offers, making it easy to fill your basket for less. Their Mother's Day offers added a personal touch, while the availability of Co-op products elevated Nisa to a premium dinner destination. They emphasised convenience with messages like 'Go all out for your Big Night In' and 'Easy meal solution,' which helped position them as the go-to spot for quick and convenient shopping.



## Making a difference locally

We think Nisa's approach is an effective strategy. They not only underscore their commitment to affordability and convenience for shoppers, but also reinforce their focus on community support and local engagement thereby positioned itself as a top choice for those seeking both savings and meaningful shopping experiences.



£7

SAVE £3

£4

Thorntons

CONTINENTAL



Mum deserves it

**Thorntons  
Continental**

Only £7

264g

RRP: £10.00

[View Offer](#)



The One Stop store we visited had been recently refitted and felt spacious, clean and modern.

As a subsidiary of Tesco, it was no surprise that the creative felt very familiar and retailer communications focused on price drops rather than deals.

Navigational signage was much clearer than other convenience retailers, which when we consider the shopper, was a significant advantage and improvement versus competitor stores.



## Sainsbury's Local

As expected, creative within stores mirrored main estate Sainsbury's shops and Mother's Day took centre stage.

Beyond this alcohol, soft drinks and confectionery were the most represented categories in store.

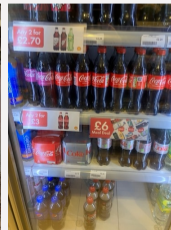






Shell activity on forecourt revolved around a prize promotion linked to purchases of V-Power fuel with comms in several locations featuring clear and consistent messaging.

In store activity was predominantly offer-led across different products, although soft drinks had the largest share of voice.





SELECT

Shell's February campaign was about enhancing your journey with a range of quality products and services designed to keep you on the move; transforming perceptions of service stations from mere fuelling points to integral travel partners

The initiative brilliantly provided a comprehensive array of offerings to ensure convenience, quality, and support for both customers and their vehicles.

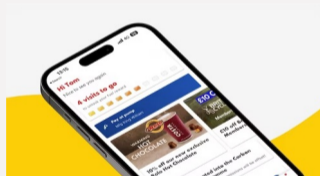
This approach aligns with modern consumer expectations and responds to current trends in shopper behaviour, strengthening Shell's reputation as a forward-thinking, customer-centric brand.



## Shell services

Shell offers various services to meet customer needs, including fuel services, convenience stores, car washes, lubricants and oils, and vehicle maintenance. These services provide convenience, quality and support for customers and their vehicles.

[More about our services](#)



**Do more than just refuel**

We provide quality products and services to keep you on the move.

Spar featured consistent creative across all comms, led by their Better Deals campaign.

Beyond this we saw shippers and FSDU's throughout store, mainly featuring confectionery.

Digital price tickets also featured in some areas of store allowing for easy price changes for promotional periods and to react to competitor activity.









### Living locally with Spar

Online, Spar focused on providing a wide range of in-store services to assist customers with everyday challenges. They highlighted their local presence, convenience, and commitment to supporting the communities their stores serve through initiatives like school grants and money-saving deals.

Emphasising value and cost-savings, Spar positioned itself as more than just a grocery store and aimed to be a champion for local customers by providing essential services and products when needed.

## VALUE DEALS

Bringing value to your doorstep! Find a great range of deals, award-winning products and fresh groceries at your local convenience store.

Browse online and buy in-store today!

In our opinion, Spar's emphasis on local engagement and comprehensive in-store services marked a significant step towards reinforcing its position as a community cornerstone.

Their strategy to merge convenience with a strong community ethos not only cements Spar's reputation as a grocery provider but elevates it to a vital community partner.



Parcel Collection  
Services



Paypoint



Costa Coffee



Deli Counter

**WE OFFER A WIDE RANGE OF IN-STORE SERVICES TO HELP OUR CUSTOMERS FACE LIFE'S EVERYDAY CHALLENGES, EXACTLY WHEN THEY NEED IT.**

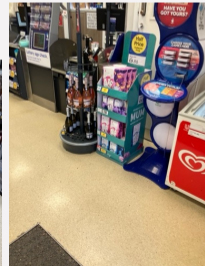
## FIND YOUR LOCAL SPAR STORE





Very little to differentiate Tesco Express to its main estate siblings other than size of store.

Consistency of messaging and creative meant you felt very much in a Tesco environment. Mother's Day was the focus, and beyond this Clubcard prices and lunch meal deals were the main promotional activities.





# GROCERY MULTIPLES

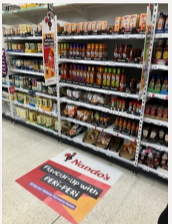
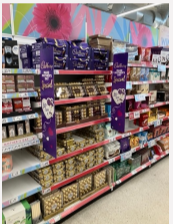
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A busy month in Asda. Ramadan and Mother's Day takeovers throughout store were impressive with both retailer and brand campaigns working well.

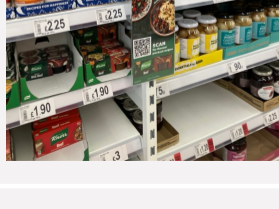
There was a vast increase in aisle take-overs and gondola header boards.

The central aisle focused on Aldi & Lidl price matching and a seasonal gardening section appeared in the power aisle.











# ASDA

## Mother's Day at Asda

Asda's February Mother's Day campaign highlighted heartfelt gestures and affordable gifting, ensuring every mum felt cherished, regardless of budget constraints.

With a focus on creating memorable experiences, Asda promoted those easy-to-achieve-moments, like breakfast in bed, drinks, Mother's day Sunday roast, and Mother's day flowers.

Their strategy prioritised simple pleasures and affordability without compromising on quality or sentiment, ensuring inclusivity and accessibility for all.

We thought their campaign skilfully navigated the delicate balance between spending and emotional resonance, demonstrating a robust insight into the ongoing economic challenges facing consumers.

## GIFTS

A perfect day for self-care (or mum-care), don't wait on our range of pamper products. Including some of the biggest bath & beauty brands.

[Shop Gifts](#)



Tesco went big on Mother's Day, with creative featuring throughout store, however we didn't see much brand-led activity in support.

Beyond this we saw large format activity that was unique to Tesco, across their stronger starts charity/community initiative and World Book Day.

From a brand perspective Pringles had an eye-catching front of store takeover highlighting new flavours in a big and bold display.

















FOR EACH & EVERY

MUM

MOTHER'S DAY 10 MARCH

Shop all Mother's Day >

### Mother's Day at Tesco

Tesco's digital comms dialled into heartfelt gestures and memorable moments for mums. Their promotions aimed to make mothers feel special, with messages encouraging customers to celebrate without overspending. Campaign language emphasised going the extra mile for mum without breaking the bank, with phrases like 'treat mum for less' and 'make mum's day memorable'.

As with some of their competitors, this strategy is particularly savvy, considering the economic climate and demonstrate understanding of their customer base, reinforcing their position as a retailer that champions both value and values.



### Mother's Day gift ideas



#### Bring some Joy

Mum had their eye on something? Pick up something special from Paperchase

[Explore Paperchase >](#)

#### For each and every mum

Turn moments into photo mugs, cushions, wall art and more, made just for Mum

[Shop personalised gifts >](#)

#### Mother's Day cards available instore only

Don't forget to grab mum a card when visiting one of our stores this Mother's Day



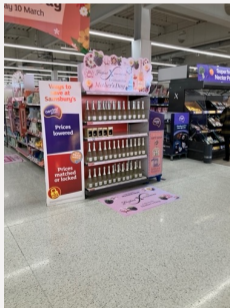




Sainsbury's led the way with Mother's Day activity, brand focused bays particularly standing out.

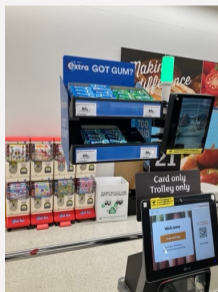
Ramadan activity improved from last year's presence with a larger area dedicated to it and using store led creative. It would have been nice to see some brands getting involved and joining the support for the celebration.

Beyond events, we saw a huge increase in win promotions, highlighted on fins and shippers, in total there were 11-win promotions all fighting for shopper attention.





Sainsbury's



## Supporting British Farming

Sainsbury's February campaign championed British farming and sustainability while supporting fairness to farmers.

By spotlighting local growers and suppliers, Sainsbury's ensured customers could access fresh, high-quality produce while boosting the local economy. Their emphasis on animal welfare included highlighting their RSPCA assured food range which appealed to ethically conscious consumers.

Sainsbury's also showcased their commitment to sustainability through partnerships like the Woodland Trust, which offered products like Woodland Eggs and Norfolk Black chicken and turkey.



We think Sainsbury's campaign cleverly tapped into consumer trends towards ethical consumption by focusing on British farming, sustainability, and fairness. Highlighting local growers and RSPCA assured food ranges, it aligned with consumer desires for quality, locally-sourced produce and animal welfare. This approach positions Sainsbury's as a sustainable choice and resonates with ethically conscious consumers, blending economic success with social responsibility and environmental care.

**“This up-front commitment means we have confidence”**

**Henry Dunn**

a Sainsbury's sheep farmer from Newent, Gloucestershire



## Evesham Vale Growers

Nick Arnst has been growing tomatoes for more than 10 years. He's in charge of tomato growing at Worcestershire-based Evesham Vale Growers (EVG), where up to 100 tonnes of tomatoes are hand selected and packed every week.





Unsurprisingly, Mother's Day and Ramadan dominated the store and particularly the power aisle.

With the seasons changing we saw a Garden section appear and our visit highlighted the importance of store media compliance. A bright inviting creative for Fosters Shandy on both floor sticker and aisle fins drew you in but unfortunately the product was nowhere to be found.

Morrison's also introduced a seating area some way into the store, allowing shoppers to take a break and rest during their visit, ideal for the older demographic the group attracts.









### Exceptional Pairings at Morrisons

Online it was savvy shopping, affordability and convenience offerings for Morrison's customers. Their Aldi & Lidl price match guarantee ensured the lowest prices without sacrificing quality, while providing support and assistance whenever needed. With initiatives like personalised offers and convenient delivery options, Morrisons aimed to make essential purchases more affordable and accessible, supporting shoppers every step of the way.



Morrisons' focus on affordability and convenience cleverly met the contemporary consumer's priorities. Their price match guarantee sent a strong message of commitment to low prices. Personalised offers effectively addresses the demand for not just affordability, but also convenience and personalisation in shopping experiences.

We think that this multifaceted approach highlights Morrisons' adaptability and attentiveness to customer needs.



201 products in Aldi & Lidl Price Match

**On Offer & More Points**

<p><b>More Points</b></p> <p>LIFE 3d+</p> <p>Morrisons Parsnips</p> <p>500g</p> <p>★★★★☆</p> <p><b>65p</b> £1.30 per kg</p> <p>Add to trolley</p>	<p><b>More Points</b></p> <p>LIFE 5d+</p> <p>Morrisons Oranges</p> <p>5 per pack</p> <p>Earn 150 More Points</p> <p>★★★★☆</p> <p><b>£1.29</b> 25.8p each</p> <p>Add to trolley</p>	<p><b>More Points</b></p> <p>LIFE 4d+</p> <p>Fyffes Pineapple</p> <p>Earn 100 More Points</p> <p>★★★★☆</p> <p><b>95p</b></p> <p>Add to trolley</p>
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**NEW**

<p><b>More Points</b></p> <p>Morrisons Savers Chocolate Chip Cookies</p> <p>250g</p> <p>★★★★☆</p>	<p><b>More Points</b></p> <p>Morrisons Savers White Chocolate</p> <p>9g</p> <p>★★★★☆</p>	<p><b>More Points</b></p> <p>Morrisons Savers Digestive Biscuits</p> <p>200g</p> <p>★★★★☆</p>
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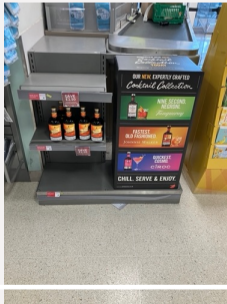


We loved the Mother's Day creative from Waitrose this year!

Their messaging encouraged trading up and the colour palette used stood out versus other retailers. Comms went beyond just gifting into meal solutions - thoughtful for their shoppers as well as for Mum's!

Outside of Mother's Day, new in-aisle framing systems appeared in chillers and we saw a small amount of branded secondary siting units.





# Pizza & Prosecco Dine In

SAVE UP TO £7.39

£15

SERVES 2

## Premium at an affordable price at Waitrose

Waitrose's February digital campaign revolved around offering exceptional value without compromising on quality, which reinforced their position as a premium grocery retailer committed to providing the best for less.

With a focus on offers and new lower prices, Waitrose ensured that customers could enjoy their favourite brands at more affordable prices.

In our opinion, Waitrose this showcased their commitment to value by introducing offers across a wide range of products, from essentials to luxuries. This move, part of a broader strategy doesn't sacrifice their perceived high quality but ensures customers don't have to compromise.



## OFFERS BABY & TODDLER



## DINE IN FOR 2 FROM £7





TELL US  
ABOUT



YOUR  
TRICKIEST  
BRIEFS

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](mailto:paul@altavia-hrg.com)