

CASE STUDY

SAINSBURY'S
IN-STORE
BRAND WALLS





BRAND WALL CAMPAIGN, DEC 2017 TO JUNE 2018

- Sainsbury's 2017/18 '**values' campaign** focused on **how** and **where** they source their products from.
- Sainsbury's used large **in-store graphics**, usually found by the checkouts, to **promote their values** to colleagues and customers.
- **Brand walls** are a **key channel** for Sainsbury's to talk directly to their customers about their **five core values**, one of which is '**sourcing with integrity**'.
- In-store messages were **supported by** messages on **social media**, **PR** targeted at **food publications**, **press trips** and **web content**.

IMPLEMENTATION

Featured the MSC/sustainable fisheries on in-store 'brand walls' to leverage 20th anniversary of the MSC and celebrate Sainsbury's involvement in sustainable fishing.

RSPCA and Woodland Trust also featured as part of wider sourcing campaign.

Made a public commitment that fish sold will be independently certified as sustainable by 2020.

Won the MSC's retailer of the year award five times.





RESULTS

440 SUPERMARKETS
AND 47 CONVENIENCE STORES
INSTALLED BRAND WALLS...



...REACHING 8 MILLION
CUSTOMERS EACH WEEK