

BLUE TIGER.Engage

The latest media trends, insights & news

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RETAIL MEDIA

“Retail Media”, the latest buzzword on any marketers’ lips, but what is it?

Retail media is a growing trend in the United Kingdom, driven by the increasing use of online shopping and the need for retailers to find new revenue streams. Retail Media Networks (RMNs) are really just a fancy way of describing retailers’ ability to use their own digital properties to sell advertising to brands, much like a media property would (Forbes).

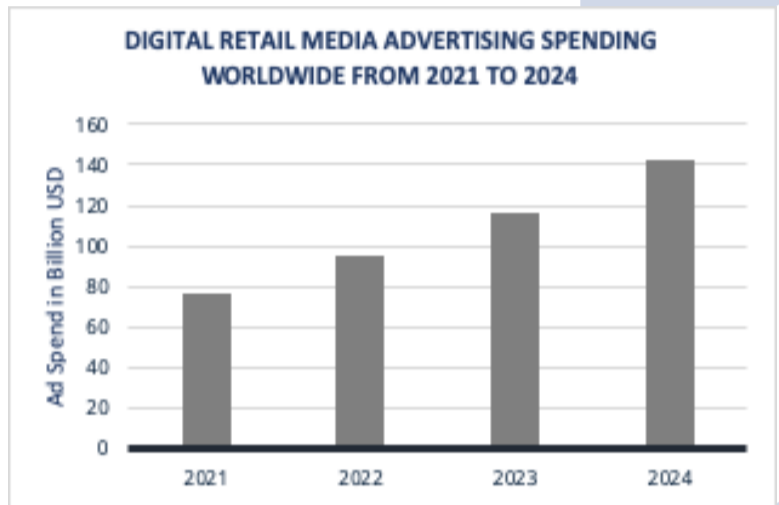
In essence, the more we use our Tesco Clubcard, the more proprietary data Tesco own about our shopping frequency, behaviour, and baskets. Retail media takes advantage of this information, so that whilst they are putting together their online weekly grocery shop, they can be targeted relevant products whilst in the shopping mindset. By using this data, retailers can offer advertisers a more targeted and personalised advertising experience.

In the UK, some of the largest retailers, such as Tesco, Sainsbury’s, and Asda, have launched their own retail media platforms. These platforms offer brands and advertisers the opportunity to advertise to their customers directly, based on the customer’s shopping habits and preferences. This can lead to higher conversion rates and a more personalised experience for customers.

In 2021, digital retail media advertising spending worldwide was estimated at 77 billion U.S. dollars. The source projected that the value would increase to 143 billion by 2024 (PubMatic, Zenith). Retail media has emerged as a new trend in the UK, providing retailers with a way to monetise their digital assets and advertisers with a way to target customers directly.

Where is retail media heading?

In the United Kingdom, digital screens in supermarkets have become increasingly popular for displaying advertisements and promotions. As retail media continues to evolve, retailers and advertisers will have even more opportunities to engage with real-time consumers in-store.



MOTHER’S DAY INSIGHTS

Mother’s Day is a special occasion celebrated worldwide to honour mothers and mother figures for their love, support, and dedication. In the UK, it is celebrated on the fourth Sunday of Lent, which falls on March 19th in 2023. This day is an excellent opportunity for retailers to boost sales and increase brand awareness by advertising their products and services.

- 70%** of Brits buy Mother’s Day gifts.
- Men typically spend more than women on Mother’s Day gifting. Spending **£41.14** on average compared to **£28.97** spent by women.
- 2022 the most popular Mothers Day gifts were; flowers (68%), special outings (49%), house plants (24%) jewellery (24%).
- 68%** of shoppers under 35 said they will buy Mother’s Day gifts online in 2023.

Leveraging Mothers Day -

Many people are notorious for waiting until the last minute to purchase gifts for special occasions. By advertising Mother’s Day gifts, retailers can attract these procrastinators and capitalise on their need for convenience.

Retailers should include in comms that they offer same-day delivery or click & collect customers who need to purchase gifts at the last minute, increasing the likelihood of making a sale.



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SIX NATIONS RUGBY AND TIKTOK ANNOUNCE LANDMARK PARTNERSHIP

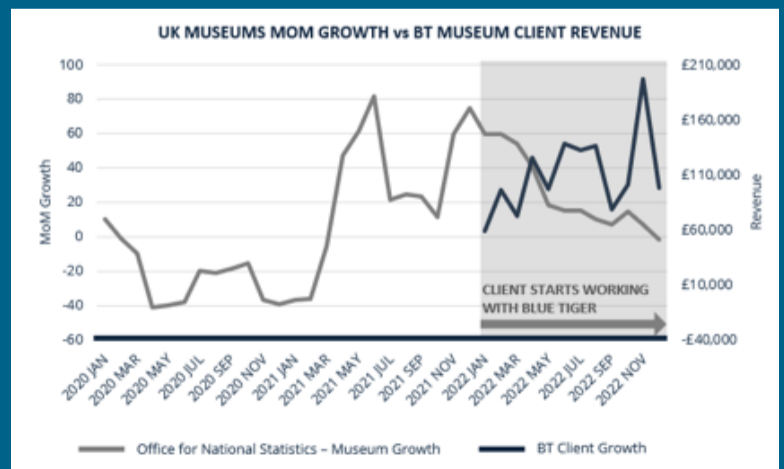
Six Nations Rugby has recently announced a new partnership with the social media platform TikTok, marking the first time the rugby championship has collaborated with a digital platform to expand its reach to a younger audience.

The partnership will see Six Nations Rugby and TikTok working together to create exclusive content that will give rugby fans across the globe a unique behind-the-scenes look at the tournament.

The partnership between Six Nations Rugby and TikTok is a testament to the growing importance of social media in the world of sport. With over 1 billion active users worldwide, TikTok provides an ideal platform for sports organizations to engage with fans and reach new audiences.

BUCK THE DOWNWARD TREND WITH BLUE TIGER

Overall, in the UK the museum growth is declining, however with strategic paid media from Blue Tiger, we drove success in this sector for 2022.



Blue Tiger work across a plethora of industries and have strategic insight into current and upcoming trends. Please do not hesitate to get in touch if you wish to discuss anything further or just fancy a chat!



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