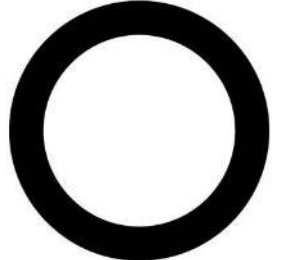
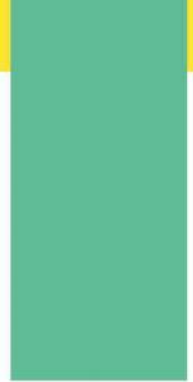
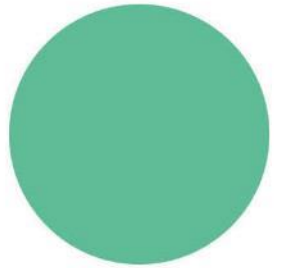


RETAIL ROUNDUP  
RETAIL ROUNDUP  
RETAIL ROUNDUP  
RETAIL ROUNDUP  
RETAIL ROUNDUP  
RETAIL ROUNDUP  
RETAIL ROUNDUP  
RETAIL ROUNDUP  
RETAIL ROUNDUP



altavia.uk

June Edition





# Welcome to our June Retail Roundup.

# Football Frenzy and Fatherly Celebrations

This month, grocery retail was all about Fathers and Football. Early in the month, major retailers spotlighted Father's Day, then swiftly shifted focus to Euro 2024.

Our very own Butterkist, Tyrrells and KP Nuts branded bays at Sainsbury's created a buzz, garnering much acclaim on social media. They were eye-catching and practical, making them real show-stoppers in-store.

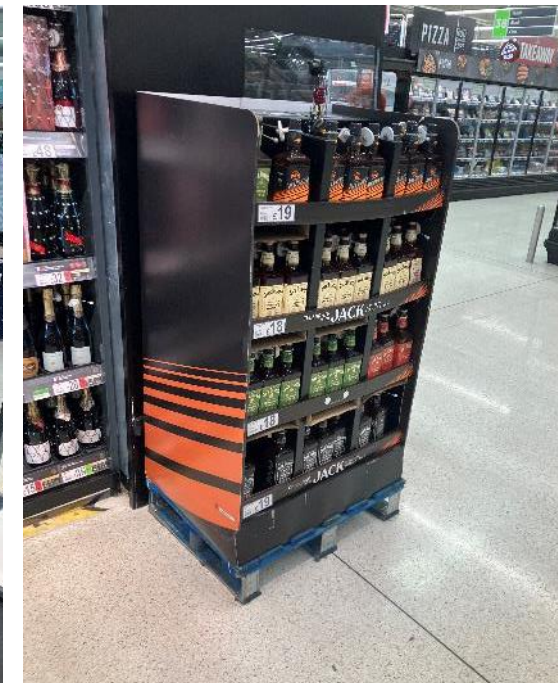
Retailers showed their playful sides digitally, especially Waitrose, paying homage to Taylor Swift. Who would have thought!

## Father's Day took centre stage in June with engaging retailer and brand-led activities

Father's Day at Asda went beyond the traditional spirits-led celebration, featuring confectionery, toys and snacks.

Football and summer themes also emerged, accompanied by an influx of sales promotions and POS highlighting new product developments.

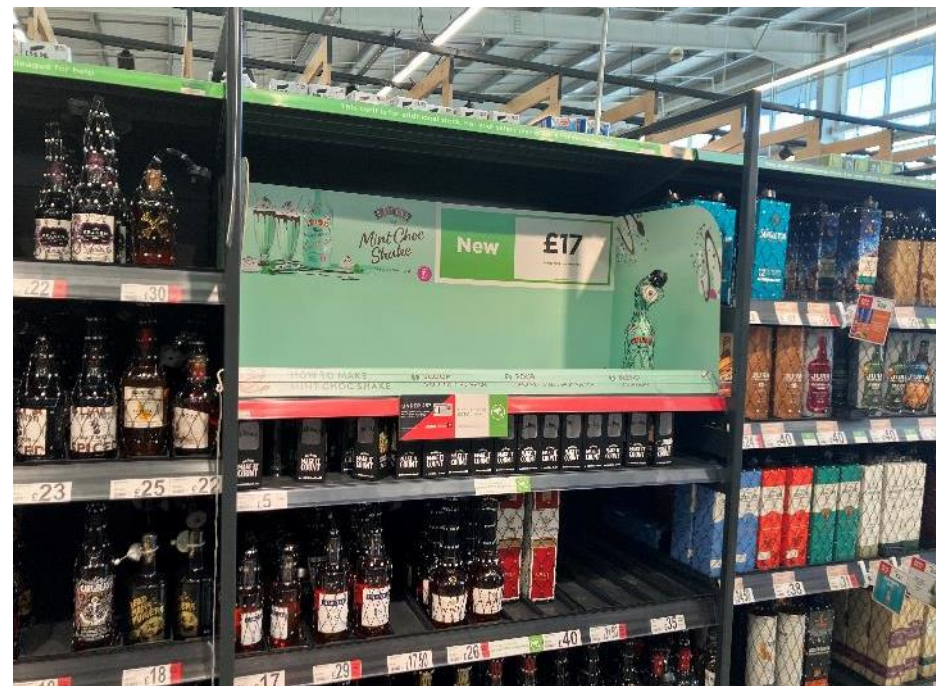
Napolina educated shoppers with an unexpected yet informative flavour profiling on pulses.













## Asda celebrates modern, blended families with dedicated Father's Day gift page

They thoughtfully included gifts for step-dads, like a mug saying 'Like a Dad to me', and slashed prices on popular dad gifts such as whiskey, energy drinks, and body spray sets.

The George section also featured a dedicated area for dads, ensuring something special for every dad on Father's Day.

Asda's Father's Day campaign really hit the mark! By celebrating all types of dads and offering thoughtful gifts for everyone, they showed they understood modern families.

With affordable options, Asda made it easy to treat dad without overspending. We loved how they combined inclusivity and great value.



### GIFTS FOR STEPDADS

For those extra special father figures, we've got the perfect gift in our 'Like a Dad to Me' mug. It will let him know just how much you appreciate him.



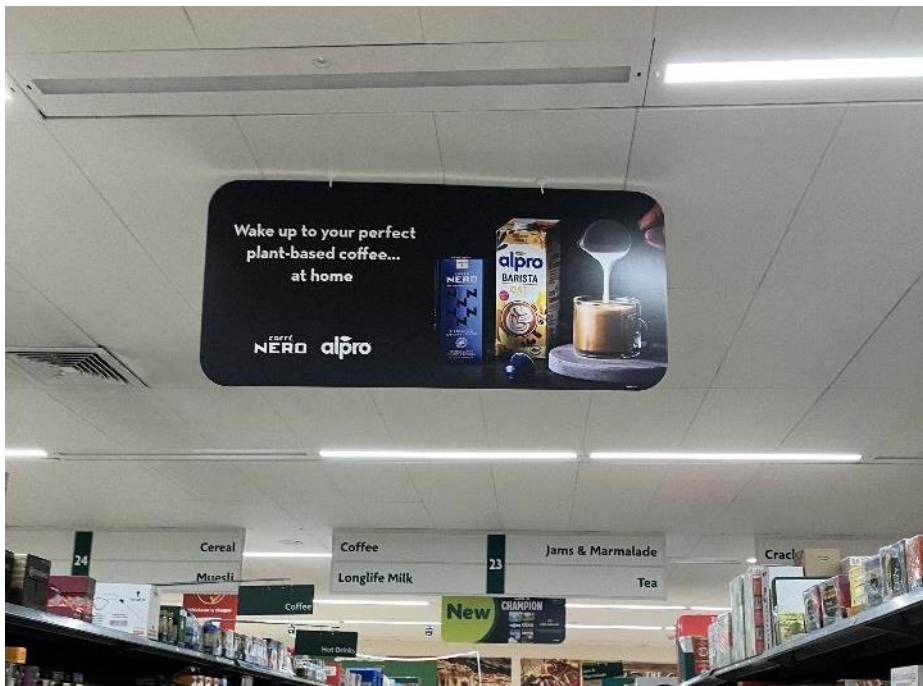


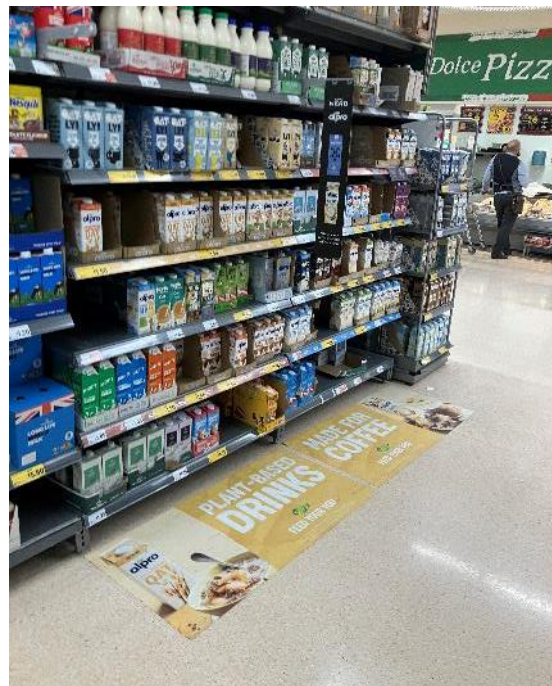
## Early Father's Day momentum in May swiftly shifts gears to Euro 2024 in June

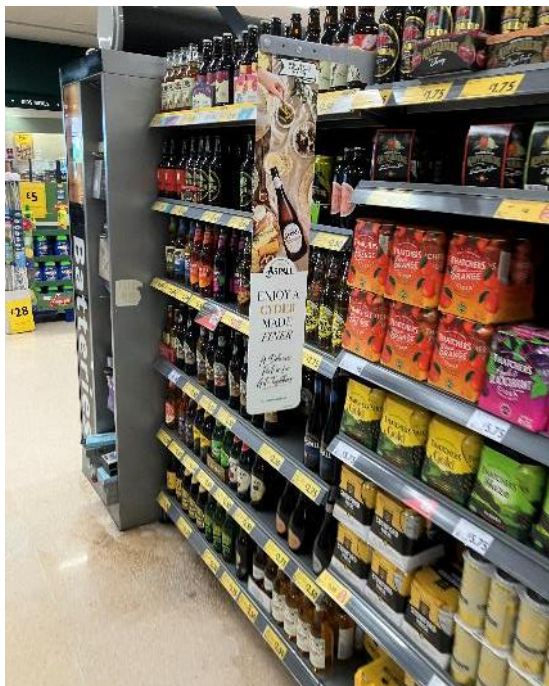
Football fever spread throughout the store, with beer, soft drinks, confectionery, snacks, and personal grooming all joining the action!













## Morrisons stands proud in support of the LGBTQ+ community during pride month

They kicked off pride month with a heartfelt campaign page and team celebrations on social media, raising awareness and funds for Albert Kennedy Trust (akt), an LGBTQ+ charity.

Morrisons also highlighted 'Candy Kittens Loves', a gourmet sweet with packaging redesigned by an LGBTQ+ artist. Every pack sold supports akt, contributing to safe homes and better futures for LGBTQ+ people. To top it off, Morrisons donated all profits from their Pride Range to akt this year.

We applaud Morrisons' Pride Month campaign! Beyond rainbow logos, they've backed it up with meaningful actions and support. Featuring 'Candy Kittens Loves' and donating profits from their Pride Range demonstrates a genuine commitment to the LGBTQ+ community.



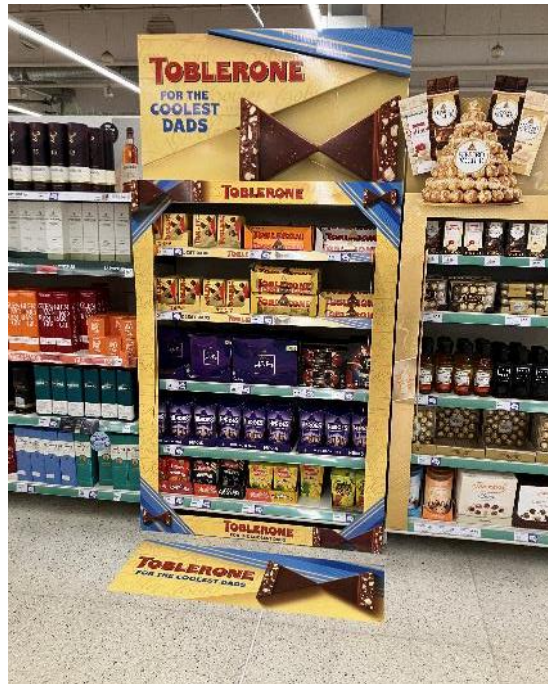
## Our successful delivery of permanent bays for Butterkist, KP Nuts, and Tyrrells gains traction on LinkedIn

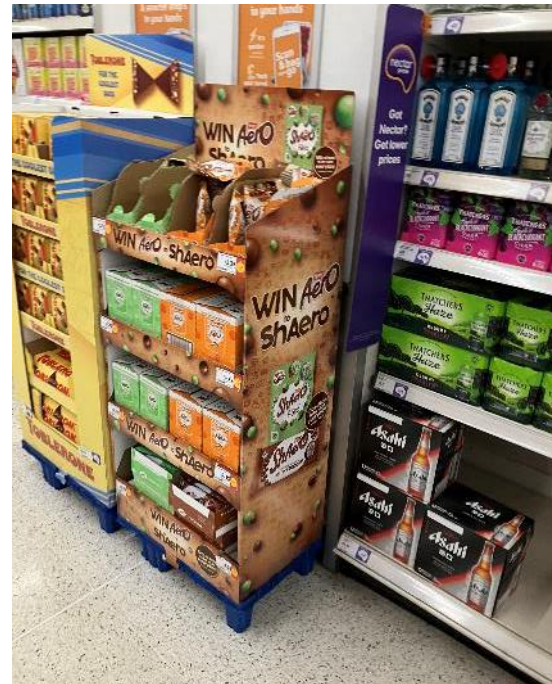
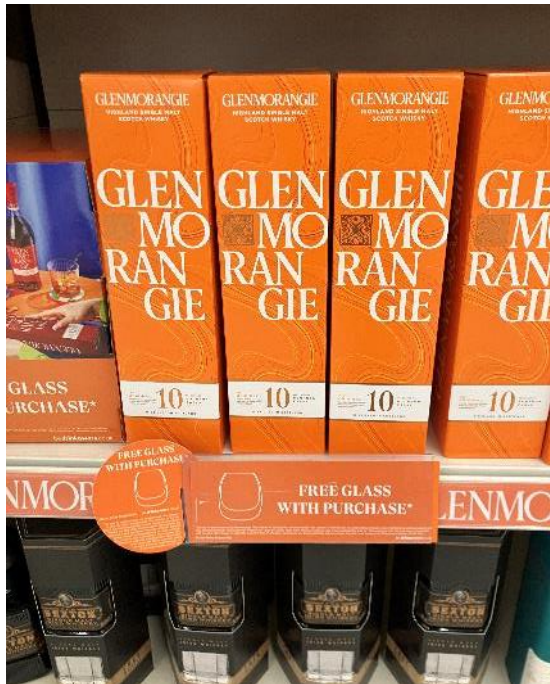
Father's Day in Sainsbury's came alive in the power aisle with activations from L'Oreal, Toblerone, Lindt, Ferrero, Sexton, Glenmorangie, and LEGO.

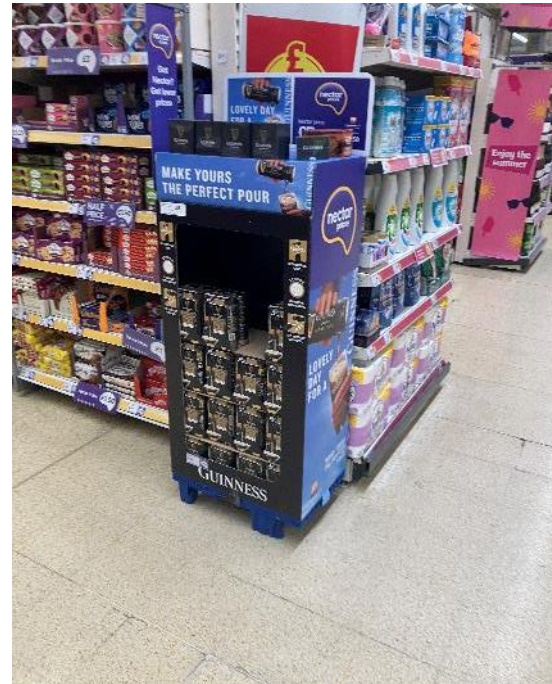
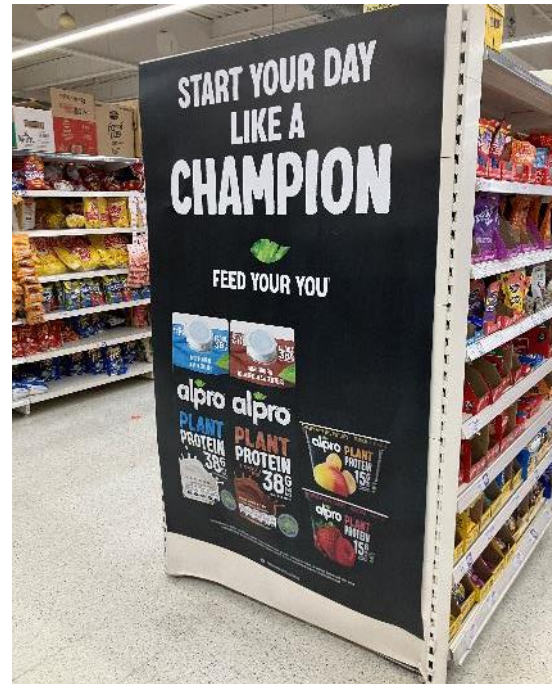
Football featured prominently, but Hellman's scored an unfortunate own goal with their "Up Your BBQ Game" campaign. Featuring Jack Grealish, who wasn't picked for England's Euro squad, and promoting BBQs during poor weather. Just goes to prove there's no crystal ball in shopper marketing.













## Sainsbury's embraced the football spirit this June with standout social media content.

They shared a fun video where staff chatted about the England match after their shifts, adding a personal touch that fans loved.

Their website also got a sporty makeover with the 'Summer of Sport' page, featuring all the essentials to 'gear up for the game', like beer and snacks. And for those spontaneous game-day BBQs (weather permitting), they had last-minute essentials covered.

We think that Sainsbury's really scored with their football-themed content in June! The staff interviews brilliantly connected with customers on a personal level. Their 'Summer of Sport' page is a win for football fans, making game day prep fun, easy, and stress-free.

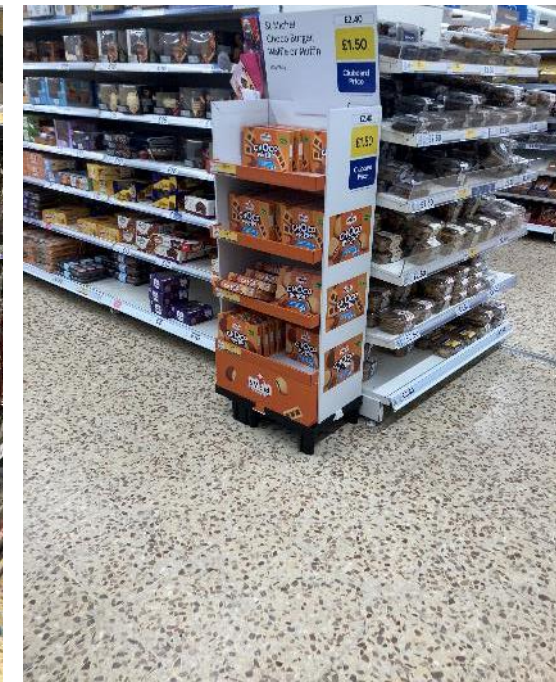


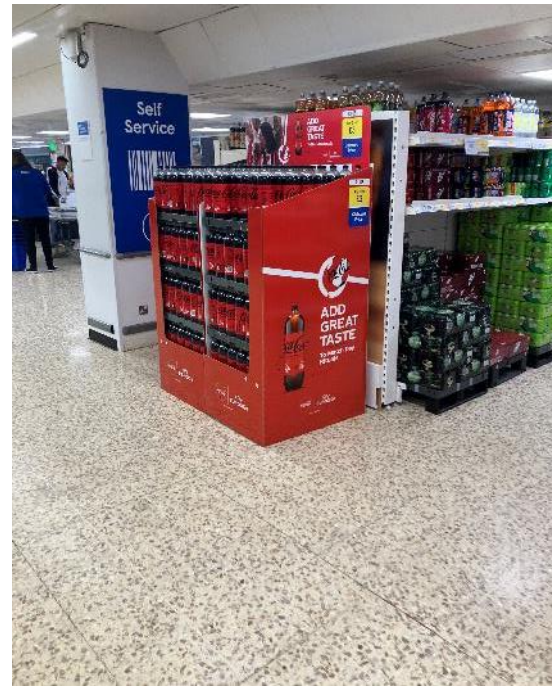


## Tesco launched their seasonal campaign, but someone forgot to tell the weather it's summer!

Unlike other major retailers, Tesco took a more subdued approach to Father's Day, featuring a few retailer-led communications and minimal brand activations. While they celebrated Euro 2024 with their own initiatives, there was limited brand participation in their campaigns.

Overall, a quiet month in Tesco, with minimal standout activity.











# TESCO Marketplace.



**Tesco shook things up with the launch of their new online marketplace, featuring thousands of third-party products**

This bold move is set to make Tesco your ultimate one-stop shop. Seamlessly integrated into Tesco.com and the grocery app, it offers thousands of third-party products – all earning you Clubcard points with every purchase, adding even more value to your shop.

We're loving Tesco's new online marketplace! They've made the shopping experience more convenient. While it may not rival Amazon in variety or delivery speed, the seamless integration into their existing platform provides a robust alternative for loyal Tesco shoppers.

## Delivering more than you might expect

Simply add what you want to your basket and our Marketplace partners will deliver straight to your door by post or courier, at a time that suits you



### Trusted brands

Find everything you need from the brands you love



### Easy ordering

Browse, buy and track everything in your app



### Clubcard points

Collect points on every purchase you make with us



### Free delivery

For orders over £50 and Anytime Delivery Saver



### BBQs and heaters

Fire pits, spit-roasters, pizza ovens and BBQs of every size. It's all here. Our partners are ready to help you prepare for some summer sun.

[Shop BBQ >](#)

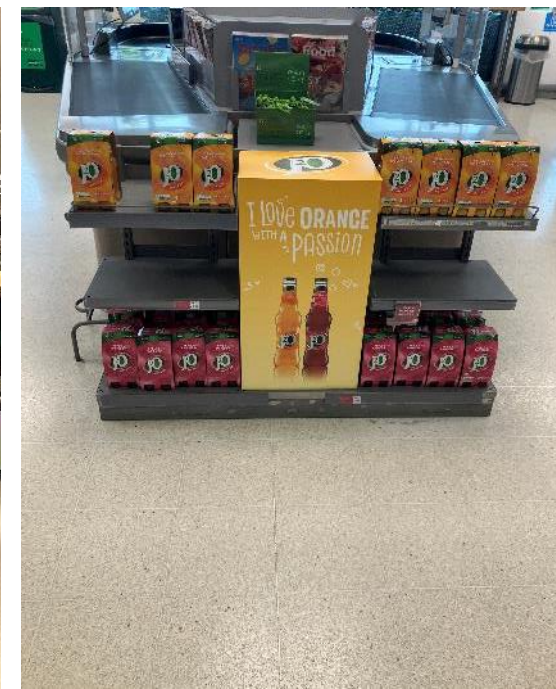


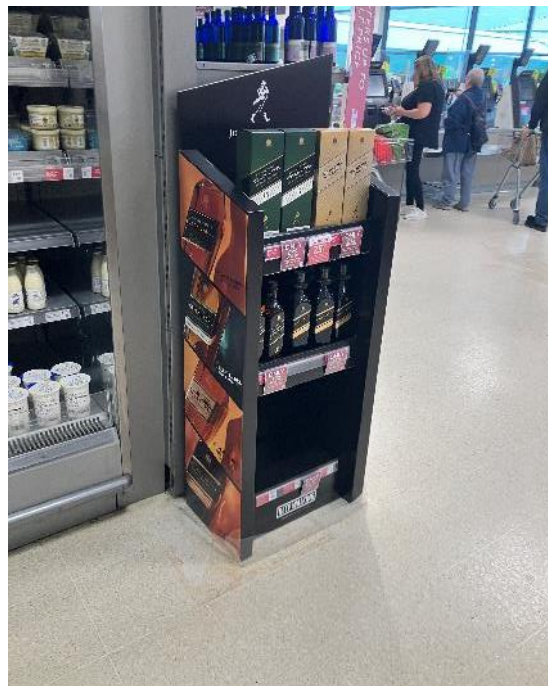
## Waitrose's Summer and Father's Day celebrations: vibrant yet indistinguishable creative flair

We admire the way Waitrose begun utilising till end points as branding opportunities. This month, both Graze and Britvic made great use of the space.

The Father's Day execution felt premium, whilst subtle positioning of beer cases gave a nod to the Euros.

The majority of activity in-store was led by the beer, wine and spirits category.





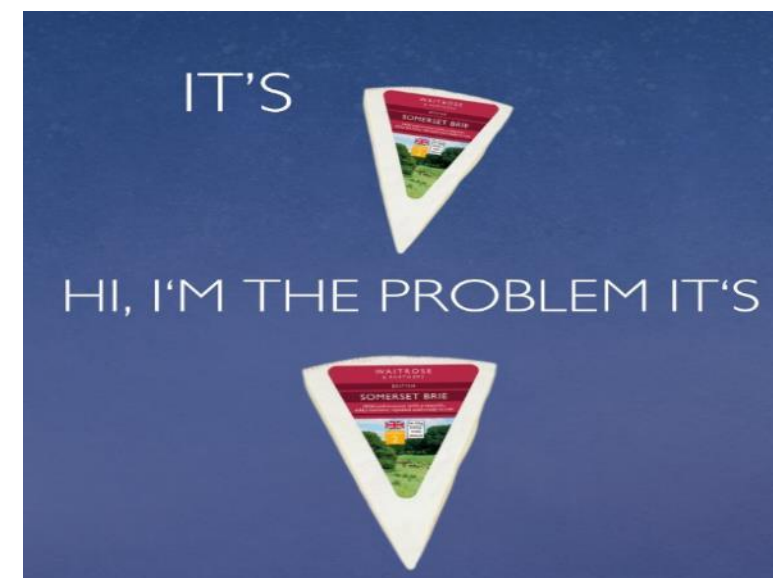
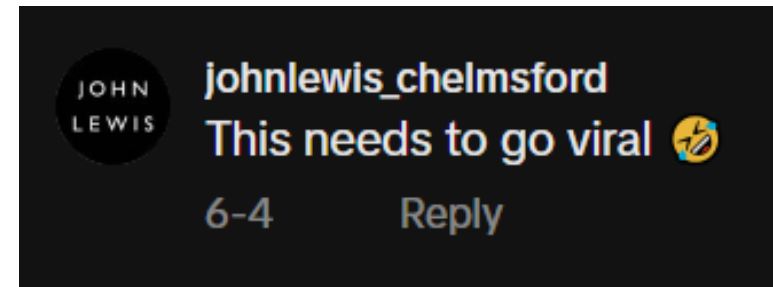


## Waitrose Joins the Taylor Swift Craze with Clever Social Media Memes for 'The Tortured Poets Department'

Using witty puns like "cause darling I'm a nightmare dressed like a pure day cream," Waitrose brilliantly linked Taylor Swift song lyrics to their products.

Waitrose hit viral gold with a video from their Haywards Heath team, racking up 3 million views. The fun, music video-style clip features staff singing a catchy tune with the lyrics "might pick it up at Waitrose". Even John Lewis Chelmsford joined in on the fun in the comments.

We loved what Waitrose did this month! They cleverly rode the Taylor Swift wave with witty memes, demonstrating a deep understanding of their audience. The playful puns were perfectly shareable and spot-on. Additionally, the viral video from the Haywards Heath team was fantastic—fun, catchy, and brimming with energy. It's a prime example of blending trending topics with a personal touch to create buzz and connect with customers.





altavia.uk

# RETAIL ROUNDUP.

With more than 30 year's experience, altavia.uk 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.howell@altavia-uk.com](mailto:paul.howell@altavia-uk.com)