

# ASDA

## ATM ADVERTISING



### ASDA

CASH MACHINE  
CUSTOMER ENGAGEMENT



Click here to play

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Evaluations conducted by IRI Worldwide show a positive correlation between a visit to an ASDA cash machine, seeing a branded campaign on that machine and then the sales of the product being promoted. Not only do cash machines influence purchasing behavior on the featured product but there is also a halo effect on ROI and sales uplift on the brand as a whole and even on other brands within the company's portfolio. This is why so many brands include ATMs as part of their shopper marketing campaign schedules throughout the year. Whatever you're promoting (NPD, seasonal, competition, brand awareness and so on), we can help you plan a successful campaign to deliver results.

## Cash Still Matters!

The UK population are still withdrawing cash at ATMs:

**+ £1.5BN per week**

Source: LINK

Visits to ATMs are increasing post covid-19 restrictions being relaxed:

**+ 30M transactions per week**

Source: LINK

More and more people are going back to using cash:

**On average, 2 out of 3 people**

Source: LINK

## ATMs at ASDA

1

Attract plays as the customer approaches the ATM

10 second animation



### ASDA ATM REACH

- 1,066 ATM screens at 559 locations
- 5.5m four weekly visits
- 7.2m four weekly advert impressions

High quality 1-2-1 engagement

2

In-transaction plays as customers transaction is processed

5 second animation, loops up to 4 times



3

Thank you plays as cash is dispensed and receipt is printed

5 second static



43 seconds of dwell-time

100% share of voice

4

Printed branded receipt or coupon for customer to take away with them



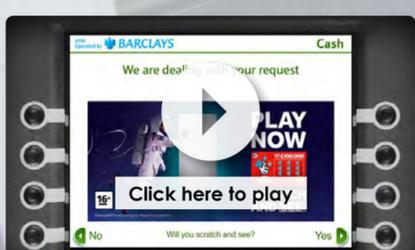
## Targeting Opportunities



Thermally activate your campaign



Target by Gender



Target by day or time  
Ask an On Screen Question



Add a coupon receipt

## A Media Channel That Delivers Results



### Household:

Featured brand - **£2.14**  
Brand sku's - **£5.88**  
Manufacturer's product portfolio - **£7.42**



### Snacking:

Featured brand - **£4.33**  
Brand sku's - **£6.02**  
Manufacturer's product portfolio - **£6.22**



### Confectionery:

Featured brand - **£5.77**  
Brand sku's - **£6.22**  
Manufacturer's product portfolio - **£5.37**



### Health & Beauty:

Featured brand - **£0.44**  
Brand sku's - **£1.45**  
Manufacturer's product portfolio - **£2.15**



### Lottery:

Featured brand - **£1.37**  
Brand sku's - **£2.03**  
Manufacturer's product portfolio - **£3.46**



### Beer, Wines & Spirits:

Featured brand - **£0.66**  
Brand sku's - **£0.98**  
Manufacturer's product portfolio - **£1.84**

Source: IRI Worldwide

Please contact the team for more information related to your category/categories

For further information or to discuss a campaign please contact atmAd Sales Team

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