

Sainsbury's Bank

ATM ADVERTISING



Evaluations conducted by IRI Worldwide show a positive correlation between a visit to a Sainsbury's Bank 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

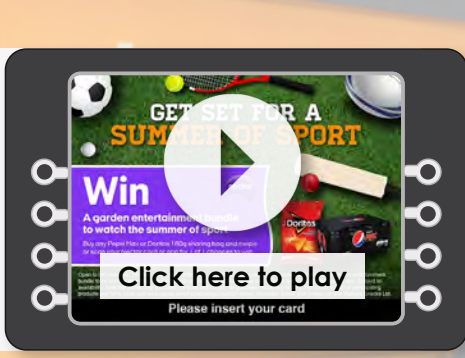
More and more people are going back to using cash:

On average, 2 out of 3 people

Source: LINK

Sainsbury's Bank ATMs

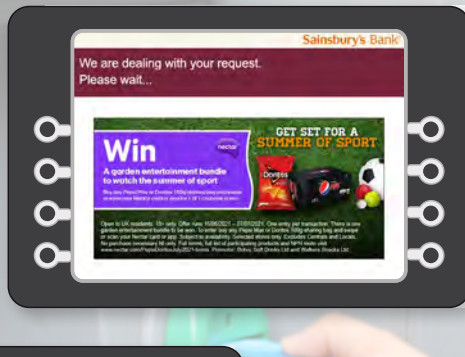
1
Attract plays as the customer approaches the ATM
10 second animation



SAINSBURY'S BANK ATM REACH

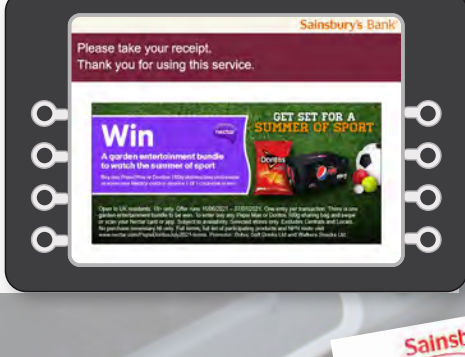
- 1,307 ATM screens at 1,285 locations
- 8.1m four weekly visits
- 10.6m four weekly advert impressions

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

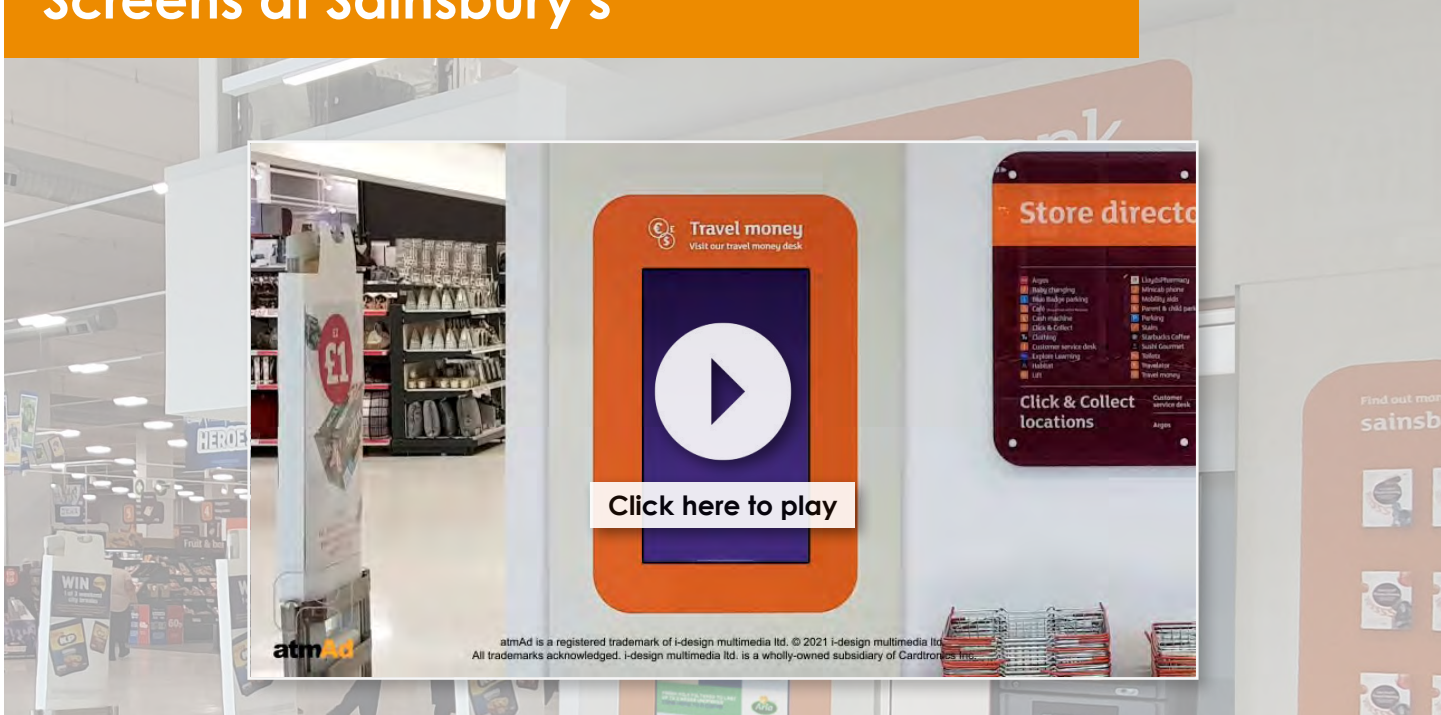


43 seconds of dwell-time

100% share of voice

4
Printed branded receipt or coupon for customer to take away with them.

Front of Store & Travel Money Bureau Screens at Sainsbury's



ADVERT LOOP SEQUENCE

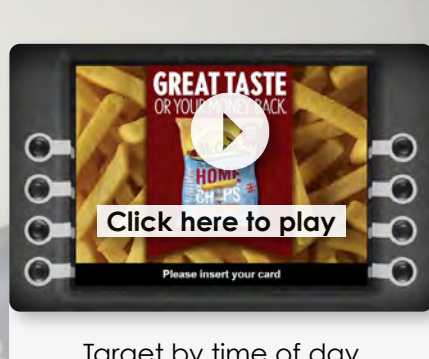
- 20 seconds – Brand advert A
- 20 seconds – Sainsbury's Bank message 1
- 15 seconds – Sainsbury's Bank message 2
- 20 seconds – Brand advert B
- 20 seconds – Brand advert A
- 15 seconds – Sainsbury's Bank message 2
- 20 seconds – Brand advert B

SAINSBURY'S FRONT OF STORE & TRAVEL BUREAU SCREEN REACH

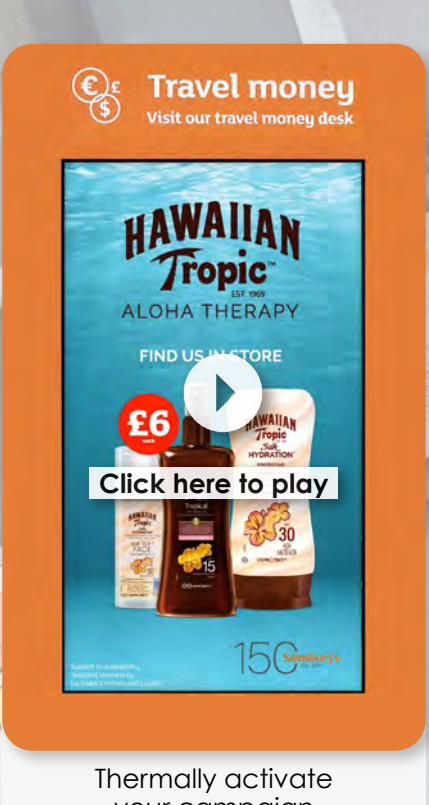
- 567 screens at 227 locations, inc.
- 227 entrance screens
- 227 bureau screens
- 113 in and around store screens

Subject to change as Sainsbury's Bank Travel Bureaus re-open in the coming months.

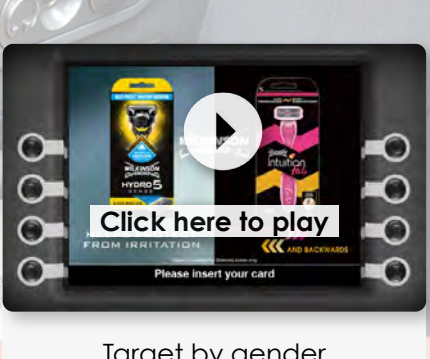
Targeting Opportunities



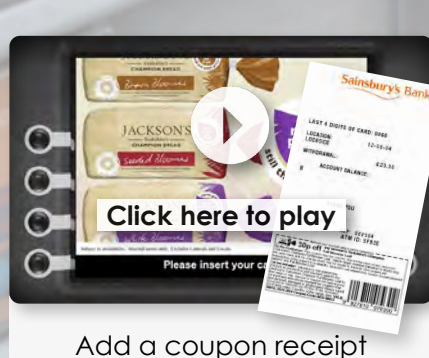
Target by time of day



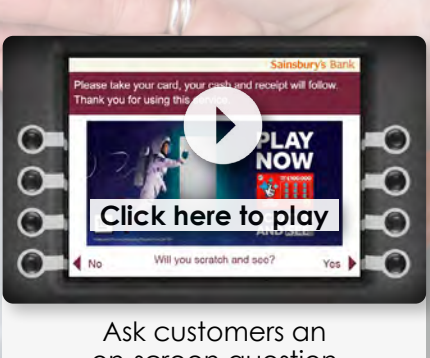
Thermally activate your campaign



Target by gender



Add a coupon receipt



Ask customers an on-screen question

A Media Channel That Delivers Results



Household:
Featured brand **£0.46**;
Brand sku's **£3.15**;
Manufacturers product portfolio **£3.35**



Drinks:
Featured brand **£2.12**;
Brand sku's **£2.61**;
Manufacturers product portfolio **£8.71**



Confectionery:
Featured brand **£0.58**;
Brand sku's **£1.11**;
Manufacturers product portfolio **£4.06**



Lottery:
Featured brand **£1.50**;
Brand sku's **£2.73**;
Manufacturers product portfolio **£4.27**



Frozen:
Featured brand **£1.39**;
Manufacturers product portfolio **£6.05**



Snacking:
Featured brand **£1.93**;
Brand sku's **£1.90**;
Manufacturers product portfolio **£1.86**

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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