

# Nectar360

## Client newsletter



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# Contents

- **Looking Back**
- **Client case studies**
- **eCommerce information**
- **eCommerce media platform**
- **Client survey**

# Looking back

This issue we hear from Ruth Cranston (Sainsbury's Head of Corporate Responsibility & Sustainability) with her thoughts on COP26.



**W**e were so proud to be Principal Supermarket Partner of COP26, (the United Nations Climate Change Conference), in Glasgow in November 2021. During the event, Sainsbury's announced the acceleration of our target

## Sainsbury's announced the acceleration of our target to become Net Zero by 2035

to become Net Zero in our own operations by 2035 and our commitment to work with WWF to halve the environmental impact of UK baskets by 2030.

We hosted an exhibition space in the Green Zone highlighting how eating healthier is good for you and the planet. On our stand we collected attendee's pledges on how they'll support the environment and hosted events with experts from across our business that discussed industry challenges, including the progress made with plastic packaging, recycling, sustainable farming and food waste. Watch our panel discussion on helping everyone eat better [here](#).





# Client case studies

Inspiring shoppers to reduce waste and water

**T**alking of waste, we worked with 2 suppliers, both principal partners of COP26, to create campaigns that inspired shoppers to use up their food leftovers and save water when washing up.

The campaign featured fully branded aisle fins, a dual-sided take home barker with a commonly shopped Sainsbury's bread SKU, digital six sheets and in-store active selling.

## Unilever wanted to drive awareness of food waste with the help of their brand, Hellmann's

Nectar360 proposed running a campaign in-line with the launch of COP26, communicating with shoppers across multiple touchpoints. The creative promoted Hellmann's Light Mayo as a healthier food swap and featured a QR code which shoppers could scan to access food waste tips and recipes for leftovers.



Next up is Reckitt's campaign, featuring Finish's 'Skip the Rinse' concept. The idea is that shoppers skip the pre-rinse of dishes and use Finish Quantum Ultimate dishwasher tabs, saving water and making washing up more planet positive.

The campaign ran across front of store screens and ATM machines in 3 stores local to the conference in Glasgow.



# SKIP THE RINSE

WITH THE POWER OF  
**QUANTUM** ULTIMATE



**SAVE WATER** **CLEAN CLEVER**

Reckitt and Sainsbury's are proud Principal Partners of COP26 – collaborating to improve our impact on the planet, towards a cleaner, healthier future.



Subject to availability. Selected stores only. Excludes Centrals and Locals.

Available at  
**Sainsbury's**



# eCommerce information

## Freebies and competitions

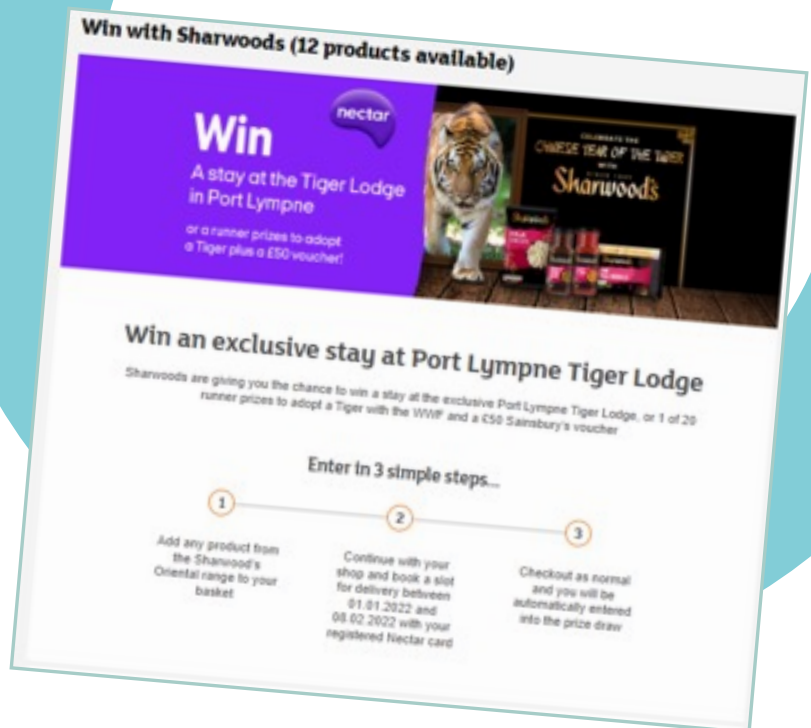
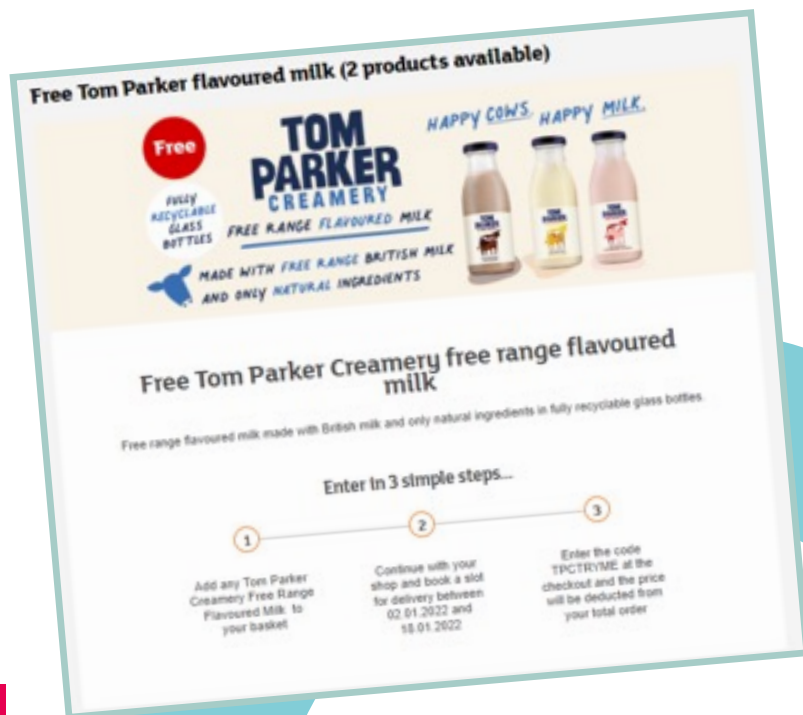
2021's most popular content online at Sainsbury's.co.uk was, you guessed it, the freebies and competitions page. Everyone loves getting something for free!

These templated pages can be branded and used for:

Hosting a competition; with either bespoke prizes or Nectar points or e-coupon sampling (giving away products)

Growing brand awareness with branded messaging and imagery

Encouraging purchases



## How much does it cost?

£6,000 per cycle, excluding the cost of samples or prizes, with a minimum of 7000 units committed to giveaway.

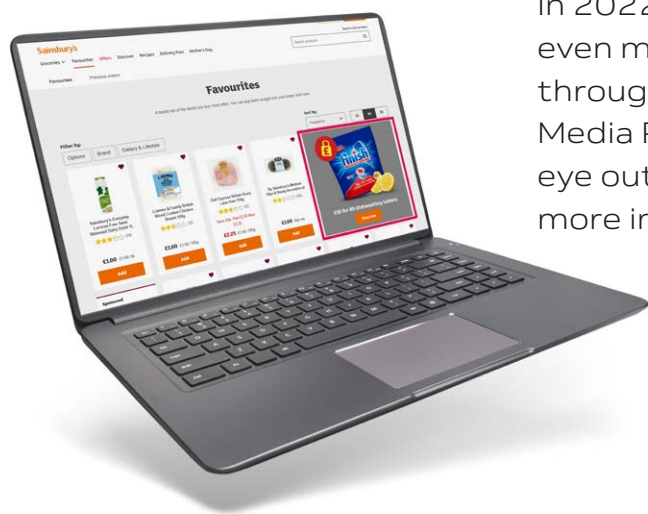
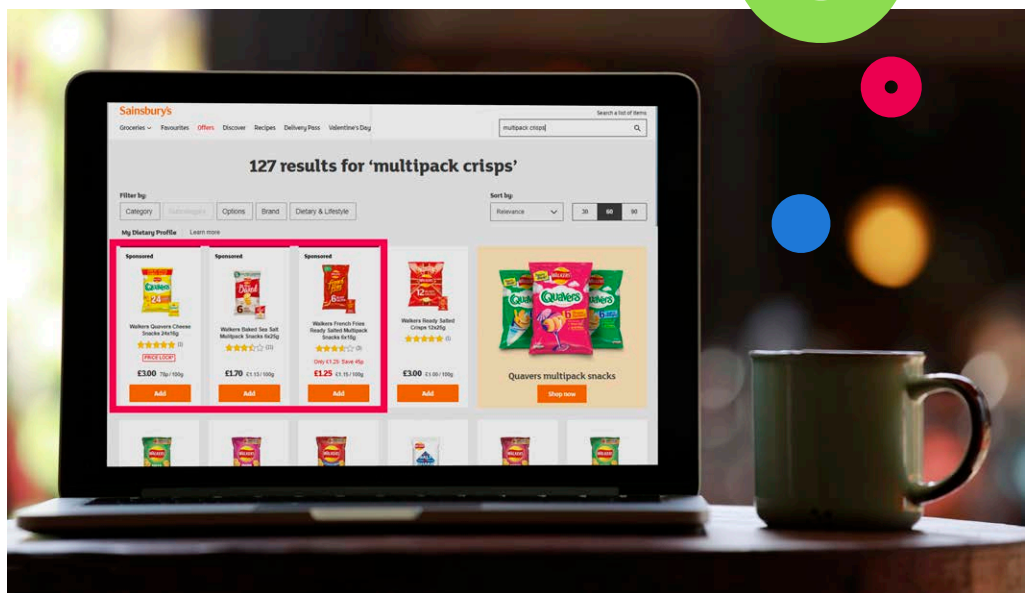


Interested? For more info, reach out to your Nectar360 Client Manager



# eCommerce media platform

The eCommerce Media Platform is now nearly 18 months old! During this time, we've launched a host of media placements on Sainsbury's Groceries Online that can be booked through the eCommerce Media Platform, from Search-In-Grid product placements to Favourite In-Grid banners



In 2022, we'll be launching even more placements through the eCommerce Media Platform, so keep an eye out on our schedule for more info.

We host regular training sessions for new users to the platform and anyone who wants to brush up their skills.

If you'd like to join any of these sessions, please contact eComm. MediaPlatform@Nectar360.co.uk, and we'll send you an invite.

In these training sessions, we'll talk about a new feature; you can now see the volume of searches and the average winning bid at a search term level. These are both for the last 30 days. To be able to see this, please follow these steps:

## For Product Ad campaigns

Campaign Manager > New Campaign > Product Ad > Select Search placement > Settings > Products > Search

## For Banner X campaigns (Sainsbury's only)

Campaign Manager > New Campaign > Banner X > Select Search placement > Settings > Products > Search

# Client survey



**H**ere at Nectar360, we are always looking for ways to work harder on your behalf so in the coming days we'll be sending you a quick survey to get feedback on all our touch points and services. This is a great opportunity for us to capture your thoughts, suggestions, and opinions so we can continue to strengthen our offering and ensure we are working to land your ambition.

Previous feedback themes include compliance and evaluations, both of which we've been working tirelessly to improve behind the scenes. We continue to work hard in this space and have a strong plan to improve over the next few months; we're onboarding a new POS implementation agency and have improved the pace of delivering evaluations. Your feedback has really helped shape our plans so please keep the suggestions coming....

Keep an eye out for the survey and please reach out directly to your Nectar360 team if you'd like to have a broader conversation about how we can partner with you over the year ahead.



**Amir Rasekh**  
Director of Nectar360



