



coles 360

Coles 360 Media Kit

FY27



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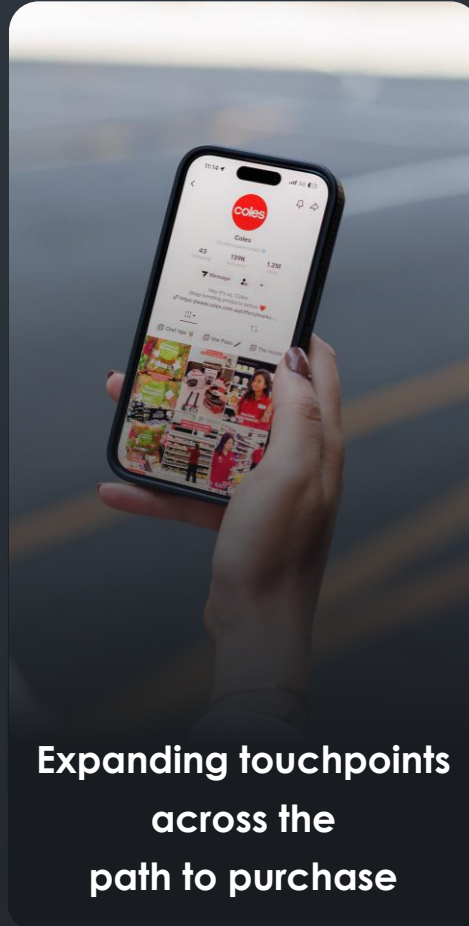
06.

Partnering

Why retail media has become a powerful growth platform for brands



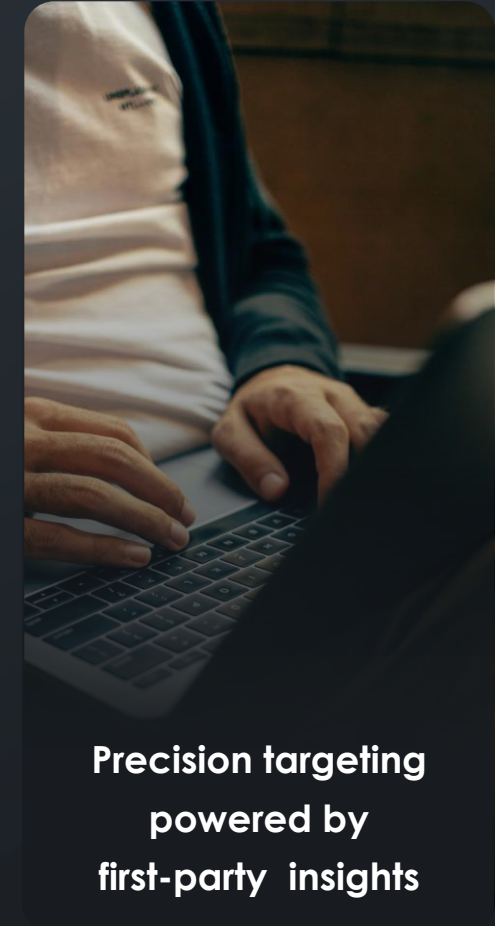
Growth of
e-commerce & omni-
channel shopping



Expanding touchpoints
across the
path to purchase



Shift towards
measurable outcomes
& performance



Precision targeting
powered by
first-party insights

The Coles shopper is an **omni-channel** shopper

With strong growth in digital engagement and shopping behaviours increasingly moving online, we are continuing to invest in Coles Online, enhancing the customer experience and expanding our capabilities to capture this growing opportunity.

Source: 1 Supermarkets eCommerce sales and penetration include liquor sold through coles.com.au; 2 Adobe Analytics; Coles Online (Web and App); 3 Coles Transaction Data | 30-06-2025 to 29-03-2026; 3 Coles Analytics Coles Online (Web and App) | 30-06-2025 to 29-03-2026 4 Coles Analytics Omni-channel Report, P9 (March 2026) FY26 Last 13 Weeks

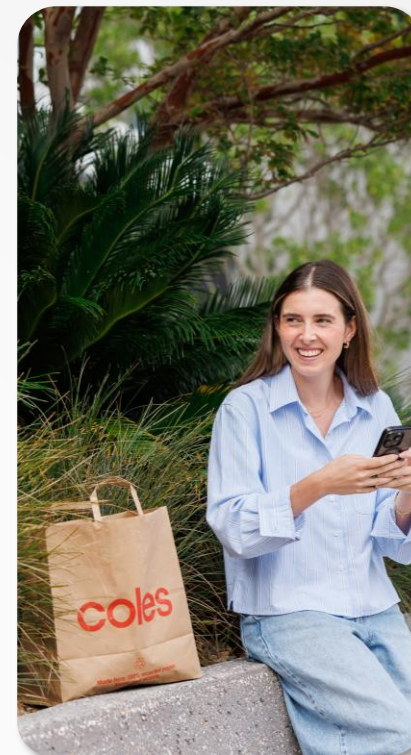
+27.0%

Supermarkets YoY **Growth**
in **eCommerce Sales**¹



2.5x more⁴

Omni-channel Shopper
spend is **2.5x more** than
In-Store only⁴



7.4m

On average **visits to Coles**
Online across Coles web &
app **per week**²

53%

Of Coles Online visitors
Research Online and
Buy In-store (ROBI)
within 3 days³

We're **not just**
a retail media
network

We're a **shopper-powered**
growth platform

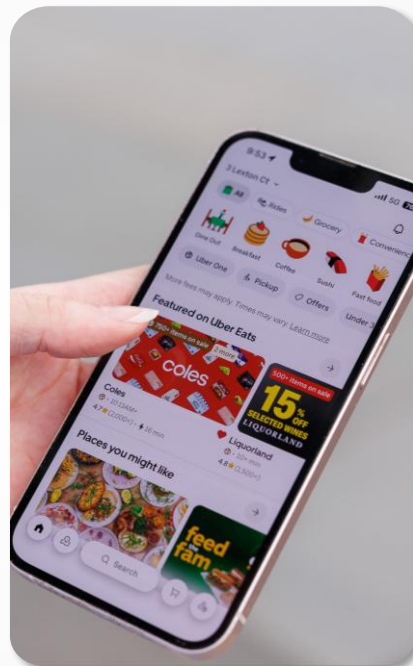


We connect with millions of customers, **everyday** across food, drink, and everyday essentials

Source: 1 Nielsen Commpoint | Adults 18+, August 2025; 2 Coles Transaction Data | 30-06-2025 to 29-03-2026; | 3. Coles Amperity CDP instance, May 2026 – Consented customers only.

850+

Supermarkets
nationally

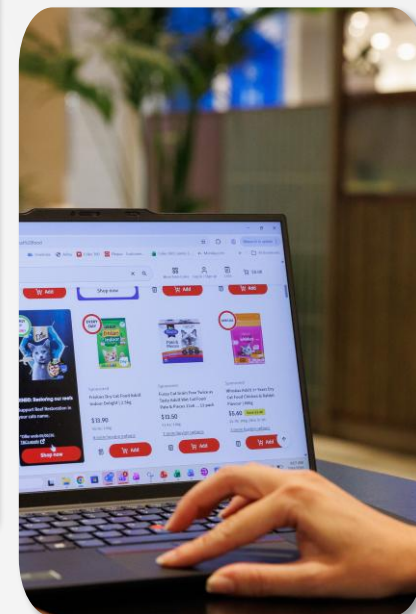


13M+

consented Coles
Shoppers³

16m+

Average in-store
transactions per week²



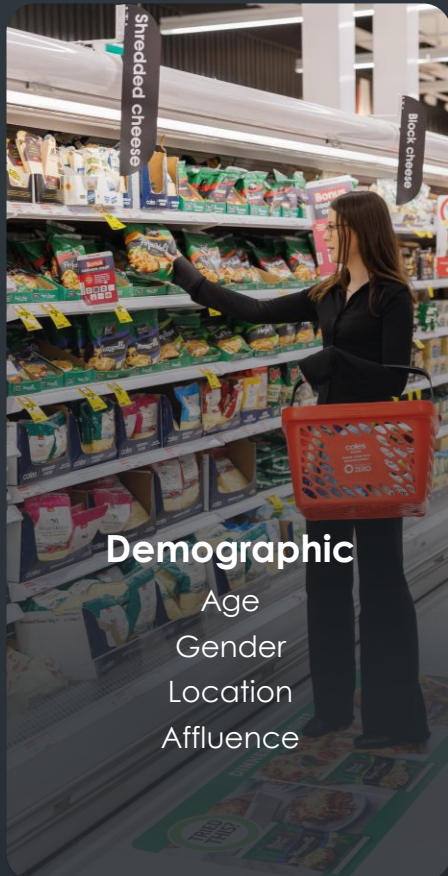
88%

of Australian adults have
shopped at a Coles in the
last 12 Months¹

We connect when they're out and about to checkout

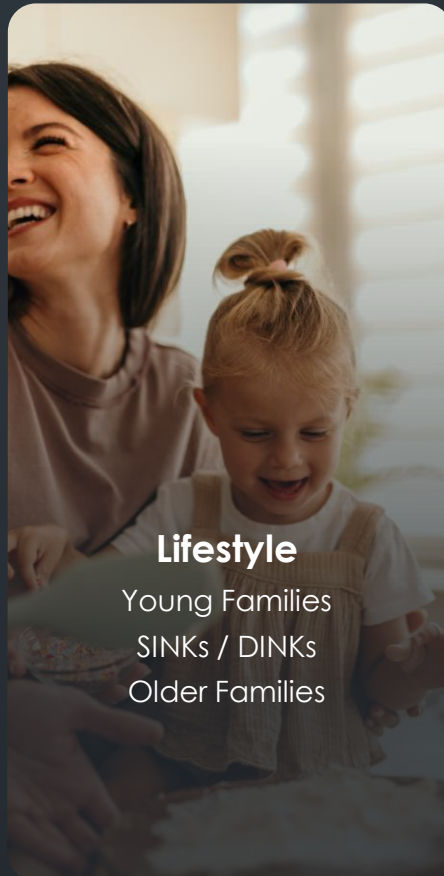


We target based on our **deep understanding** of **who** shoppers are, **what** they buy and **how** they shop



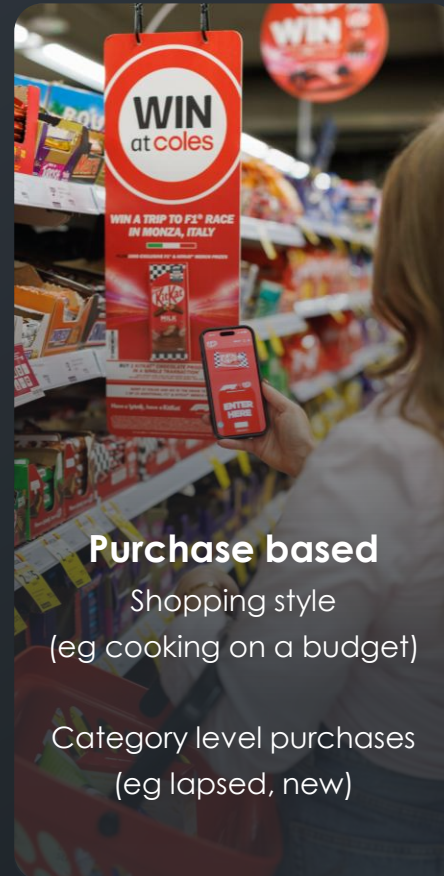
Demographic

Age
Gender
Location
Affluence



Lifestyle

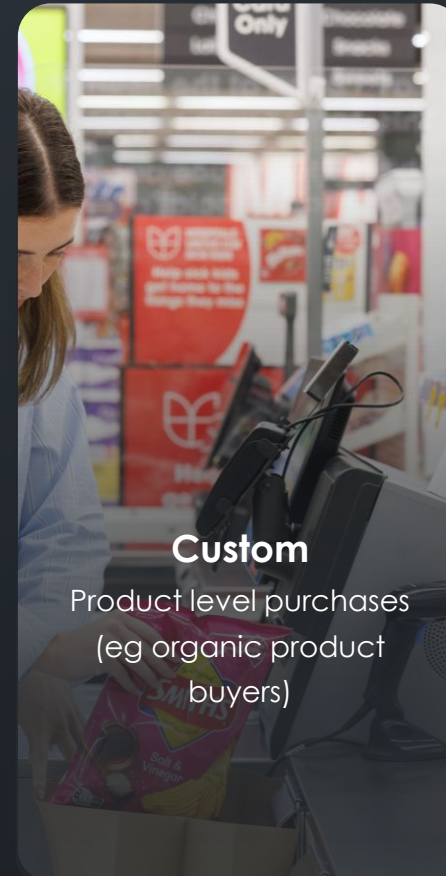
Young Families
SINKs / DINKs
Older Families



Purchase based

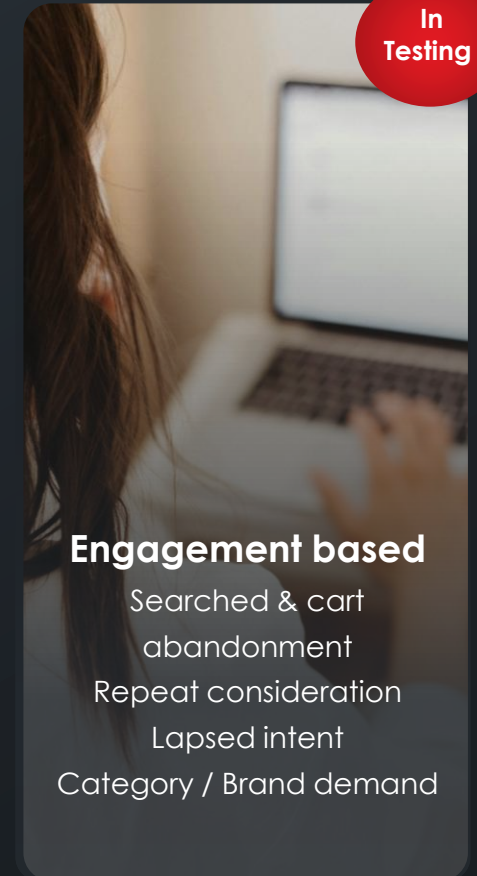
Shopping style
(eg cooking on a budget)

Category level purchases
(eg lapsed, new)



Custom

Product level purchases
(eg organic product
buyers)



Engagement based

Searched & cart
abandonment
Repeat consideration
Lapsed intent
Category / Brand demand

In
Testing

We activate audiences to support your objectives

Acquire new buyers

- Reach new buyers
- Expand penetration

Grow existing buyers

- Increase frequency and basket size
- Build share of customer

Win back lapsed buyers

- Re-engage lapsed buyers
- Recapture lost sales

Launch new products

- Target heavy-category shoppers
- Accelerate trial

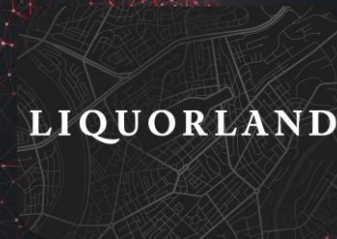
Leverage our vast, connected food and drink ecosystem

We connect brands with shoppers wherever and however they choose to shop - from in-store and online to on-demand delivery – there for every shopping mission.



850+ Storefronts

7.4M Weekly visits across
Coles Web & App¹



960+ Storefronts

1.1m users to
Liquorland Web²



10M+ active quarterly
Uber users³

Incremental Gen Z &
Millennial audience

+800k average Coles
Storefront visits a week³

On average, brands returned an

18%

higher ROI when
Retail Media was
part of the mix

We can compress the funnel - from awareness to conversion in a single social ad

Traditional social media stops at awareness. Coles 360 Socials go further - using real shopping behaviour and closed-loop measurement to connect campaigns to measurable sales outcomes.

	Standard Reporting	Coles 360 Reporting
Ad impression & views	✓	✓
Clicks & click-through rate	✓	✓
Video plays & completion rates	✓	✓
Pre-vs During Campaign sales comparison		✓
Attributable sales		✓
ROAS		✓

Don't just buy socials. Buy socials with impact.



We measure what actually happened to shoppers

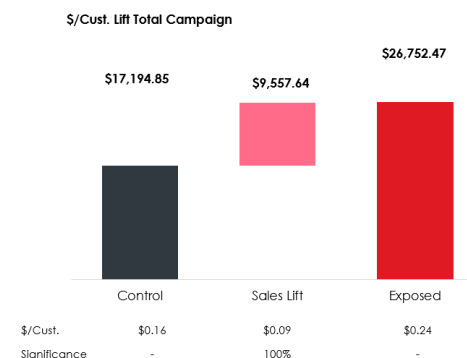
Not just clicks.

Not just impressions.

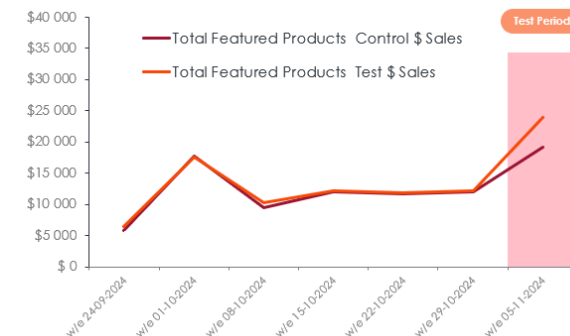
Outcomes.

Campaign Effectiveness

In Store & Online

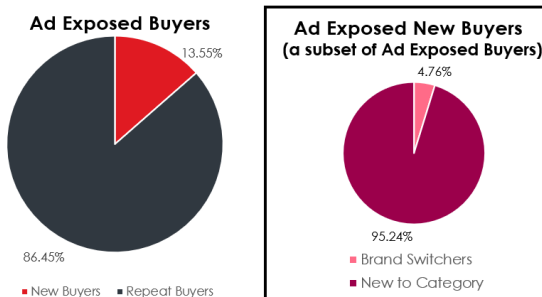


Featured Products – Value Sales



Buyer Classification

In Store & Online



Campaign Summary

In Store & Online



Fully integrated to unlock better planning & drive growth

Unlike traditional media partners, Coles 360 works hand-in-glove with Category, Trade and Brand teams to align every investment against a shared growth objective.

**Connected plans create
stronger customer outcomes.**

Trade
Plans

Category Growth
Strategy

Brand
Plans

coles 360

Connects data, insights, media
and activation

Customer-Led Growth Plan



Ad Products

01.

Awareness

02.

Interest

03.

Desire

04.

Purchase



Awareness

We can help grow brand awareness
with our high impact media network
and extensive shopper reach



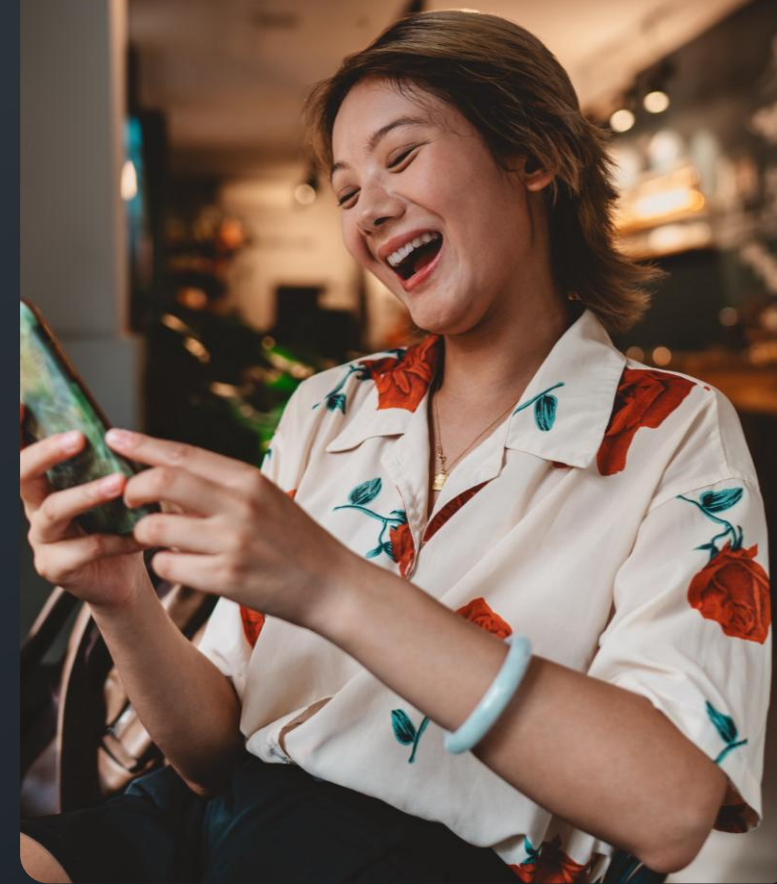
Video



Social Media



Flybuys



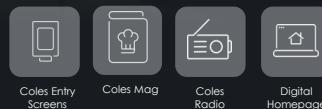
Choose the right level of targeting for your campaign

Broadcast

1: Many

Broad-reach placements designed to maximise visibility across high-traffic shopper touchpoints. These channels can be seen by anyone who encounters them along the shopper journey.

Example channels:



Coles Entry Screens

Coles Mag

Coles Radio

Digital Homepage

Category

1: Few

Placements that allow brands to appear in relevant category environments through fixed category placements, contextual moments or category-led initiatives.

Available on:



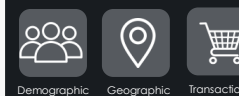
In-Aisle

Digital Aisle & Search

Social Media

Flybuis

Targeting available:



Demographic

Geographic

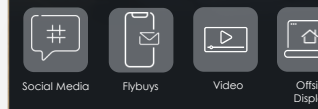
Transactional

Behaviour & Journey

1:1

Audience-led activation using first-party and selected partner data to reach shoppers based on behaviours, journey stage, demographics, interests or transactional signals.

Available on:



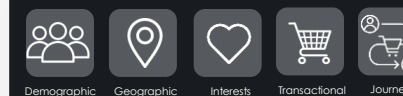
Social Media

Flybuis

Video

Offsite Display

Targeting available:



Demographic

Geographic

Interests

Transactional

Journey

Turn Meta engagement into shopper action

Targeting Options



Demographic



Geographic



Interests

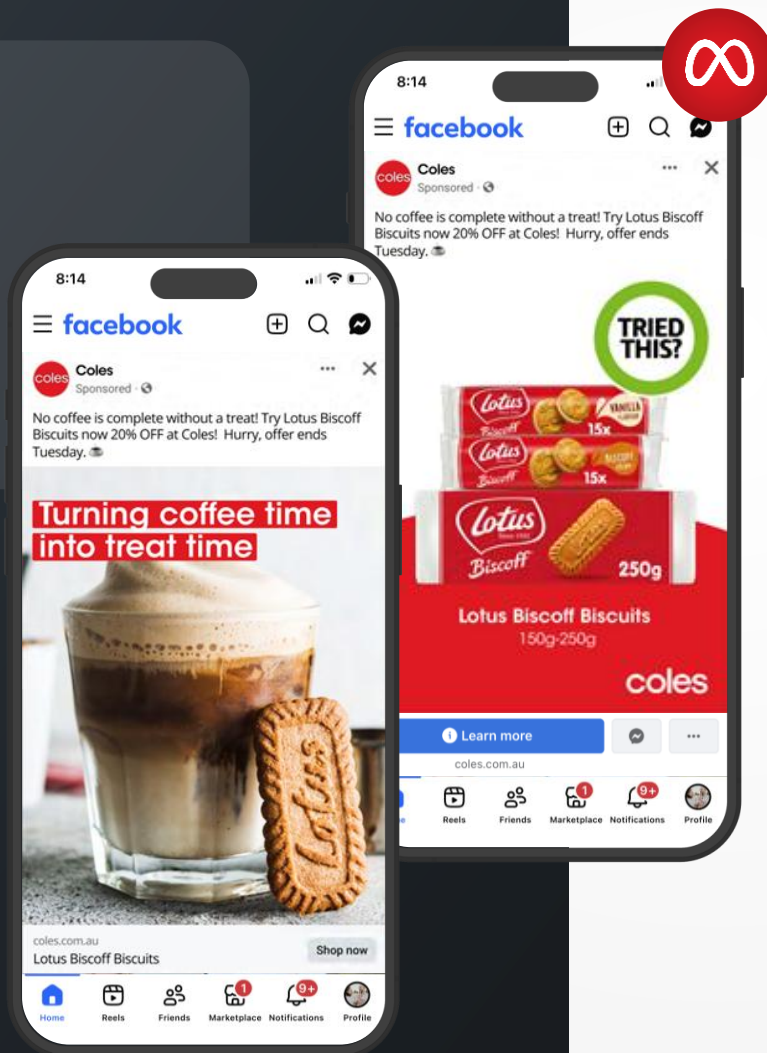


Transactional



Journey

Image displayed for illustrative purposes only.



Reach targeted and broad audiences across Australia's biggest social platforms

Engage shoppers across Meta environments with campaigns designed to build relevance, drive action and connect media exposure to measurable outcomes.

Access key audiences

Combine Meta interest targeting with Coles data segments to reach shoppers based on behaviours, interests and purchase signals.

Multiple formats

Tap into a range of Meta ad formats, including Meta Moments, to showcase your product, inspire discovery and encourage shoppers to take action and measure campaign impact with attributed sales reporting.

Leverage the Coles brand

Tap into one of Australia's most recognised brands, using a trusted look and feel to drive attention, relevance and memorability.

Understand Conversion Performance

META campaigns now include attributable sales measurement, helping brands better understand conversion performance and the contribution of media investment to sales outcomes.



Broadcast



Category Segments



Behaviour & Journey

Inspire and Engage with TikTok

Targeting Options



Demographic



Geographic



Interests

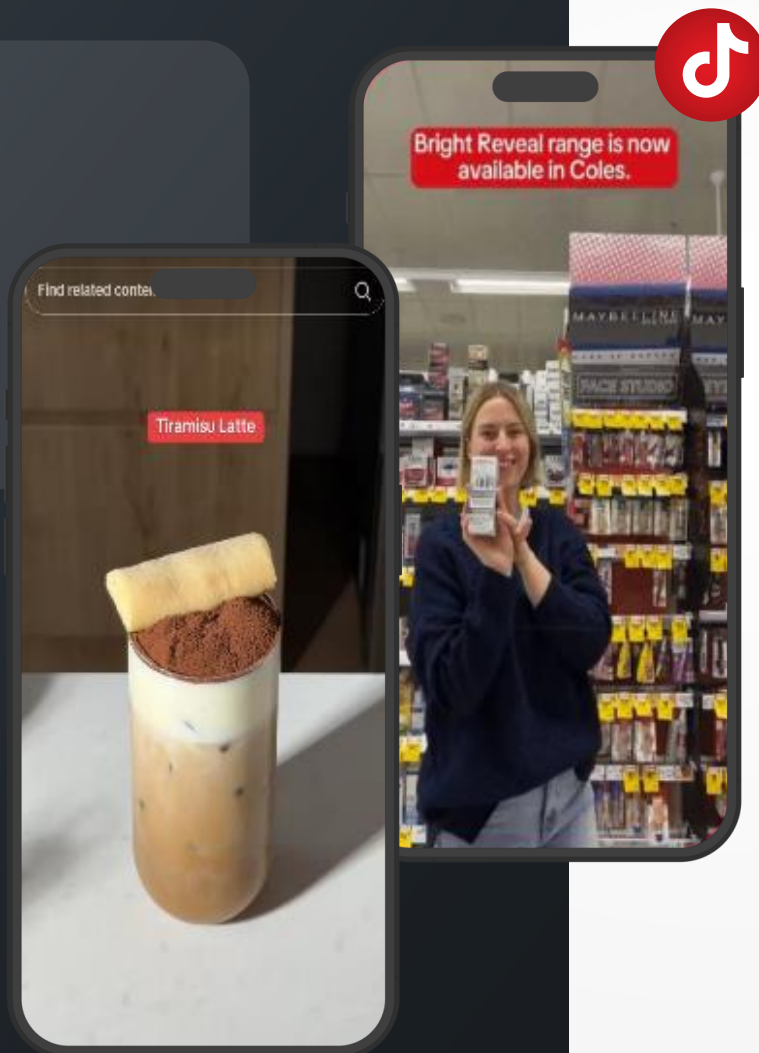


Transactional



Journey

Image displayed for illustrative purposes only.



Entertain and inspire shoppers on one of Australia's most engaging social platforms

Connect with audiences through trend-led, short-form video designed to spark discovery, engagement and action.

Entertainment-Driven Content

Leverage TikTok's ability to captivate and entertain audiences, sparking product and brand discovery through authentic storytelling.

Multiple formats and add-ons

Use a range of ad formats and interactive solutions to reach shoppers at every stage of the funnel. Boost engagement with in-feed video ads and add-ons such as pop-ups, countdowns and voting.

Tap into trends

Connect your brand to the latest cultural moments and make your products part of the conversation.

75B

Total Tik Tok video views every month

90+

Average minutes spent in-app by Australian users each day



Broadcast



Category Segments



Behaviour & Journey

Drive discovery on Pinterest

Targeting Options



Demographic



Geographic



Interests

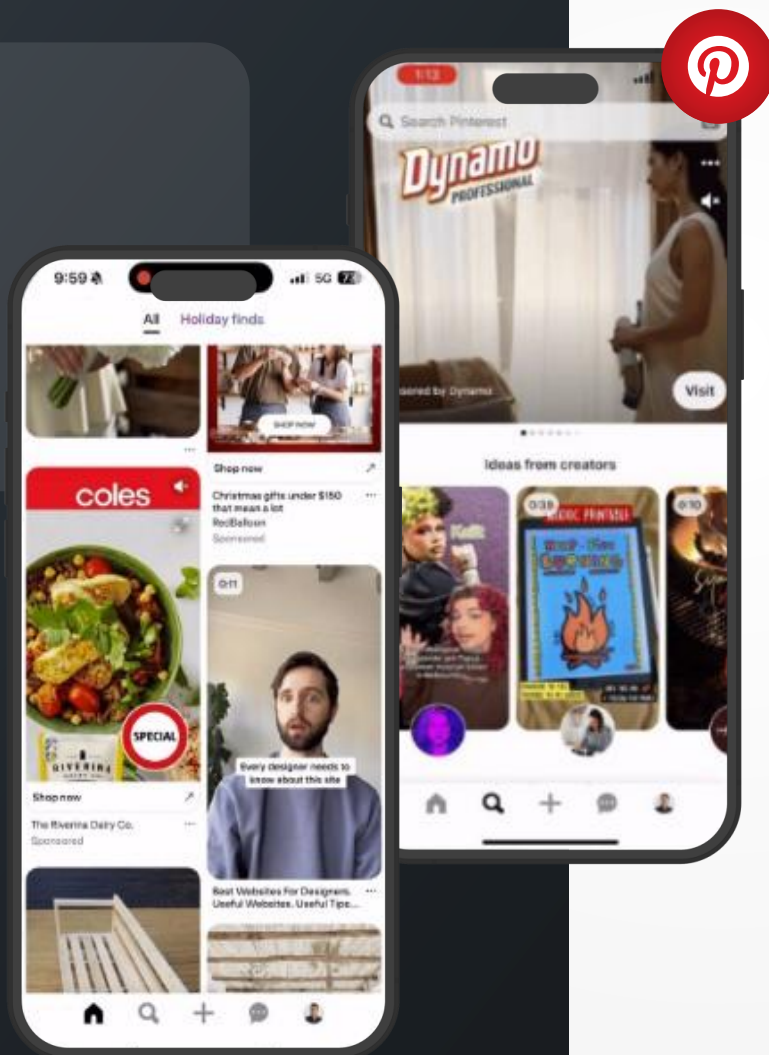


Transactional



Journey

Image displayed for illustrative purposes only.



Tap into Pinterest to reach shoppers actively seeking inspiration and ideas

Connect with audiences in a high-intent discovery mindset, helping move them from inspiration to meaningful action.

Visual discovery

Capture attention with inspiring visual content that helps shoppers discover and consider your brand's products.

Open-minded audience

Reach shoppers while they are actively exploring ideas, creating opportunities for your products to be discovered in relevant moments.

Tap into interests

Align with trending keywords and seasonal interests to integrate your brand into the discovery journey and drive stronger engagement.

156m

searches and saves on Food and Drink related Pins by Australian users in 2025

8.2m

Australian monthly active Pinterest users



Broadcast



Category Segments



Behaviour & Journey

Connect with audiences on Snapchat

Targeting Options



Demographic



Geographic



Interests

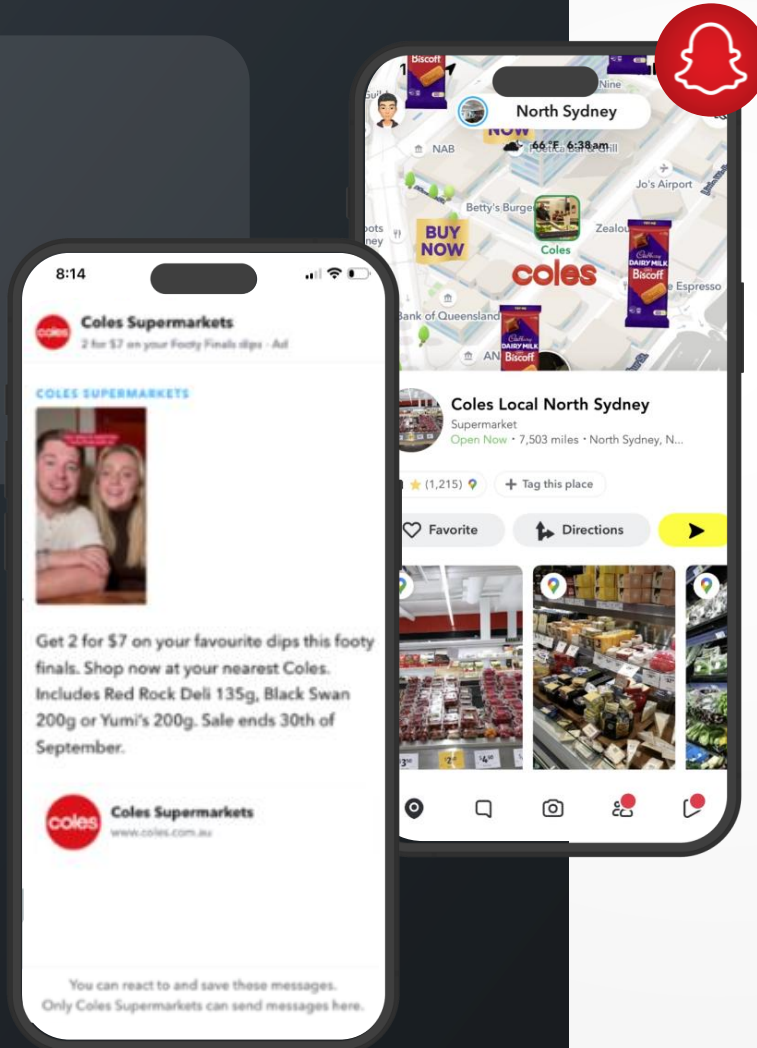


Transactional



Journey

Image displayed for illustrative purposes only.



Reach Australians where meaningful, one-to-one interactions happen

Connect with highly engaged Snapchat audiences through immersive formats, unique targeting and measurable location-based insights.

Speak to hard-to-reach audiences

Connect with unique Snapchat audiences, including younger shoppers who are harder to reach across other social platforms.

35% of Snapchatters are not on Facebook, and 45% are not using TikTok daily.

Leaned in and highly engaged

Snapchatters are highly engaged, with Australian users opening the app on average 40 times per day.

Standout above Coles stores Nationally

Snapchat's Promoted Places features brands above Coles store locations directly within Snap Map, providing the opportunity to combine location-based discovery with interactive branded content and measurable in-store impact nationally

81%

Snapchat users use the chat function

40

Average times per day Australian Snapchatters open the app



Broadcast



Category Segments



Behaviour & Journey

Make an impact with video

Targeting Options



Demographic



Geographic



Interests



Transactional



Journey

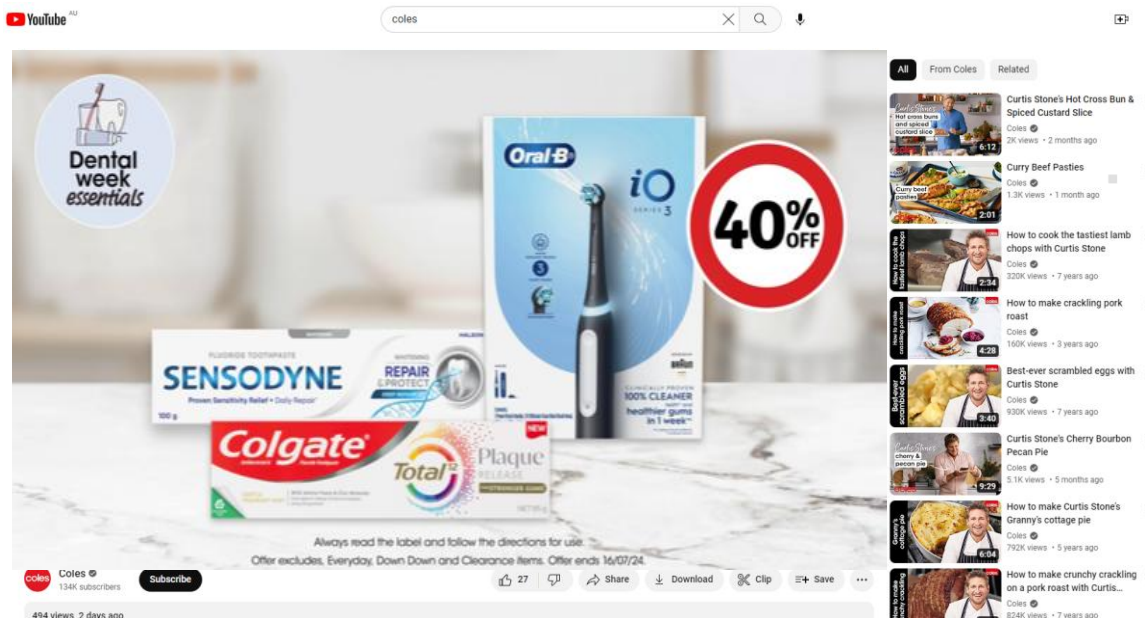


Image displayed for illustrative purposes only.

Reach shoppers at scale across Australia's biggest video platforms

Deliver high-impact video campaigns across YouTube and BVOD, tailored to your audience, objectives and media environment.

Customised to your objectives

Video solutions designed to support awareness, consideration or purchase objectives, tailored by audience, platform, format and buying approach.

YouTube and BVOD available

Extend your reach across premium video environments, with YouTube and BVOD options designed to help maximise audience engagement and campaign effectiveness.

Leverage the Coles brand

Tap into one of Australia's most recognised brands, using a trusted look and sound to drive attention, relevance and memorability.



Broadcast



Category Segments



Behaviour & Journey

Turn meal inspiration into shopper action

Targeting Options



Demographic



Geographic



Interests

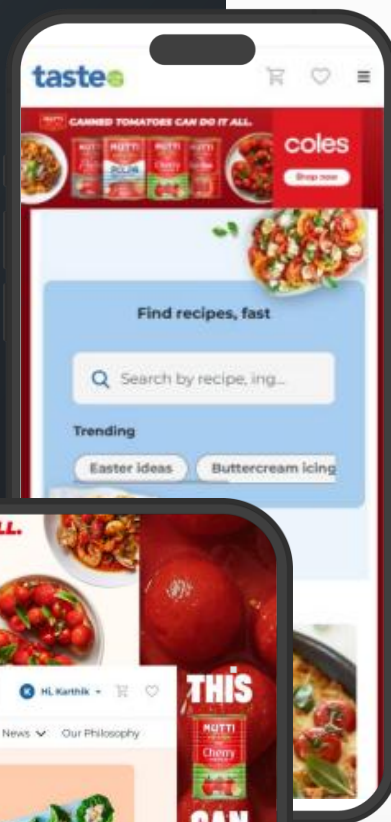


Transactional



Journey

Image displayed for illustrative purposes only.



coles 360

Showcase your brand to shoppers looking for meal inspiration across Taste and News Corp

Connect with highly engaged food audiences through trusted content environments that help turn inspiration into action.

#1 food website in AUS¹

Reach 5.4 million Australians on average each month, with Taste connecting with 1 in 5 Australians monthly.

Lean on a 12 Year Coles x Taste Partnership

Built on strong shopper engagement and brand influence. Nearly half of Taste users shop at Coles within 72 hours of seeing a Coles ad on Taste², highlighting the News Corp's ability to connect with shoppers.

Metrics and proving performance

Validate campaign results using digital and engagement metrics to deliver deeper performance insights.

Extend your reach across News Corp environments



Broadcast



Category Segments



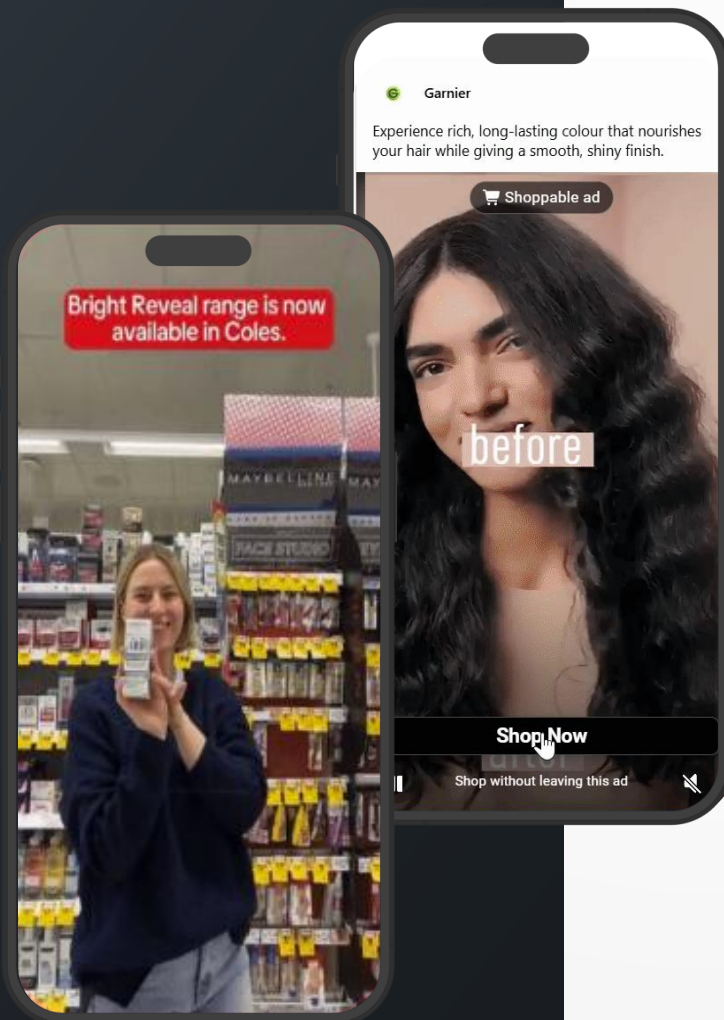
Behaviour & Journey

Source: 1 News Corp Australia- Roy Morgan iris, 12 months ending March 2026, People 18+; 2 SEM Rush, January 20 26; Google Search Console, January 2026, across all print and digital

Transform content into shopper action

Our creative team and partners are setup to help brands stand out in the competitive media space by delivering high-performing, audience-focused creative that drives results.

Image displayed for illustrative purposes only.



Content that meets customers in the moment

Inspire shoppers with engaging content and creative that connects brand stories to real shopping occasions, helping build relevance, consideration and action across the Coles ecosystem.

Influencer & UGC content

Authentic creator-led content helping brands connect with shoppers through relatable stories, product demonstrations and real usage moments.

Shoppable interactive creative

Create interactive content experiences that allow shoppers to discover, engage, browse with and shop products directly from the creative, whilst providing intent data to inform future campaigns.

Leverage the Coles brand

Tap into one of Australia's most recognised brands, using a trusted look and sound to drive attention, relevance and memorability.



Maximise reach with Google PMax

Targeting Options



Demographic



Geographic



Interests



Transactional



Journey

Image displayed for illustrative purposes only.

YouTube



Use Coles transactional data to power Google PMax campaigns, helping deliver ads across the channels and formats most likely to drive performance

Leverage Coles data

Leverage Coles transactional data via the Google Merchant Center to help deliver ads to customers most likely to convert on Coles Online.

Across multiple channels

Serve ad experiences across six Google channels, including YouTube, Search, Discover, Display, Video, Gmail and Maps.

Granular reporting

Measure campaign impact with SKU-level post-campaign reporting that helps show what your investment returned to your brand.



Broadcast



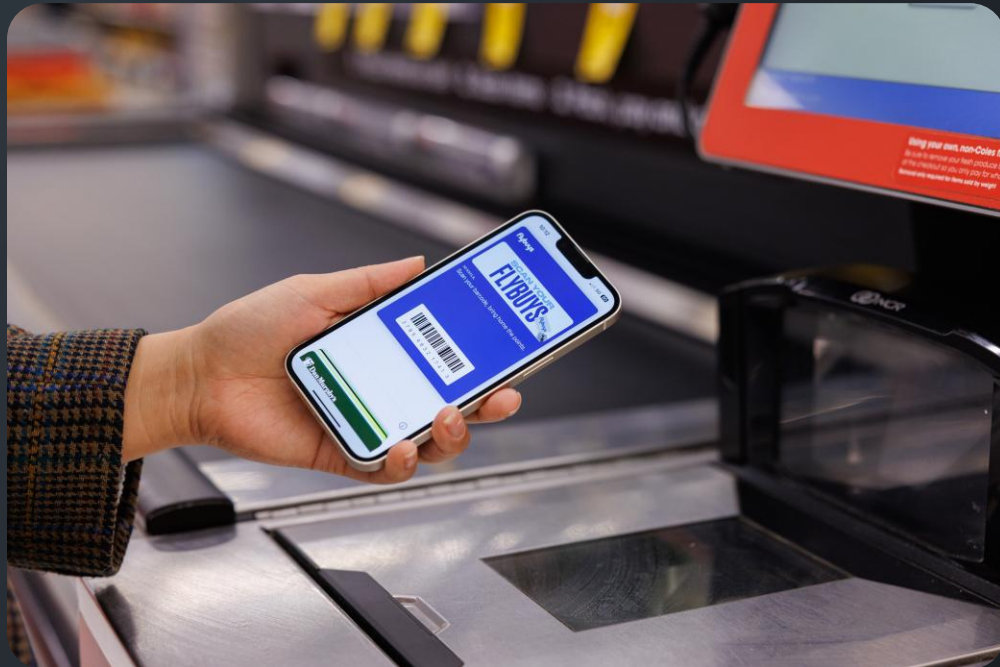
Category Segments



Behaviour & Journey

Turn Flybuys data into personalised shopper action

Tap into one of Australia's most loved loyalty programs to reach shoppers with personalised offers, messages and measurable outcomes



1:1 digital targeting

Engage shoppers at a 1:1 level with personalised messages and offers based on shopping behaviours, demographics or interests.

Objective-led communications

Build bespoke audiences around your campaign objectives, from new customer acquisition and trade-up to win-back, lapsed shopper re-engagement and Average Weight of Purchase (AWOP).

Flexible functionality

Create different offers for different customers, with test-and-learn opportunities across offer type, campaign duration and location.

100% measurable

Track purchases through an opt-in model, creating a behavioural feedback loop from campaign exposure to post-campaign purchases.

10.4m+

active Flybuys members¹

+81%

Coles Flybuys members spend 81% more per week than non-members²

+208%

Average increase in shopper spend³



Most satisfied customers

Australians have rated Flybuys as the top rewards program in Canstar Blue's ratings from 2023 to 2025, earning five-star ratings across value, rewards, accessibility, partners, digital experience, sign-up and overall satisfaction.



Broadcast



Category Segments



Behaviour & Journey

Tailored formats and offers to meet any objective

CRM Managers will make recommendations to suppliers and package up the following formats based on each supplier or campaign objective.

Solus eDM

Premium space to call out key product messaging and encourage trial with relevant shoppers.

Includes email push and digital offers live in the Flybuys app and website for duration of the campaign.

Collaborative eDM (CeDM)

Encourage shopper engagement in a shared real estate format utilising any of the Flybuys offers from bonus points to free samples.

Includes an email push and digital offer live in the Flybuys app and website for the duration of the campaign.

Banners

Amplify marketing messages and build awareness among relevant shoppers.

Align to wider in-market communications branding and messaging for cumulative impact.



Solus eDM
Brand led

Collaborative eDM
Product led

Banners
Advertising led



Broadcast



Category Segments



Behaviour & Journey

Effective Flybuys Trigger Campaigns

Trigger Options

Product Loyalty Trigger:

Universally-available offer where customers receive free product when they purchase the required volume.

+10-15% Flybuys sales growth vs non-Flybuys members¹

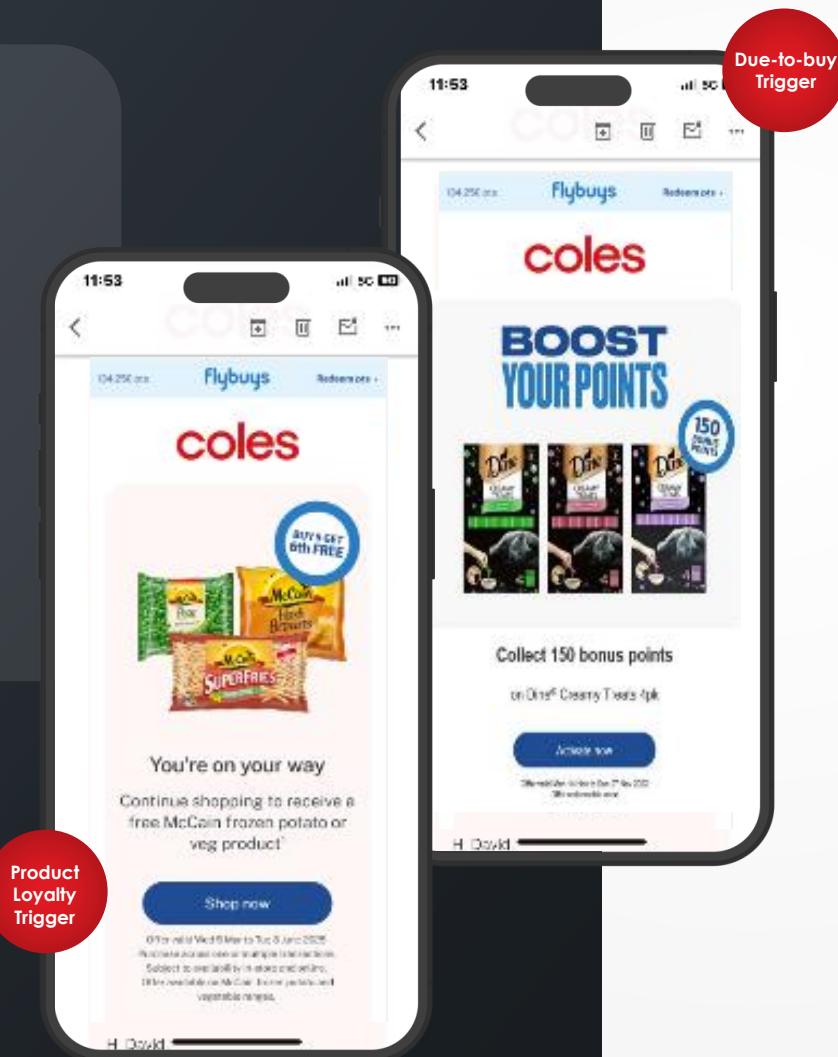
Due-to-buy Trigger:

Highly targeted offer that is served to specific customers based on behaviour.

+100% engagement levels vs a standard campaign¹

Image displayed for illustrative purposes only.

coles 360



Target relevant shoppers based on behaviour to increase their value to your brand.

Provide Additional value to customers

Utilise product loyalty triggers to encourage shoppers to buy more of your range or increase units purchased with a free product offer.

Provide offers at the right time

Due-To-Buy triggers enable offers to be shown to category shoppers at a time when they are most likely to purchase.

Exclusive Communications

With only one trigger permitted in market per product category, brands can benefit from exclusive category visibility



Broadcast



Category Segments



Behaviour & Journey

Source: 1 Flybuys data FY26. Contact CRM Managers for more information and recommendations.

Interest

Spark interest in your brand and products by tapping into the role Coles plays in Australians' lives – reaching beyond the physical and digital store.



Coles Mag



Health and Beauty Mag



ShopFully



Sampling





2022 and 2023 winner
Custom publication of the year
for the second year in a row

Images displayed for illustrative purposes only.

Influence shoppers with Coles Magazine

One of Australia's most-read magazine, inspiring and influencing millions of shoppers every month.

Trusted by 4.48 million Australians each month¹

Coles Magazine is picked up for inspiration, education and product discovery, making it a powerful path-to-purchase companion in the home.

Award-winning content

Our trusted publication blends utility and inspiration, from easy midweek meals to new product spotlights, earning back-to-back Mumbrella Awards in 2022 and 2023.

Seamless integration for your products

Place your products in and around relevant recipes, content and seasonal themes to build awareness and support in-aisle recall when it matters most.

4.48m

readers per month¹

66%

of readers purchased a featured or advertised product in the magazine²

80%

of readers use it to plan their weekly shop²



Broadcast



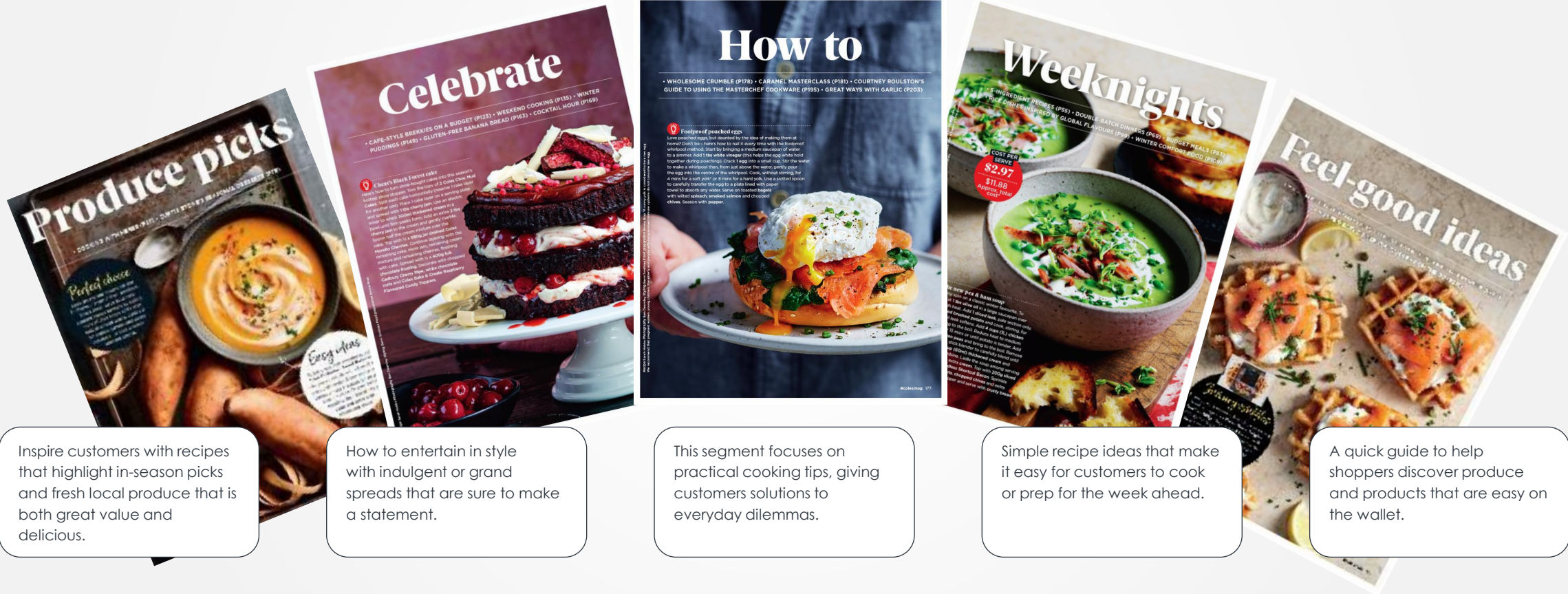
Category Segments



Behaviour & Journey

Source: 1 Roy Morgan Dec 2025², 2 Harvest Insights, 2026 (n=1000 per year)

Every issue has a mix of aspirational and educational features



Inspire customers with recipes that highlight in-season picks and fresh local produce that is both great value and delicious.

How to entertain in style with indulgent or grand spreads that are sure to make a statement.

This segment focuses on practical cooking tips, giving customers solutions to everyday dilemmas.

Simple recipe ideas that make it easy for customers to cook or prep for the week ahead.

A quick guide to help shoppers discover produce and products that are easy on the wallet.



Standard Assets available:

Advertorial

Leverage the expertise of our talented editorial team to create beautifully crafted content that integrates your brand seamlessly into our magazine's tone of voice.

Double page advertorial



Full page advertorial

Sponsored Editorial

A mixture of both branded ads and content, a sponsored editorial allows you to own 6 consecutive pages dedicated to your product – as written by the Coles Mag team of experts.

Spread 1



Full Brand Page

Section Lead In

Spread 2



DPS Sponsored Editorial – Recipe Creation

Spread 3



Sponsored Editorial – Recipe Creation

Full Brand Page

Brand Ads

Have the creative freedom to bring in all your distinctive brand assets to drive awareness and consideration of your brand or product offering.

Full Page Brand Ad



Inside Front/Back Cover, Outside Back Cover



Half-page Vertical



Double Page Spread



Broadcast



Category Segments



Behaviour & Journey

Make an impact with prime real estate



Inside Front Cover

Highest opportunity to be seen as readers pick up the magazine - Convey premium credentials like ads in other magazines



Opposite to Contents

High visibility on a navigation page for readers with high dwell time page



Prior to Contents Spread

Communicate importance through premium positioning



Opposite Cover Story

Gain higher visibility alongside a key editorial page



Broadcast



Category Segments



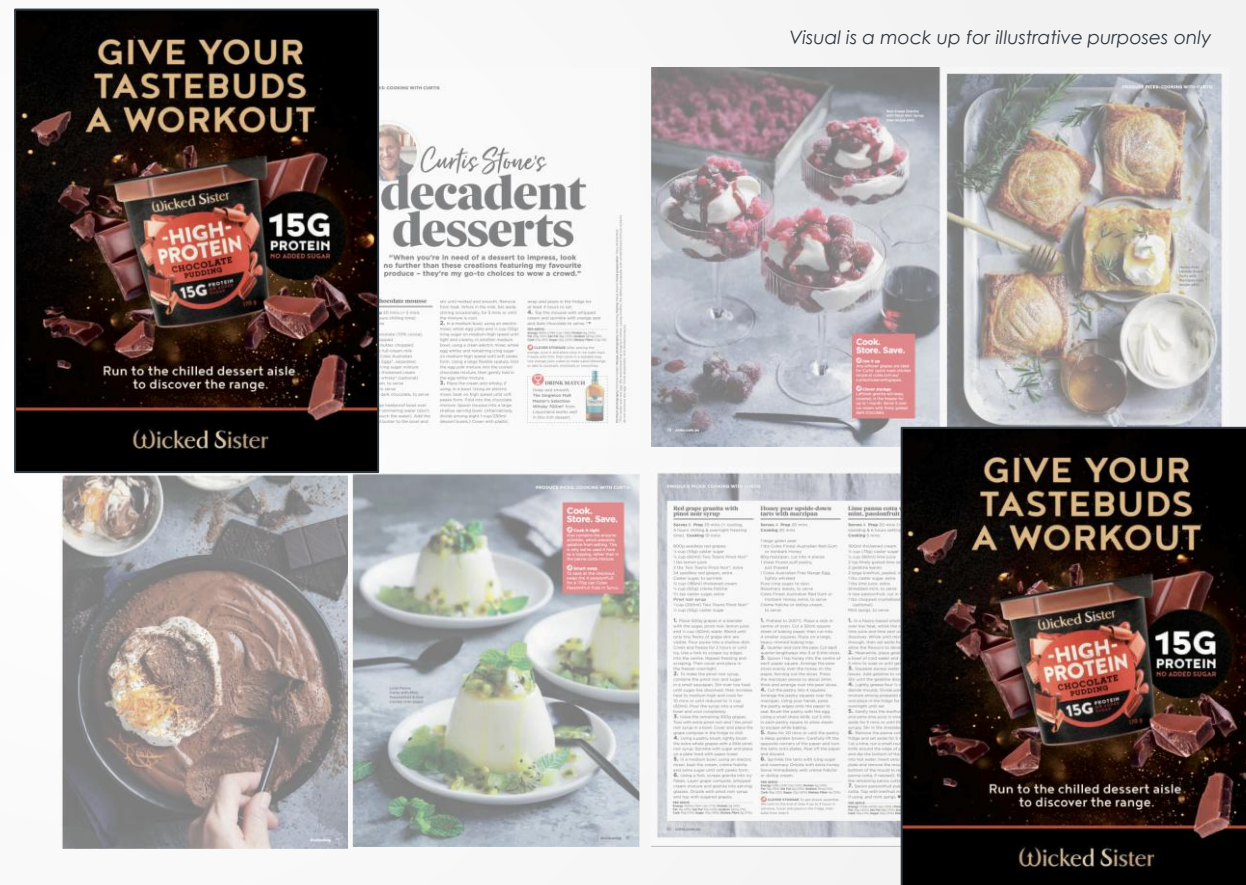
Behaviour & Journey

Bookend one of the most anticipated and read sections of our magazine, **Cooking with Curtis**

Key Benefits

25%

of readers surveyed said 'Cooking with Curtis' is their favourite feature of Coles Magazine



Broadcast



Category Segments



Behaviour & Journey

Inspire usage through '4 ways with'

An opportunity to showcase the versatility of your product with convenient and different serving suggestions. This treatment is best for a staple everyday ingredient (e.g. yoghurt, herbs, spices, bread, produce associations) used in different ways.

71%

of readers indicated that recipes in the magazine inspire them to cook¹

Key Benefits

Exhibits a product's versatility
Demonstrates value through use



Visual is a mock up for illustrative purposes only

Key Features:

1. Labelled promotion
2. Product image inclusion
3. Hacks and Tip/idea pull outs
4. One SKU x 4 ways (not a full recipe)



Broadcast



Category Segments



Behaviour & Journey

Align your brand to ‘Expert Cooking Advice’

Showcase your product and expertise by providing informative tips and advice to get the best cooking results. Great for pantry staples such as seasonings, condiments, and complimentary products that elevate a meal.

34 - 38%

of survey respondents wanted to see more content around cooking tips and how to articles¹

Key Benefits

Position yourself as a category expert, Provide readers with useful information, Great for food adjacent products (i.e. utensils, storage)

Key Features:

- 1. Labelled promotion
- 2. Can be single brand or co-funded
- 3. (If co-funded suppliers must be complementary)
- 4. Can include a recipe (DPS only)
- 5. Product pack and information inclusion
- 6. Step shots





Health and Beauty Magazine

Inspire Coles customers seeking fresh ideas, advice and product discovery across health and beauty.

A destination for half a million readers

Every quarter, Coles Health and Beauty Magazine inspires and informs readers through trusted editorial content and seamless brand integration.

Launch, promote, educate

Use Coles Health and Beauty Magazine to tell a deeper product story, supporting launches, education and seasonal relevance.

Flexible integration options

Double page, single page, half page and advertorial integrations help turn health and beauty inspiration into sales.

500k

copies distributed across 850+ stores

Quarterly

Health and Beauty magazine is distributed quarterly for customers to learn the latest each season

58%

Of readers use the magazine for inspiration²



Broadcast

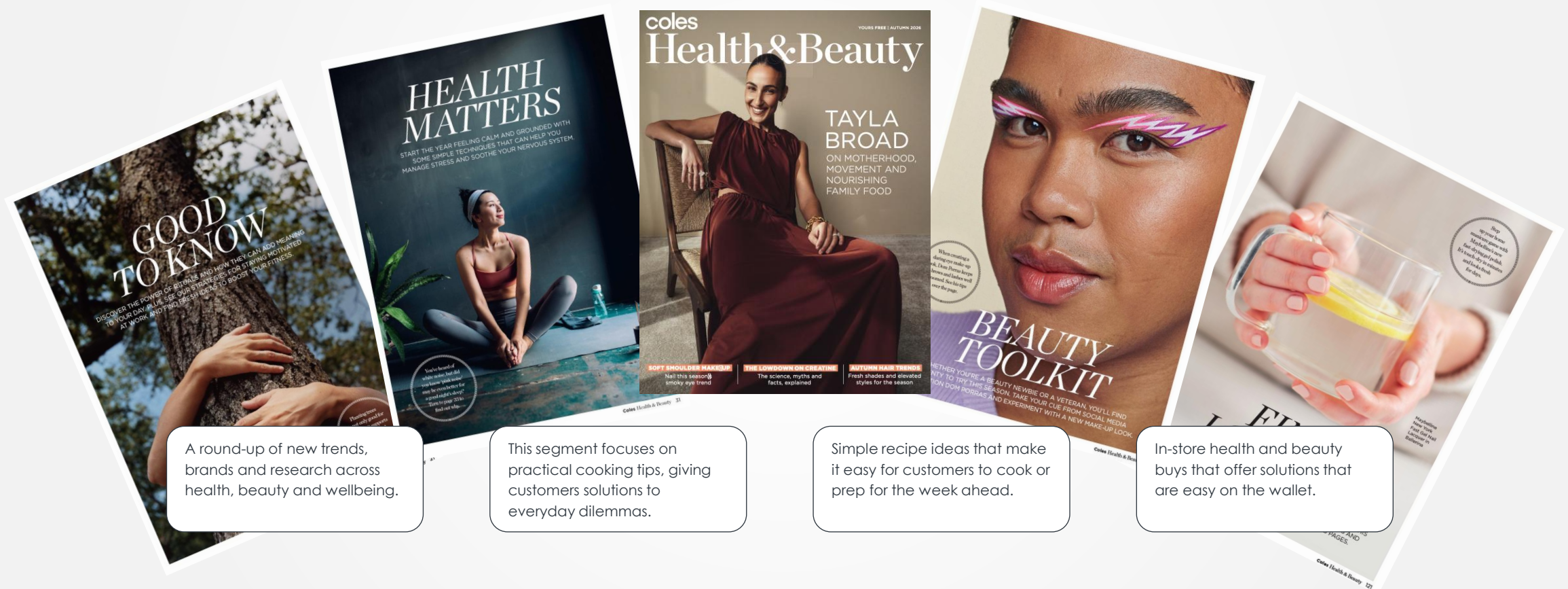


Category Segments



Behaviour & Journey

Position your brand amongst high-quality content across health, beauty and inspiration



A round-up of new trends, brands and research across health, beauty and wellbeing.

This segment focuses on practical cooking tips, giving customers solutions to everyday dilemmas.

Simple recipe ideas that make it easy for customers to cook or prep for the week ahead.

In-store health and beauty buys that offer solutions that are easy on the wallet.



Standard Assets available:

Branded Pages

Have the creative freedom to bring in distinctive brand assets that drive awareness and consideration of your brand or product offering.

Full Page Brand Ad



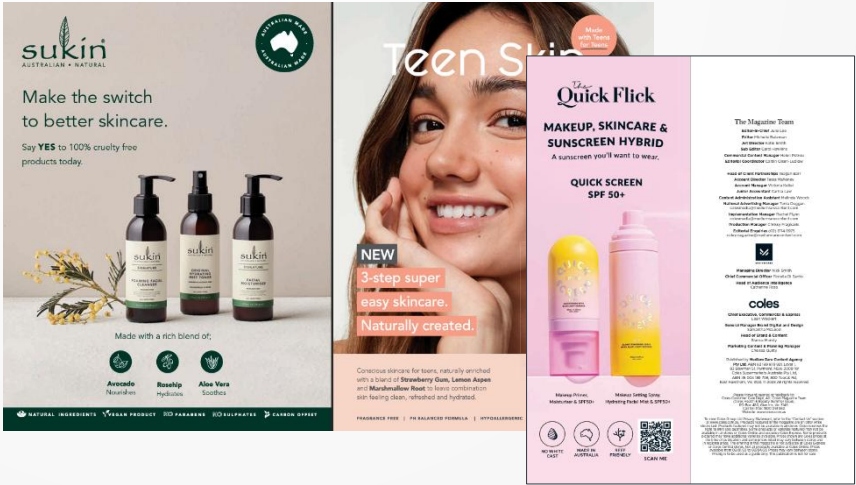
Inside Front/Back Cover, Outside Back Cover

Double Page Advertorial



Full Page Advertorial

Double page spread



Half-page vertical

Advertorials

Leverage the expertise of our talented editorial team to create beautifully crafted content that integrates your brand within our magazine tone of voice, trusted by our readers to help inspire them on the next trending product, or tips and tricks on all things health and beauty.

Branded Pages

Have the creative freedom to bring in distinctive brand assets that drive awareness and consideration of your brand or product offering.

Utilise Prime and limited real-estate upfront to drive impact



Opposite contents page

High visibility on a navigation page for readers with high dwell time page.



Within Cover Story

Gain higher visibility alongside a key editorial page.



Capture attention alongside our most engaging content



Opposite the Beauty Toolkit Page

58% of readers find the Health and Beauty magazine extremely useful for inspiration. Align your brand with this quarter's latest beauty hacks and how-to's.¹



Opposite the Health Section Opener

With nutrition and health content among the most-read features, the magazine's Health section delivers proven engagement – giving your brand standout cut-through where it counts.



Health and Beauty Magazine cover sample/tip on

Market a brand sample/tip-on to NSW or VIC Health and Beauty magazine customers

Over 146K copies printed with your tip-on for either state



Influence shoppers before they shop with ShopFully

3m+

Australian shoppers across web and app

6.5m

Shoppers visited Coles after reading a Coles catalogue on Shopfully in FY25

+3mins

Catalogue reading time



Reach value-driven shoppers at the most influential moment – just before they shop

Amplify your catalogue offer

ShopFully offers integrated brand placements that put your brand directly in the path of price-conscious shoppers.

Drive in-store visits

Over 50% of users visit a Coles store within two days of reading the catalogue, highlighting ShopFully's powerful role in supporting the shopping journey.

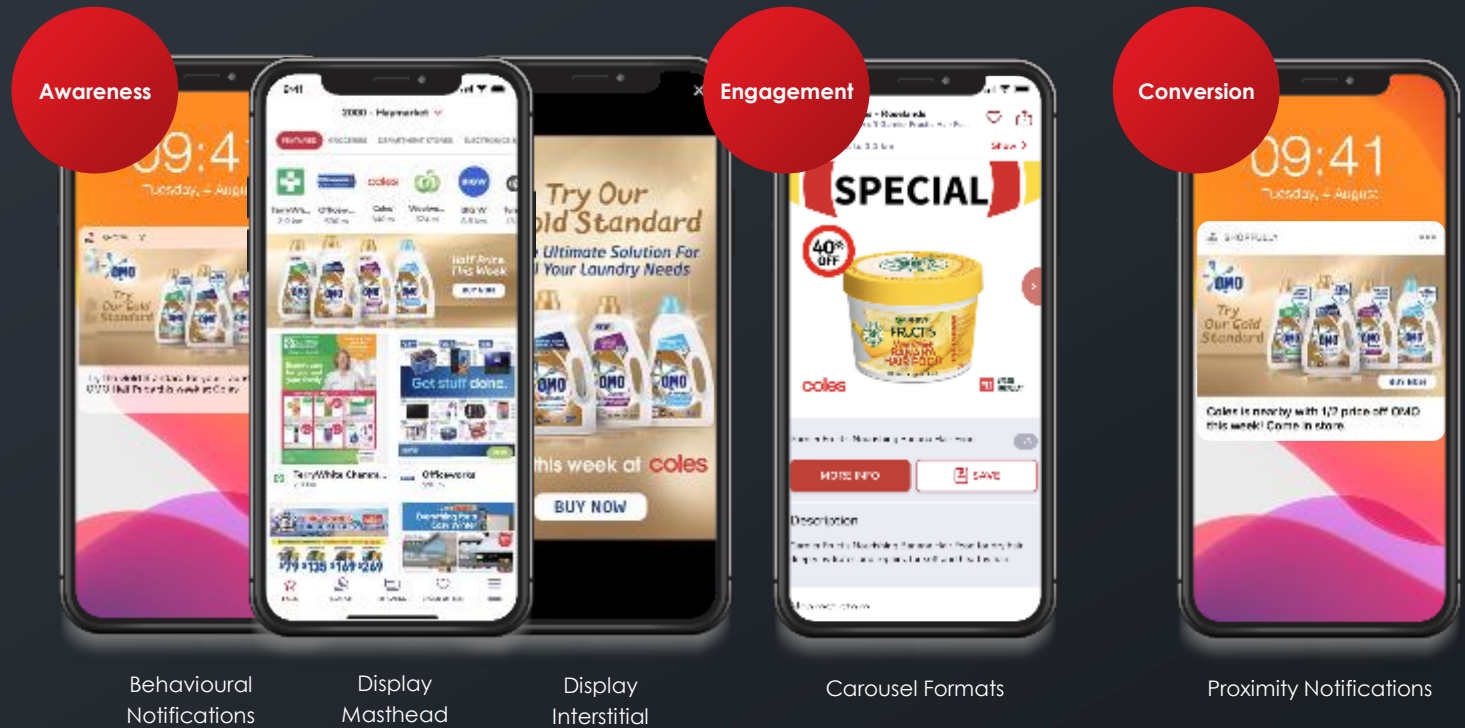
Tap into the value mindset

Reach price-sensitive, promotion-focused shoppers while they are actively planning their next shop, making it ideal for brands with strong value messaging.



ShopFully

ShopFully provides a range of mobile first formats, allowing brand partners to amplify their communications, supporting both online and instore shopping behaviour.



Flybuys Sampling

Targeted digital offers with measurable redemption

A smarter way to drive trial and track results

Maximise trial

Reach the right customers with a cost-effective sampling solution that links trial to purchase behaviour.

Flybuys 1:1 precision

Use Flybuys 1:1 targeting to reach tailored customer segments, with full adaptability, strategic control and purchase tracking.

Seamless Delivery

Send offers directly to a custom audience via Flybuys, redeemable in-store or online.

Powerful feedback

Access standard campaign performance reporting, plus deeper insights from customer surveys triggered at redemption.



Delivering
100%
with minimal wastage¹

Average
7-10%
redemption rates¹

Customer survey
return rate of
40-50%
scoring the product¹



Broadcast

Category
SegmentsBehaviour
& Journey

Create buzz with SuperNova and outside sampling

Bring your product to life in high-traffic moments, creating excitement, trial and brand engagement before shoppers enter store

Why it works

Reach shoppers in their day-to-day environments with a high-energy brand activation designed to create buzz, spark trial and prime customers to purchase.

Experienced street teams

SuperNova's experienced promotional teams help build hype, drive product interaction and create memorable brand moments with shoppers.

How it works

Brand ambassadors set up outside selected Coles stores or approved point-of-interest locations, distributing samples and engaging shoppers in a branded activation experience.



Bespoke

packages available on request

Reach Nova's

6.5m

audience via live radio cross¹

Extend reach

through Instagram Story on Nova Socials



Drive product trial in-store with Extravert

Put your product directly into shoppers' hands at the point of purchase, using branded in-store sampling to drive trial, education and conversion

Why it works

Give shoppers the chance to taste, smell or experience your product in-store, helping build confidence and encourage immediate purchase.

End-to-end execution

Experienced brand ambassadors manage the sampling moment, with Extravert supporting project management, freight and logistics.

How it works

Your product is sampled directly to Coles shoppers from a fully branded stand, creating a memorable in-store interaction close to the point of purchase.

57%

customers say samples encourage first purchase of new products₁

4 hours

sessions to drive trial and engagement

Flexible

packages to match your budget



Stand out alongside Coles Sponsorships

A portfolio of retail media opportunities providing exclusive opportunities across trusted national Coles Partnerships, connect with customers in these highly engaged environments



Sunrise

Connect with Australia every morning

- ✓ Cooking with Coles segments
- ✓ Coles in the Community
- ✓ Live weather crosses



Exclusive Coles integration on Sunrise



MasterChef

Inspire shoppers through food

- ✓ Recipe Integration
- ✓ Featured products in MasterChef Challenges



Exclusive Coles product placement opportunities



AFL

Reach fans on and off the field

- ✓ LED Screens
- ✓ Broadcast and online TV
- ✓ Sampling at events



Exclusive Coles partnership exposure in AFL



Community

Make a difference together

- ✓ Donation linked campaigns
- ✓ Brand amplification through Coles Campaigns
- ✓ Local event activations (Mardi gras, community kicks)



Exclusive access to Coles community platforms and reach

Desire

Stimulate desire for your product in the physical and digital store environment where customers are actively engaged.



Coles Entry Screens



Digital Homepage



Landing Pages



Coles App



Coles Radio



Capture shoppers on the path to purchase with digital OOH screens



Visual is a mock up for illustrative purposes only

Build brand presence in high-impact environments close to store

Prime shoppers in a buying mindset

Capture attention as customers move through high-traffic environments near Coles, keeping your brand top of mind before they enter store.

Proximity targeting that works

Reach shoppers on their path to purchase at Coles with high-impact screen content, whether they're walking from the car park, arriving by public transport or walking through a retail centre.

Driven by Customer Insights

Move beyond broad reach DOOH and connect with shoppers where it matters most. Using Coles' audience intelligence, strategically place DOOH media around stores that over-index for your category or brand, designed to reach relevant shoppers.

OOH providers:



Broadcast



Category Segments



Behaviour & Journey

Capture shoppers at store entry with Coles Entry Screens



Your brand, front and centre at the moment it matters most

Capture shoppers in a buying mindset

Reach millions each week by placing your brand at the store entrance, keeping your product front of mind as shoppers walk in.

Bring your brand to life

Dynamic 65" digital screens allows you to showcase offers and products in motion.

Smarter segmentation

Tailor creative by time of day, location, affluence, weather or sales data to increase relevance and impact in the moment.

Available in

690+

stores

1 in 8

Share of voice

5.9m

Opportunity to reach over 5.9m customers per week¹



Broadcast



Category Segments



Behaviour & Journey

Amplify specials at store entry



Boost visibility for promoted products with a dedicated specials slot at the store entrance

Front-of-store visibility

Put promoted products in front of shoppers as they enter store, helping drive awareness before they reach the aisle.

Shared specials format

Feature your offer within a dedicated specials screen alongside other promoted products.

Built for promotional moments

Ideal for catalogue offers, seasonal events, price promotions and high-priority campaign periods.



Creative segmentation



State Based

Ideal for state-based brands, display differing creative tailored to each state.



Time Based

Promote different products or messaging through the morning or night.



Climate Based

Adjust your creative to align with the specific climate of different regions.



Category Sales

Change your screen creative in stores that over index in certain categories.



Affluence Based

Adapt your creative to the differing levels of affluence.

Note segmentation is for creative only. Can be implemented across the Full or ½ network.



Broadcast



Category Segments



Behaviour & Journey

Coverage

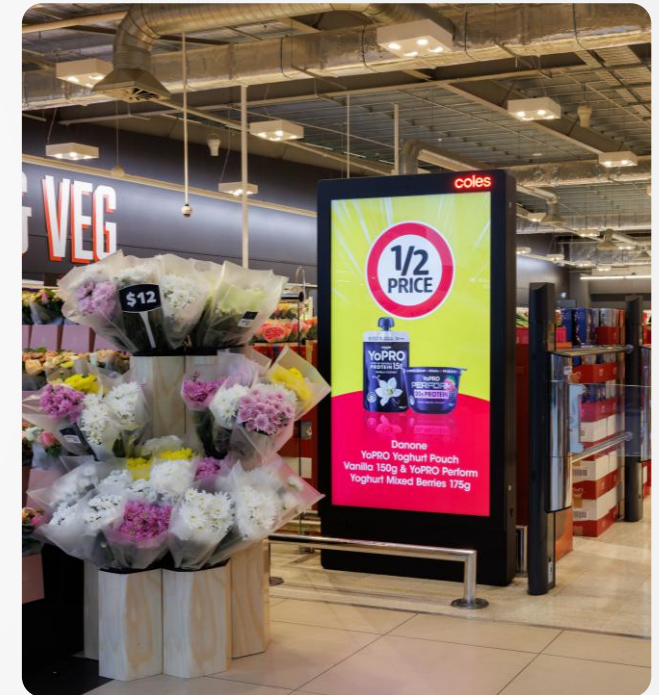


3.68m

Australians live within
1km of these stores.

13m

Opportunity to
influence 13m
transactions a week*



Extend your reach further with Liquorland entry screens

560k

customers reached per week across stores with screens²

890k

influenced transactions per week²

7 seconds

Screen time

+ 328 adjacent

Bundle with existing Supers half- or full-network and adjacent Liquorland screens

coles 360



Reach valuable cross-shoppers in a high-intent retail environment at Liquorland store entry

Reach high-value customers

Connect with Liquorland and Coles cross-shoppers who spend more each year than Coles-only shoppers.

Inspire new occasions

Tap into meal pairing, entertaining and gifting moments to drive awareness and consideration for your brand.

Encourage more visits

Reach shoppers who make more trips across Liquorland and Coles, helping influence purchase behaviour across connected retail moments.

1 in 5

Of consumers claim that screens remind them to purchase.¹

22

More Trips¹

Liquorland and Coles cross-shoppers make more trips than Coles-only customers



Broadcast



Category Segments



Behaviour & Journey

Source: ¹Neilsen CommsPoint Influence, Australia 2025 CMV, all adults 18+ ²Coles Analytics, Average monthly customers and transactions (visits) across 213 CLG Screen Network Stores ³Coles Circle, Feb, 2025 n=6012 ⁴Dunnhumby and Luman, The Attention Multiplier, April 2025 ⁵Circana Analytics, Coles Tagged Customers, All Geography Coles Group (Supermarkets and Liquor), Average across January 2023 to December 2024 ⁶Coles Analytics, Tagged Customer Data, 1/11/24 – 31/12/24.

Influence shoppers at checkout with Main Lane screens

1 in 7

share of voice

10sec

screen time rotations

860+ stores

available nationally

40%

of shoppers surveyed prefer main lanes checkouts - compared to self-serve.¹



Reach shoppers in a receptive mindset at the final point of purchase, with digital screens positioned at staff-operated checkouts.

Capture attention at checkout

Place your brand in front of shoppers while they pause at staff-operated lanes, creating a final opportunity to influence purchase decisions.

Reach valuable basket builders

Main Lane shoppers typically have larger baskets, making this environment ideal for promotions, impulse products and complementary product messaging.

A receptive retail moment

Staff-operated checkouts create a more relaxed, human shopping moment, helping messages land when shoppers are attentive and close to purchase.



Broadcast



Category Segments



Behaviour & Journey

Influence more shopper journeys across Coles Online

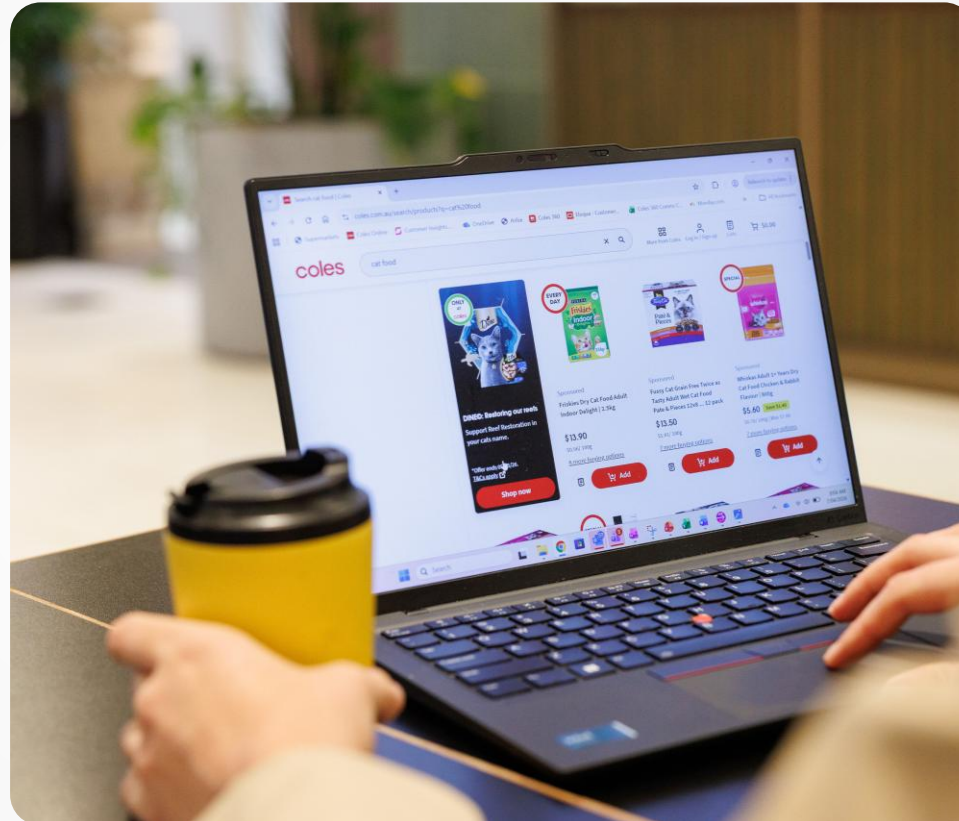
With over 7.4 million weekly visits across web and app, Coles Online helps brands drive relevance, discovery and conversion – from browsing through to basket

Omnichannel shoppers are key

96% of Coles Online customers also shop in-store, with 53% visiting within three days of browsing online¹. This makes Coles Online a powerful lever to influence shoppers across the full path to purchase.

Smart formats for every objective

Whether you're driving inspiration, amplifying a promotion or closing the loop, Coles 360 has formats to reach shoppers with the right message at the right moment.



53%

of Coles Online visitors research online and buy in-store within 3 days¹

96%

of Coles Online customers also shop in-store¹

Valuable

Omni-channel Shopper spend is 2.5x more than In-Store only³



Impactful presence at the front door of Coles Online

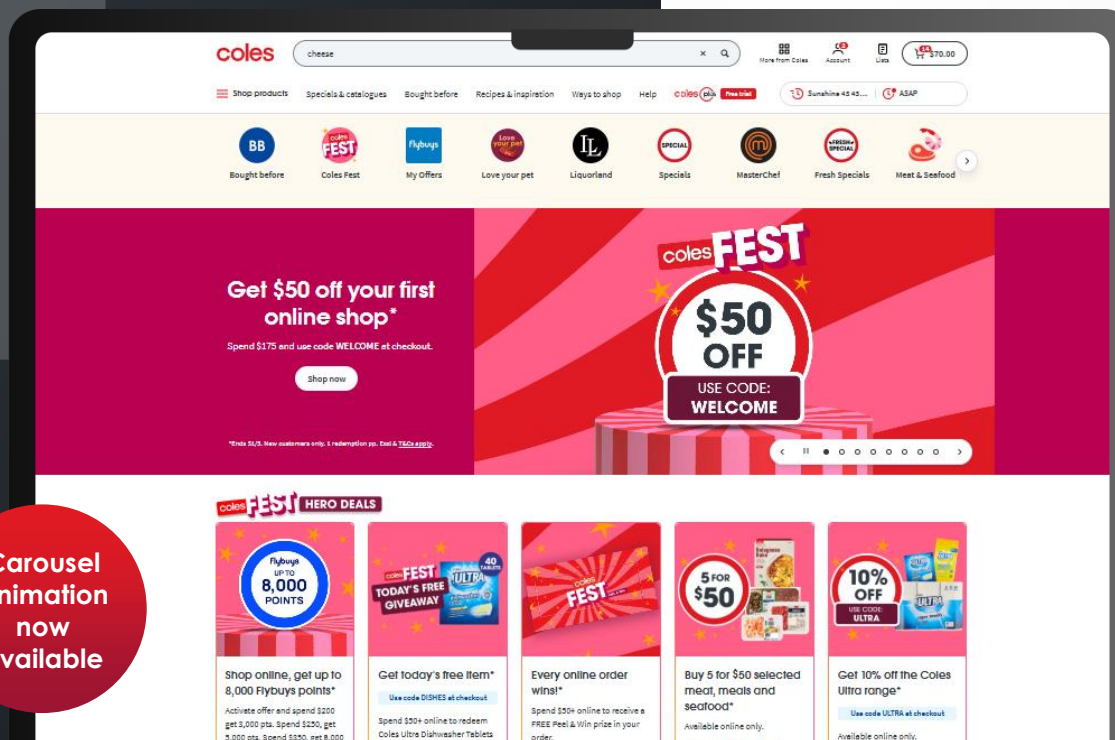
3.8m

Average Homepage visits per week (web and app)¹

\$0.04

per impression¹

Carousel Animation now available



Reach shoppers from the moment they start their Coles Online journey

High traffic, high impact

With over 3.8 million impressions each week across Web and App, the homepage is one of our most powerful online assets, driving visibility and influence from the first click.

More than just specials

Tell a broader brand story, from launches and promotions to exclusives, supported by bespoke content hubs.

Stay top of mind

Reach shoppers as they begin their journey, when they're open to discovery, inspiration and planning their shop.

Boost impact with dynamic formats

Animated carousels, content cards and video help your message cut through with greater relevance and creative flexibility.



Broadcast



Category Segments



Behaviour & Journey

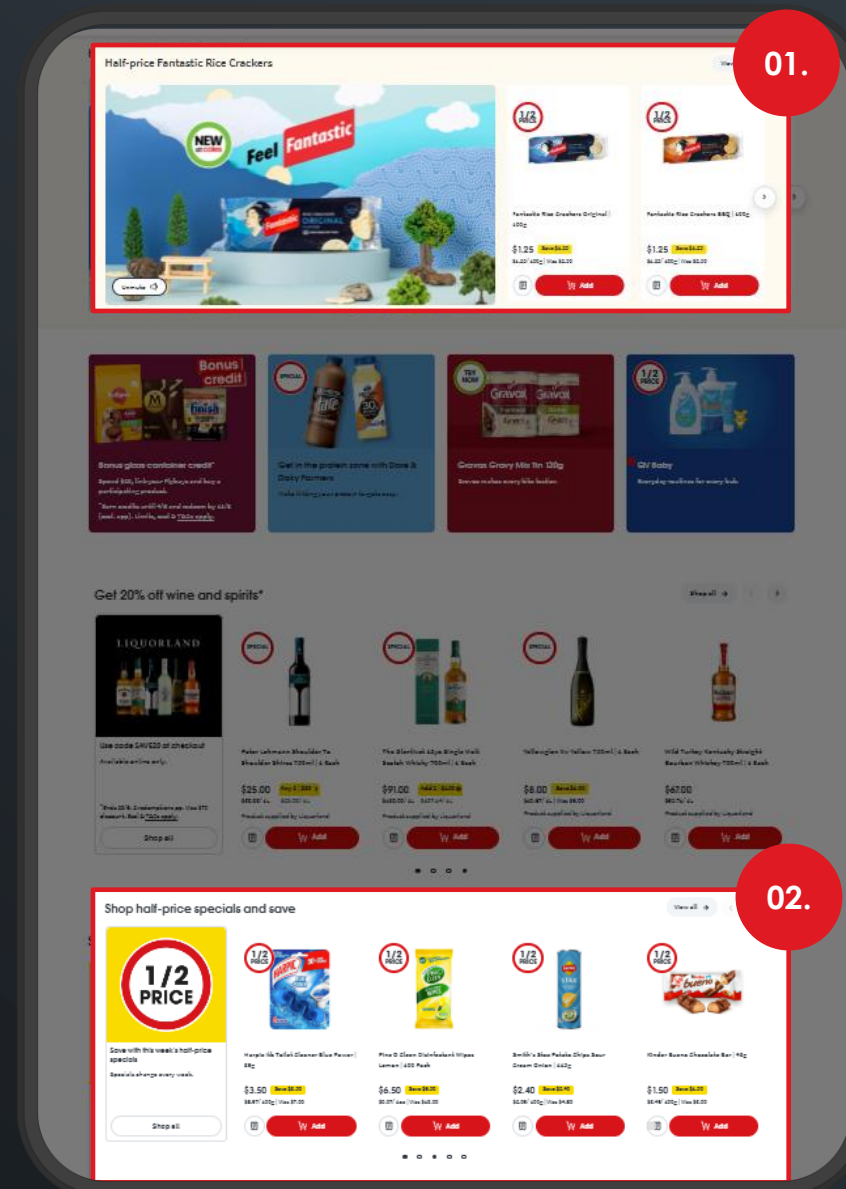
Bring your brand to life with video-enabled homepage formats

01. Homepage: video feature row

Showcase brand messaging, product visuals and shoppable SKUs in a high-impact homepage placement, helping your creative stand out in the digital storefront.

02. Homepage: half-price feature row

Promote priority SKUs in a high-traffic homepage environment, tapping into value-seeking shopper behaviour away from the Specials tab.



Match your objective with the right homepage format

03. Homepage: carousel banner

Put your brand top of mind with high-impact homepage visibility as customers begin their shopping journey.

04. Homepage: hero tile

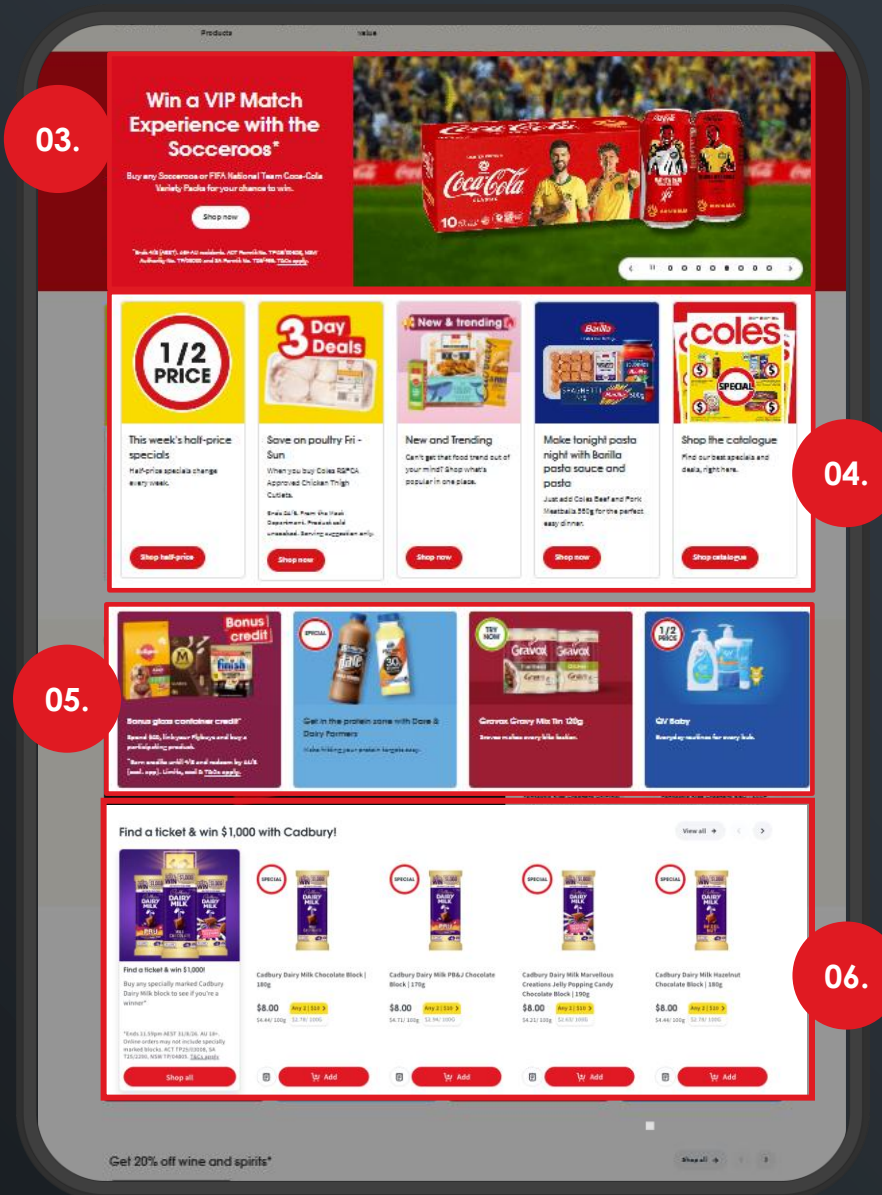
Showcase your promotion in an exclusive above-the-fold placement at the start of the shopping journey.

05. Homepage: content cards

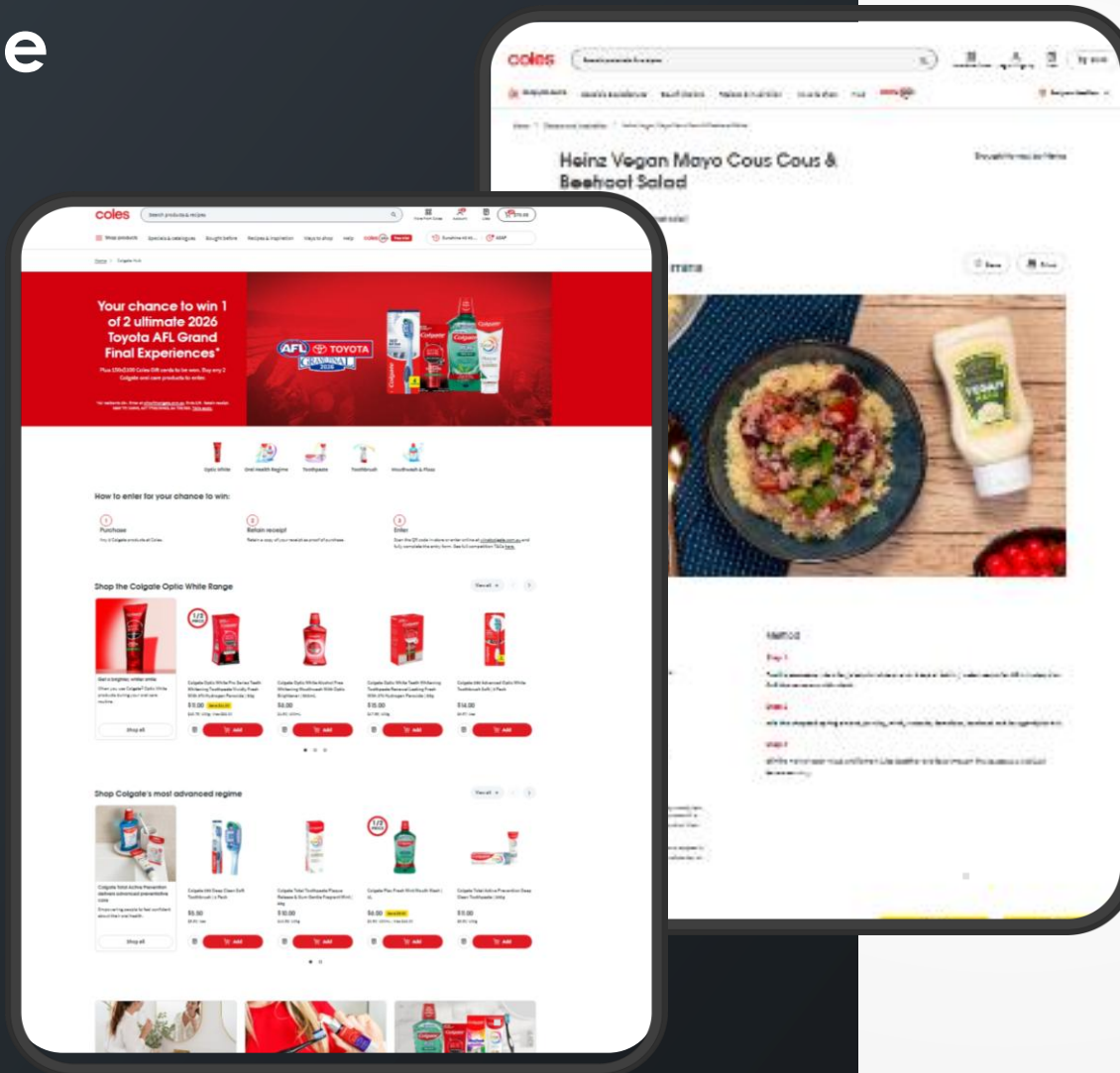
Use premium content placements to leverage distinctive brand assets, attract attention and influence buying behaviour. Also available in a split 25% share-of-voice format, offering a more cost-effective entry point to homepage visibility.

06. Homepage: feature rows

Showcase individual SKUs or extended product ranges in a shoppable feature row, with the option to support deeper engagement through a landing page.



Create branded destinations on Coles Online



Turn inspiration into action with branded digital destinations.

Showcase your range

Use landing pages to spotlight your full range in one easy-to-shop space, building brand presence and supporting conversion.

Connect inspiration to purchase

Recipe landing pages connect content and commerce, letting shoppers add products to cart directly from inspirational moments.

Create a bespoke brand destination

Bring your brand to life with bespoke pages that house your range, messaging and content in one tailored campaign destination.



Broadcast



Category Segments



Behaviour & Journey

Drive discovery beyond the aisle

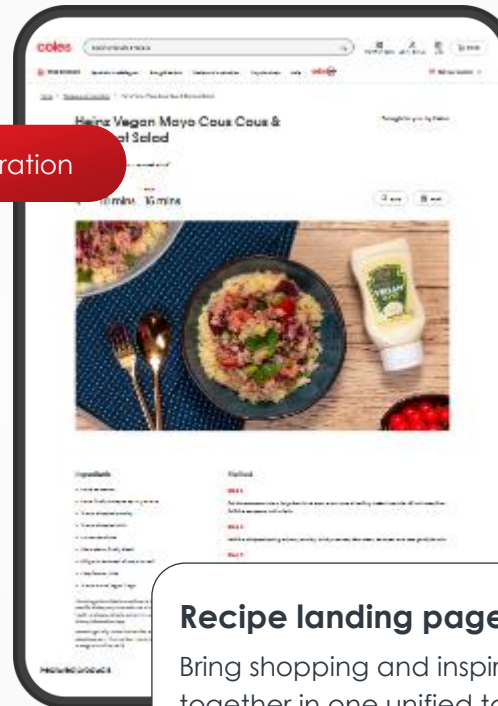
Discovery



Product landing pages

Aid discovery of your wider range and build additional brand presence through a dedicated product landing page.

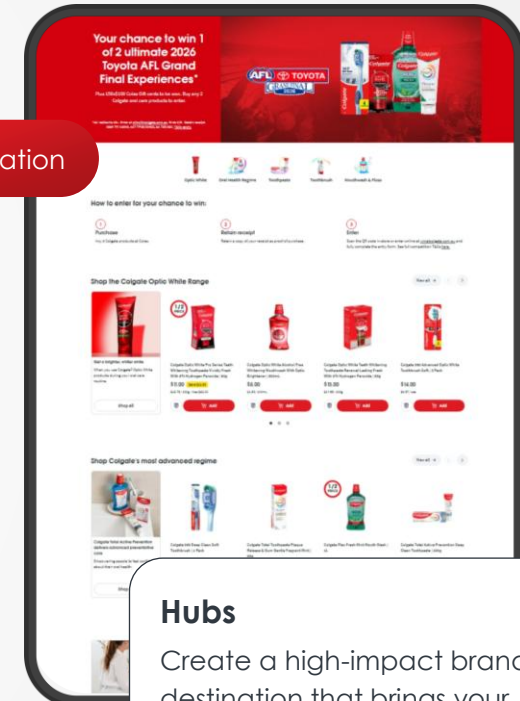
Inspiration



Recipe landing pages

Bring shopping and inspiration together in one unified touchpoint, helping customers move from recipe discovery to purchase.

Amplification



Hubs

Create a high-impact brand destination that brings your unique brand elements together alongside relevant content.



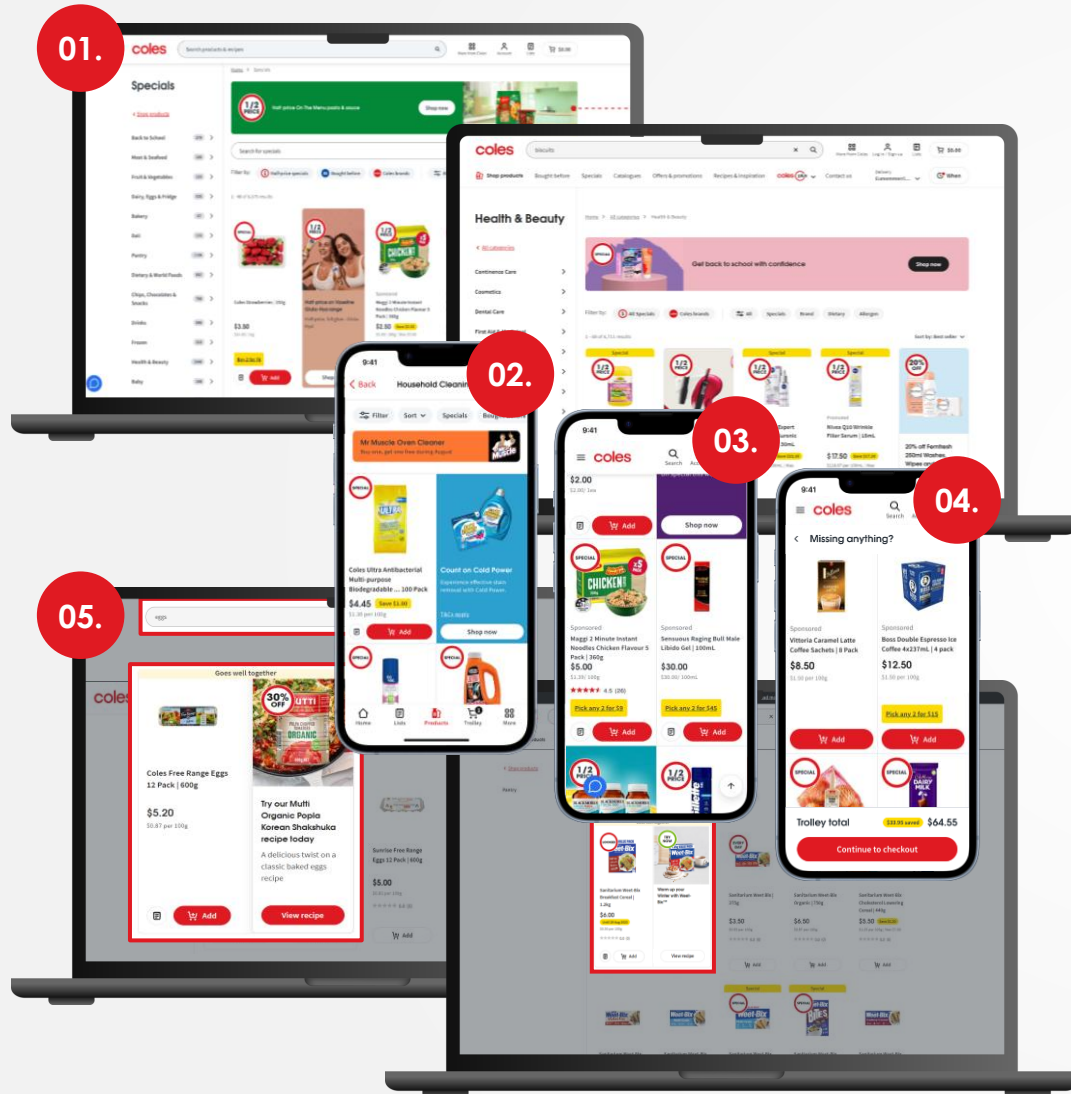
Broadcast



Category Segments



Behaviour & Journey



Drive Discovery and conversion across search and aisle

Place products in high-intent moments as shoppers search, browse and build their basket

01. Banner: fixed and CPM ROS

Reach shoppers with high-impact banner placements across search and aisle pages. Bought fixed on Search or Aisle, or through CPM ROS.

02. Tile: fixed and CPM ROS

Showcase priority products or offers within the shopping journey to drive visibility and consideration. Bought fixed on Search or Aisle, or through CPM ROS.

03. Sponsored listings: search, aisle and specials

Promote products in high-intent browsing environments where shoppers are actively comparing and choosing. Bought self-serve via Citrus.

04. Sponsored listings: checkout

Prompt last-minute consideration and basket additions at checkout. Bought self-serve via Citrus.

05. Associations: product and content

Connect your products to relevant product or content moments, helping influence shoppers through contextual placement. Bought fixed.



Broadcast



Category Segments



Behaviour & Journey

Reach and influence shoppers in planning mode with the Coles App

Connect with customers as they browse, plan and build their shop across app experiences

Be present in a high-traffic environment

The Coles App accounts for 49% of eComm traffic¹ and continues to grow as a key planning touchpoint across the Coles digital ecosystem. The Coles App accounts for 60% of orders², with a conversion rate of 6.9% per visit³, compared to 4% on Web³.

Put value front and centre

Sponsored Listings, Banners and Tiles keep your offers top of mind, making it easy for value-conscious shoppers to plan with your product in their basket. Place the store in the palm of their hands.

The app gives shoppers anytime access to browse, plan and build their shop, making your brand part of their preparation and purchase process.

Enable in-store and online shoppers

With usage split 30-70 across in-store mode and Click and Collect, the app connects with different shopper missions and supports conversion from browse to basket.



30/70 split

of customers use the app in-store (~30%) and for Online Click and Collect (~70%)⁴

6m

impressions on the app home screen per week⁴

2.3m

Monthly active App visitors, up 140% since 2024 and still growing⁵



Broadcast

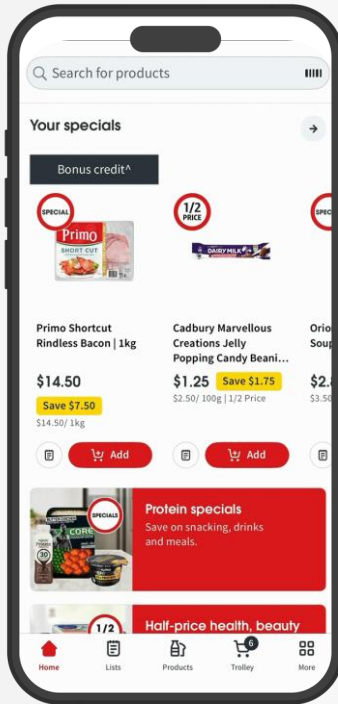
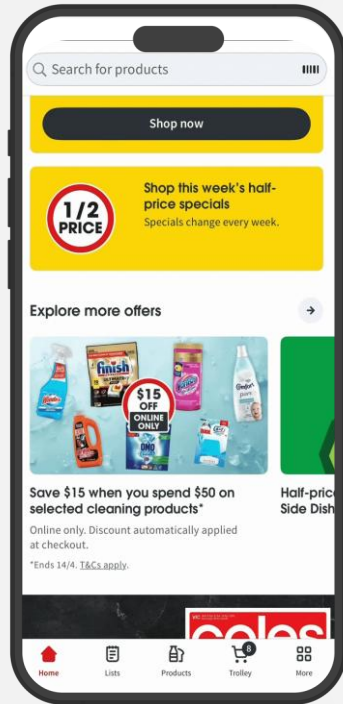


Category Segments



Behaviour & Journey

Influence app shoppers as they plan and shop

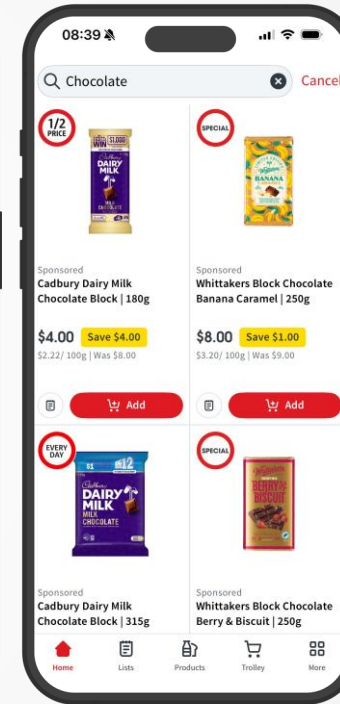
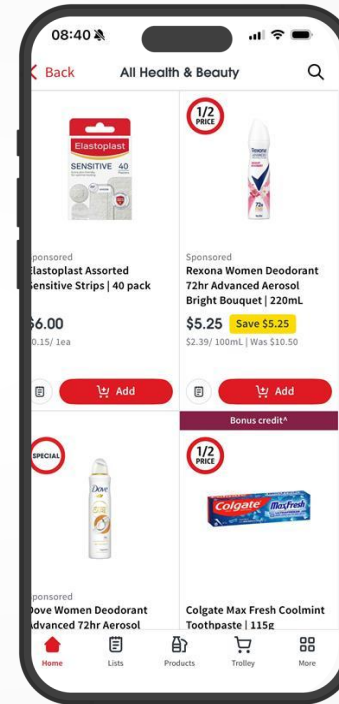


App homepage

Drive awareness on the App homepage

App homepage carousel
Reach app shoppers with high-impact carousel placements on the first page customers land on.

App homepage feature row
Showcase priority promotions on the App homepage, reaching millions of customers each week.



Search and aisle app

Sponsored Listings
Stay top of mind as customers build their lists and baskets

Use App Sponsored Listings to increase product visibility while shoppers browse categories, compare options and plan their shop.



Build brand salience with Coles Radio

Surround your brand with great music and reach shoppers across store aisles, at home and on the go

Extend beyond the supermarket

Reach customers as they move through the aisles, then extend your message beyond the store through Coles Radio on DAB+.

Reach over 7m Australians each week

With national store coverage, Coles Radio reaches 6.7 million¹ in-store shoppers weekly, plus an additional 372,000 listeners via DAB+².

New targeting options

Tailor audio activity by context, location, daypart or state to align with your campaign objectives.



6.7m

Potential to reach in-store weekly¹

372k

listeners per week via DAB+²

Delivers

in and out

of store reach



Build frequency with targeted Coles Radio packages

Targeting Options



Peak time targeting



Day of the week



Reach shoppers in-store and via DAB+ with packages designed around the right day, time and message

Day-of-week domination

Own specific days on Coles Radio with 10-second spots designed for targeted campaign bursts.

Time Targeting

Dominate key in-store traffic peaks, choosing morning, afternoon or full-day packages to suit your campaign.

Amplify value

Insert your value or promotional message within the Coles value platform, supported by Coles-branded top and tail audio.

Power Packs

Book 10 second spots available by the day of the week.

Value Platform Package

Leverage the Coles value brand platform to showcase your promotion or value offer to shoppers.

Spot Packages

Go after times of the day when your brand messaging is most relevant with day-part packages.



Broadcast



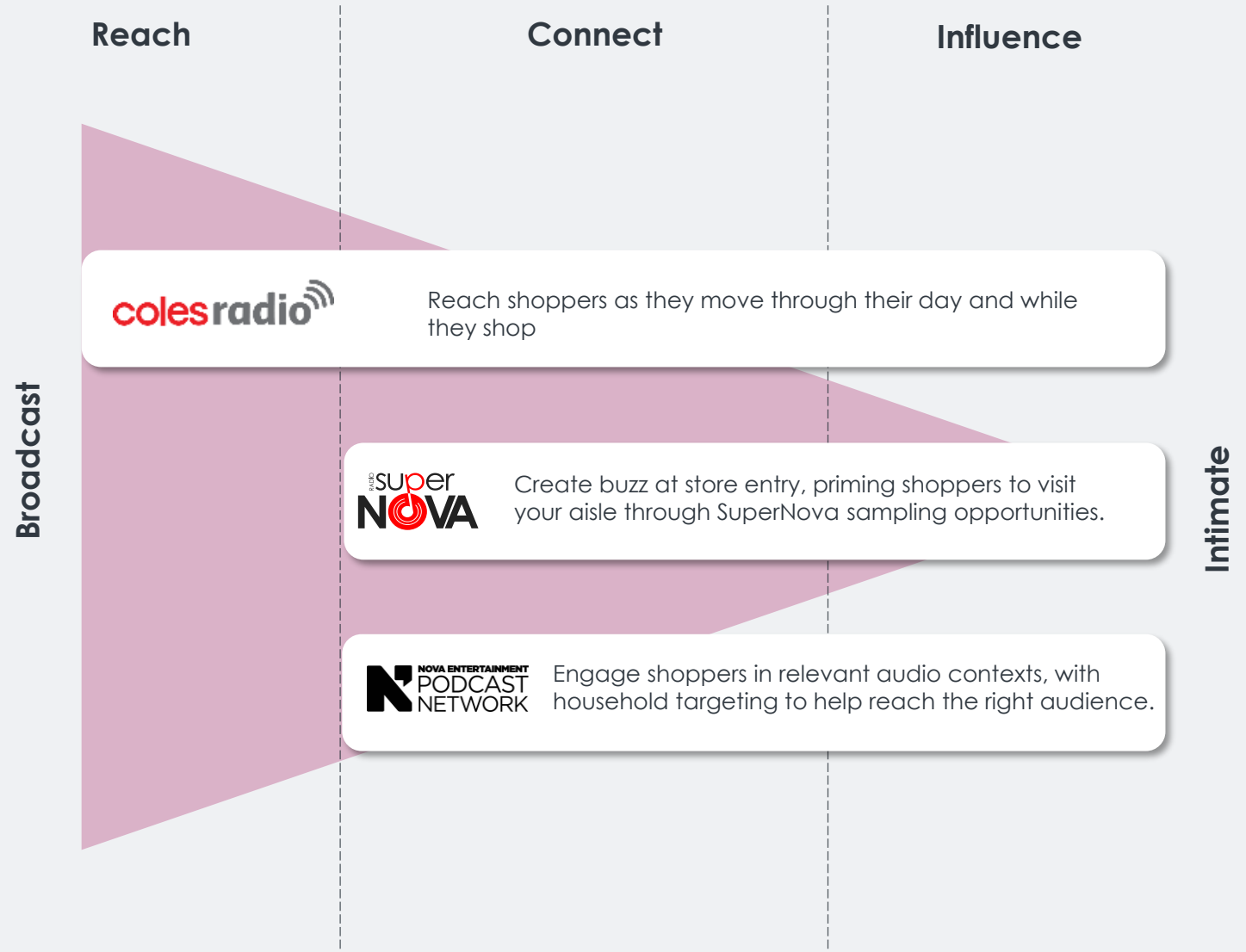
Category Segments



Behaviour & Journey

Source: *Metro vs Regional store targeting is available at a lower frequency (10-20 spots per week).

Use audio to reach, connect and influence shoppers across the purchase funnel



Purchase

Make your product the one they purchase in the moment of truth – in the physical aisle or at the digital shelf



In-Aisle



Digital Destinations



Digital Aisle & Search



Digital Checkout



Influence shoppers at the shelf with in-store POS

Capture attention close to the shelf with physical formats designed to drive product visibility, value cues and final purchase decisions

Stand out in aisle

Speak directly to shoppers as they move through the aisle, using product highlights, price promotions or competitions to capture attention.

Signal value at shelf

Use POS to highlight promotional offers, new products or value propositions where shoppers are actively making choices.

Influence the final decision

Reach shoppers at the last moment before purchase, helping drive consideration and basket addition.



Grocery, Ambient and Non-Food aisle fin formats

Show up next to your product for the customer



Standard Aisle fin

Give the customer information and show ranging



3D lug on Aisle fin

Have your product pop out of the fin to capture the customers attention



Spinning Aisle fin

Engage the customer with a striking physical visual of your product that can spin



Die Cut Aisle fin

Hook the customer in with an engrossing cut out of your product



Tearaway Aisle fin

Catch the customers eye when you have a take home recipe or competition information

Floor Decals: draw the customer's attention with floor theatrics

Small Decal

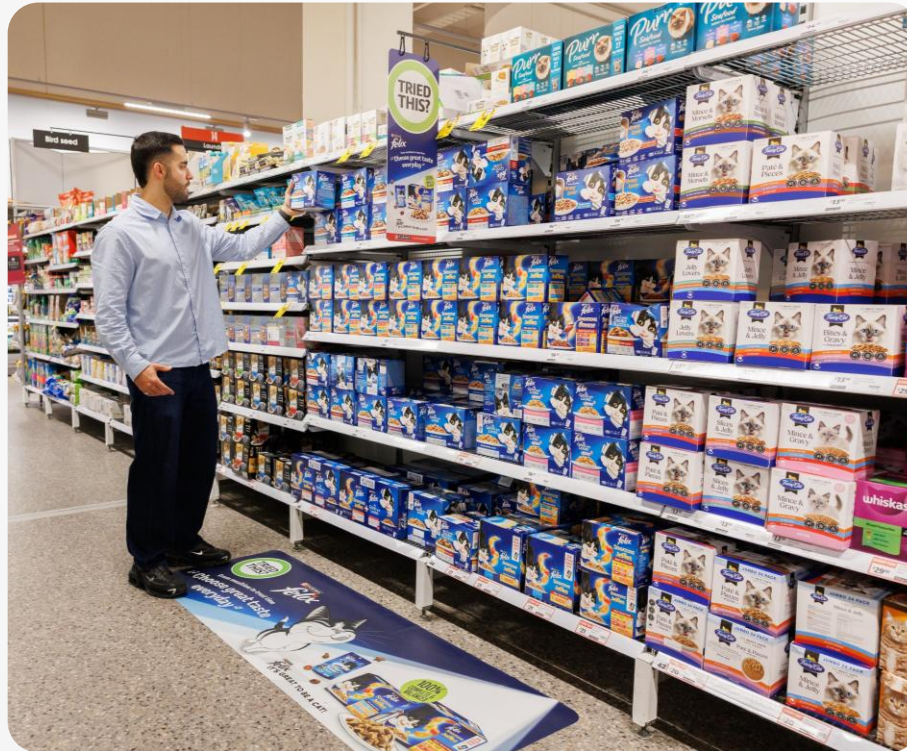
Transform an empty space into a memorable experience

Medium Decal

Draw the customers eye to a vivid coloured visual

Large Decal

Transform your products aisle location



Grocery, Ambient and Non-Food Beanie Flip and Monster End

Beanie Flip

Immerse the customer in the brand and product

Monster end

Include a QR code and added essential customer information when on an end



Freezer and fridge POS formats



Top Decal

Reinforce brand recognition at your location



Popping Pelmet

Appear at the top of your products location creating a visually memorable experience



Standard Clinger

Cut through the noise with a striking sticker



Mini Diary Fin

Stand out with a mini billboard merchandising option



Popping clinger & bottom footer Decal

Make a customer focus on your brand message with a bottom sticker and/or a clinger that pops out

Deli, Dairy and Bakery POS formats

Premium real estate to call out a key promoted product and encourage action via value mechanics to influence purchasing



Deli window and Dairy Fridge Decals

Influence the shopper with standout creative at the fridges



Deli and Bakery Blades

Showcase your product while at the perfect eye level placement



Bakery baker card

Hover over your product with this pop-out card marketing

Drive visibility across key digital destinations

903k

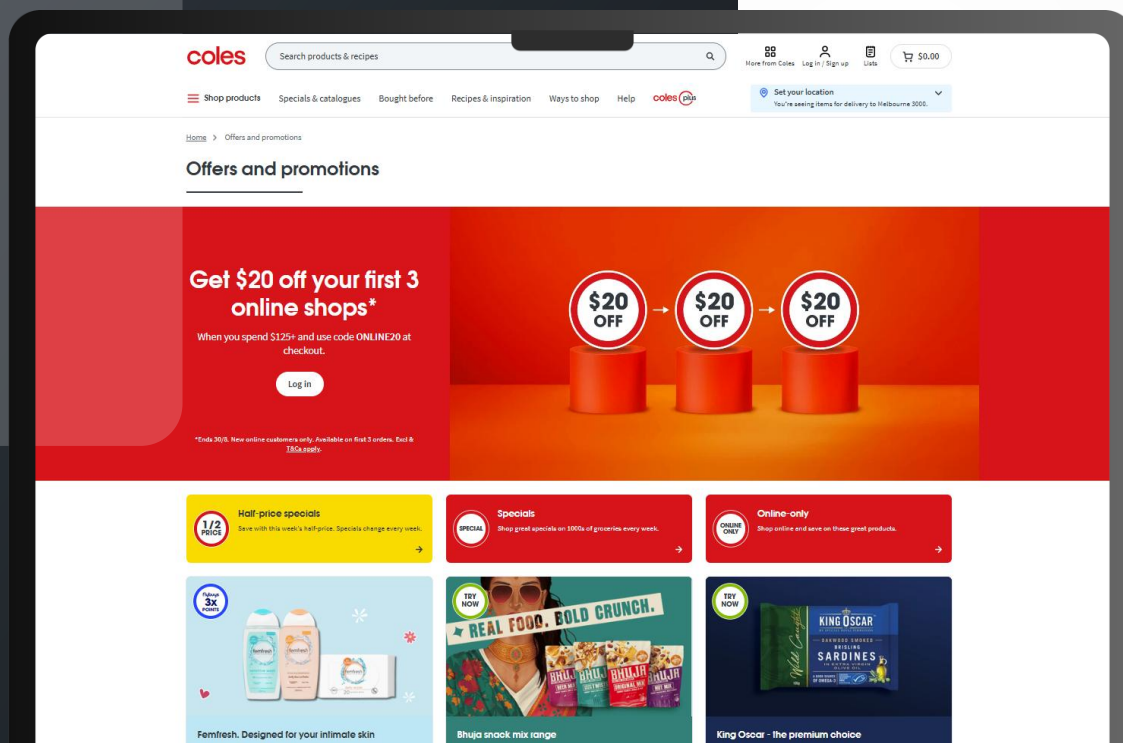
'Specials' tab page views per week

1.3m

'Bought Before' tab page views per week

18.6k

'Offers and Promotions' tab page views per week



Place your brand in high-traffic Coles Online environments beyond the homepage

Reach customers where it matters

Promote your product across high-intent destinations such as Specials, Bought Before and Offers and Promotions, where shoppers are actively looking for value and convenience.

Be top of mind

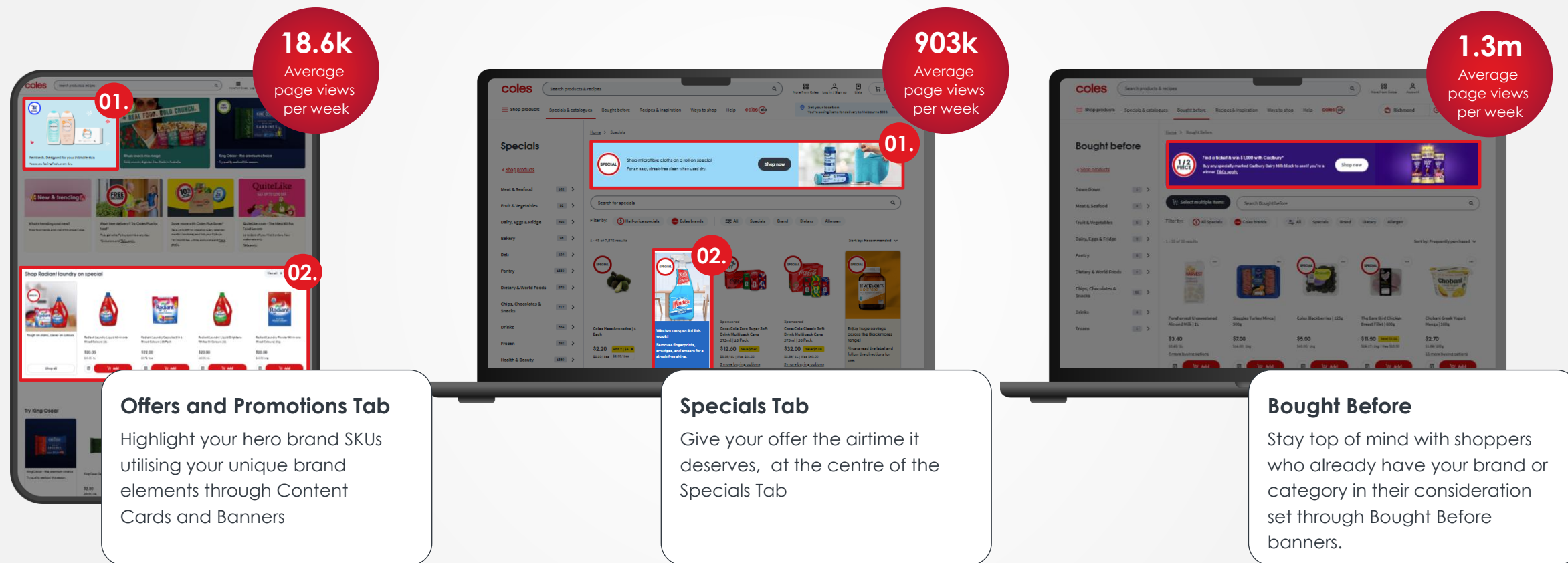
Secure top-row visibility through Single Tile Sponsorships, showcasing an online exclusive or promotional offer.

Be present at scale

With key digital destinations like the 'Specials' tab seeing on average 903K impressions and the 'Bought Before' tab seeking 1M impressions per week, Digital destinations are high traffic environments outside of the Homepage.



Reach shoppers across high-traffic destination tabs



Intercept shoppers in digital aisle and search

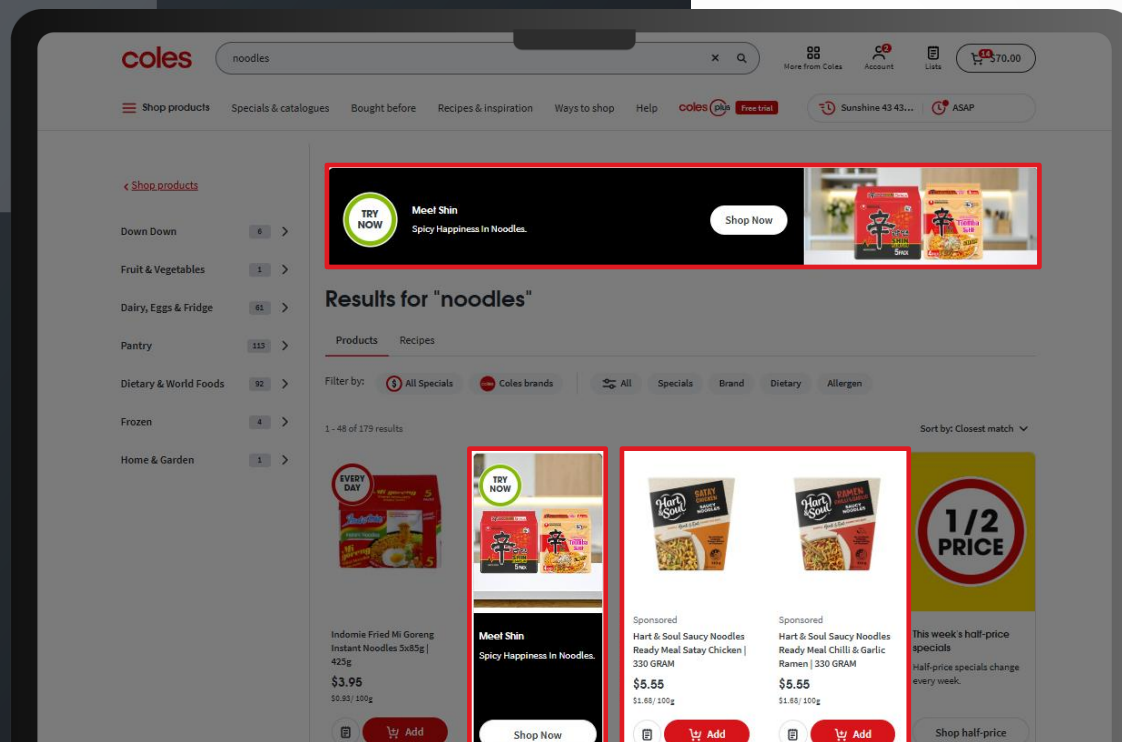
Banners, Single Tiles & Sponsored Listings

18m

average combined page views per week across Search and Aisle, web and app¹

Faster SKU promotion
with self-serve activation

Self-serve enables
faster activation and live campaign optimisation



Reach shoppers in high-intent moments as they search, browse and build their basket

Digital point of sale

Just as POS helps brands stand out on shelf, search and aisle banners and tiles help your products stand out on the digital shelf.

Millions of searches every week

Most online customers search by product or category, creating opportunities to appear when shoppers are actively looking and ready to choose.

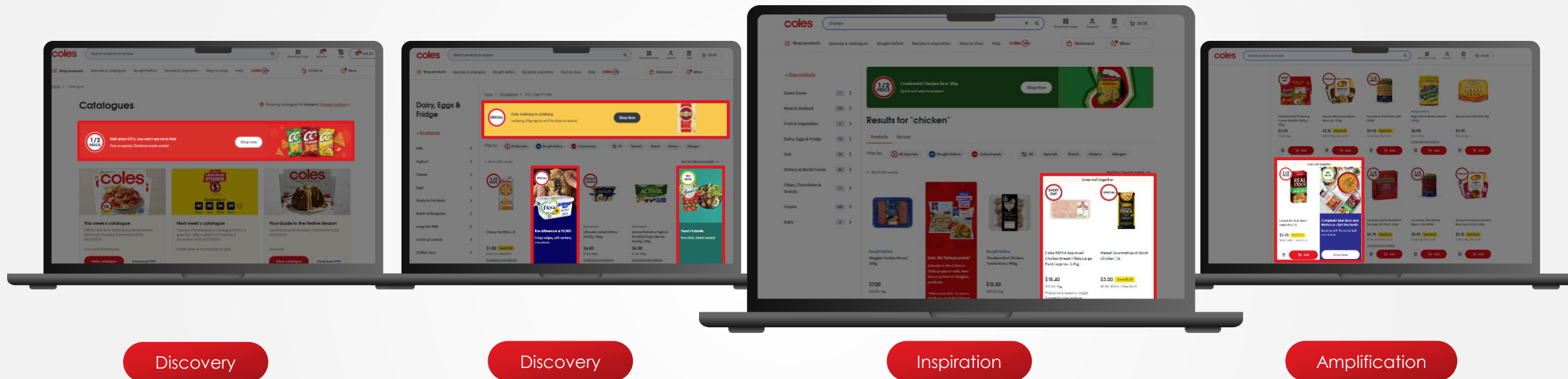
Buy or bid your way to the top

Buy fixed placements or bid in real time through Citrus to help boost visibility and engagement for your products.



Source: 1. Adobe Analytics, Coles Online (Web and App Data) | June 30 2025 – Mar 29 2026

Influence shoppers within the digital aisle



Catalogue Banner

Promote your product as shoppers browse the Catalogue, enabling you secure strong Reach across a broad array of Customers

Digital Aisle and Search

Promote your product as shoppers browse the digital aisle, enabling you to get closer to intent-led shopping through strategic keyword/aisle targeting

Product Association

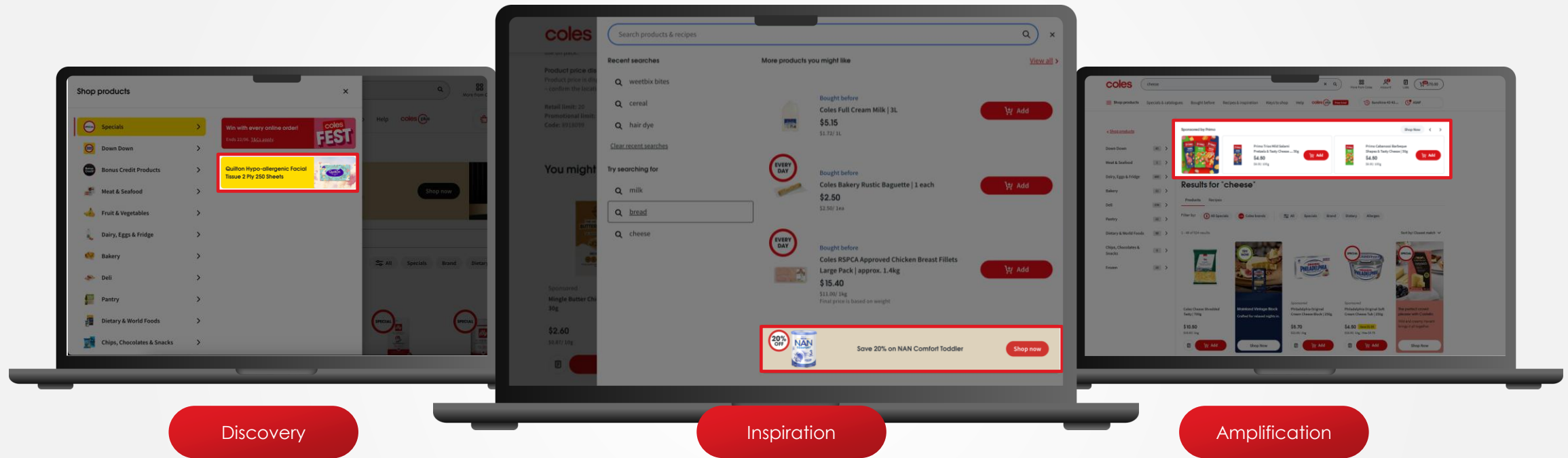
Extend beyond the boundaries of your native aisle, and intercept shoppers with unique pairings to drive incrementality where previously unconsidered

Content Association

Attach your single tile display marketing to an important product for exposure wherever the SKU is located with a Content Association



Turn search behaviour into shoppable action



Discovery

Aisle flyout banner

Guide discovery-focused shoppers as they browse the aisle menu, capturing attention early in the consideration phase.

Inspiration

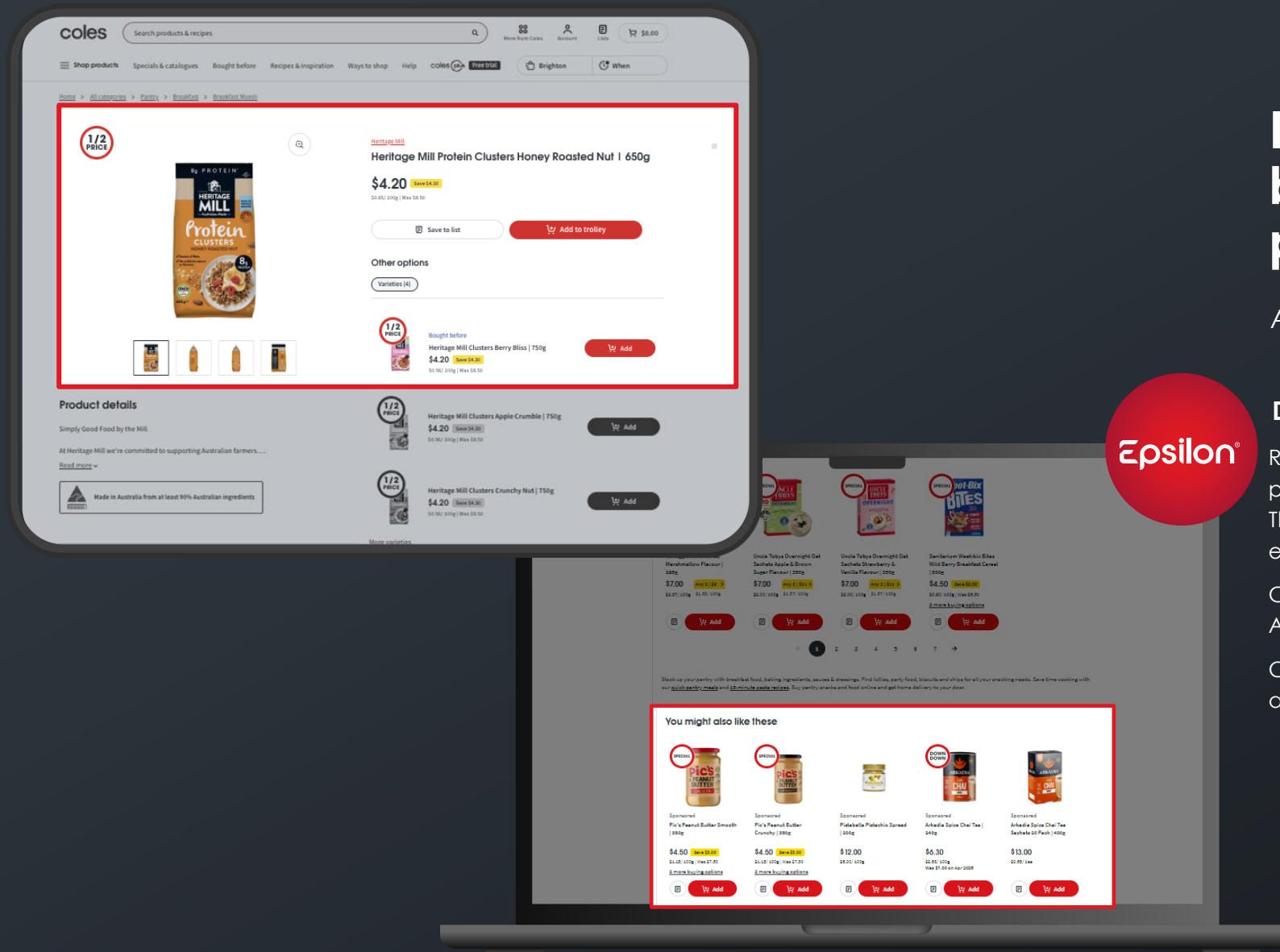
Targeted search bar banner

Appear as shoppers search, using behavioural signals across 13 key segments to deliver relevant brand messages.

Amplification

Shoppable banner

Amplify key promotions and broader portfolio messages with a shoppable format that helps customers discover and add products while browsing your category.



Drive cross-sell with biddable out-of-aisle placements

Available through Epsilon only

Drive relevance beyond your category

Reach shoppers outside your native aisle by aligning your products with complementary SKUs in other categories. This helps place your brand in relevant cross-sell moments, even where shoppers would not normally find you.

Cross-sell can feature across Product Pages and Level 2 Aisle pages, below the fold.

Category Cross-Sell is only available via CitrusAd, and is available to suppliers subject to Coles 360 approval.

Prompt last-minute action at digital checkout

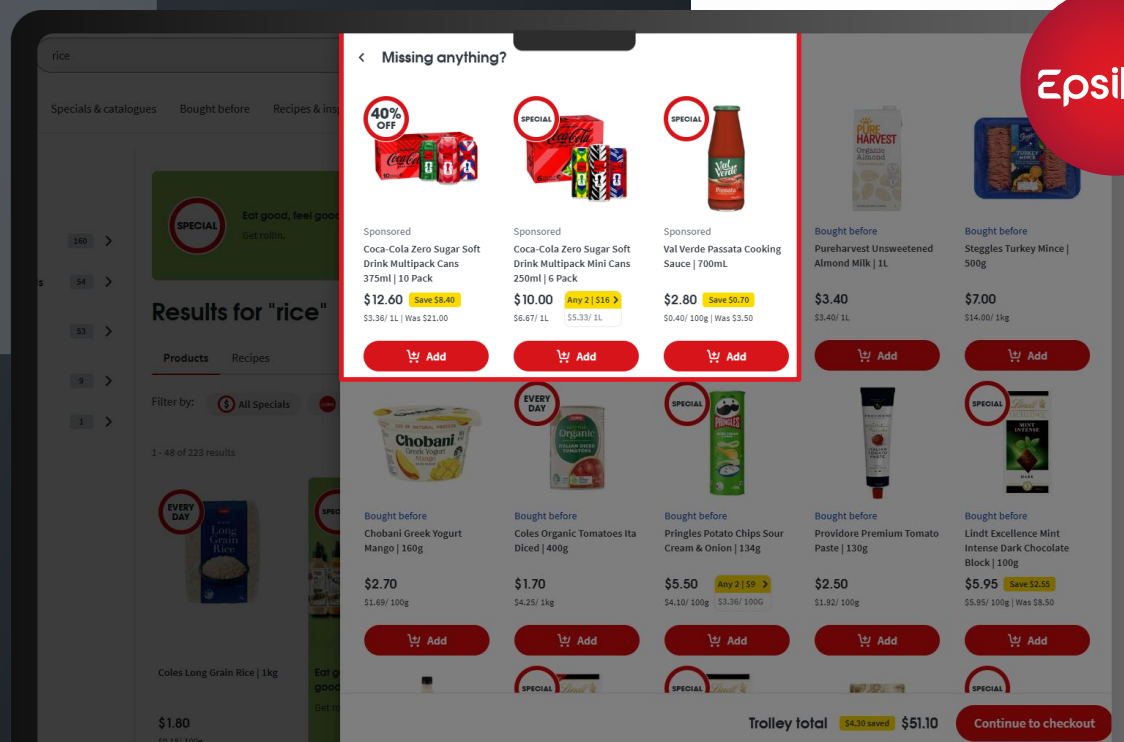
Available through Epsilon only

630k

Digital checkout impressions per week

2%

of orders have a product added from the "Missing anything" page



Reach shoppers at the final digital decision point before they complete their shop

Influence the final basket

Checkout tiles prompt last-minute consideration, placing your brand outside traditional aisle limitations at the point of conversion.

Grow basket value

Capture shopper attention in a high-intent environment to help grow basket size and increase conversion.

Complete your search and aisle approach

Support your Search and Aisle media by closing the loop from discovery to purchase.



Broadcast



Category Segments



Behaviour & Journey

Reach app shoppers where they're ready to convert

New high-impact app placements give brands greater visibility as customers search, browse and build their basket

Capitalise on high-impact app display placements

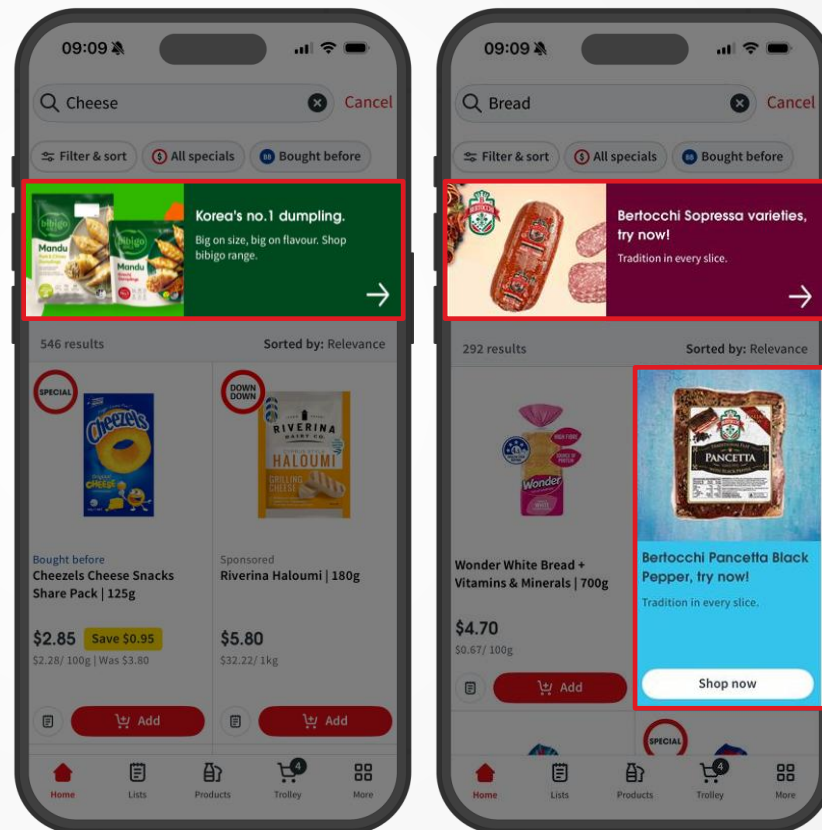
Display placements in the app occupy a larger share of the screen in prominent locations including Banners and Tiles across Search & Aisle, helping drive stronger brand recognition, interaction and product consideration.

Expand reach with smarter targeting

Updated targeting capability gives brands access to more app pages and shopper moments, helping improve relevance, reach and efficiency across high-intent app journeys.

App traffic is more valuable

App users convert at a rate of 6.9% per visit, compared to 4% on web, making the app a powerful environment to influence shoppers closer to purchase.



App – Search / Aisle Banner*

App – Search / Aisle Tile*

~30-70 split

of customers use the app in-store (~30%) and for Online Click and Collect (~70%)*

6m

impressions on the app home screen per week

2.3m

Monthly active App visitors, up 140% since 2024 and still growing.



Broadcast



Category Segments



Behaviour & Journey

Uber Eats x Coles: A global-first retail media partnership

#1 grocery partner on Uber Eats in Australia

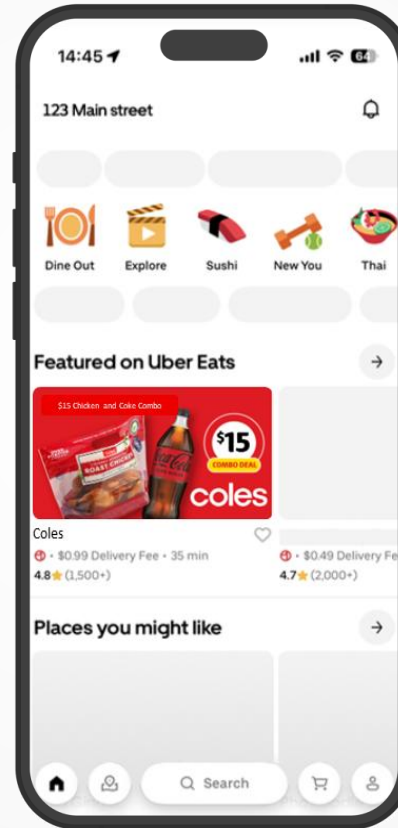
While Uber offers marketplace media, Coles 360 delivers a connected retail media strategy integrated with the Coles ecosystem.

Stand out with exclusive Coles ad inventory

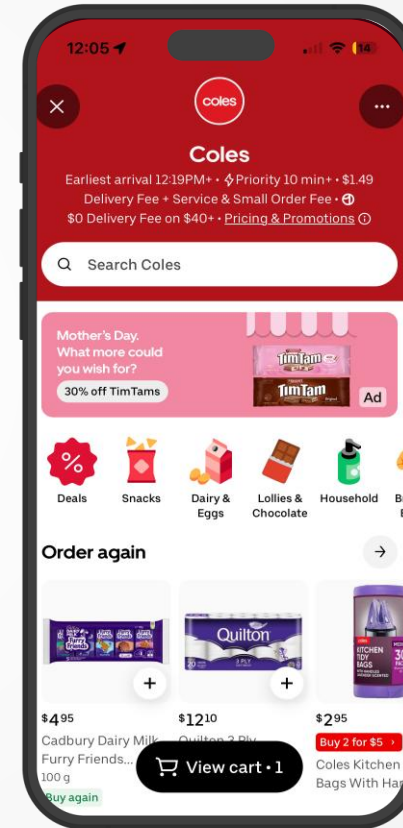
Coles-exclusive, high-impact placements on Uber Eats deliver premium visibility on and around the Coles storefront.

Measure impact with dedicated results

Track performance through attributable sales, new-to-brand and new-to-SKU metrics, plus digital engagement, to demonstrate ROAS and inform future campaigns.



Uber Homepage Tile



Coles Storefront Banner

70%

Uber Eats shoppers are Gen Z or Millennial

+10M

Quarterly active users in Australia across Uber

800k

Avg. weekly Coles Storefront views



Broadcast



Category Segments



Behaviour & Journey

Coles Online Buying Models:
Direct (Fixed Tenancy and CPM) or Citrus Self-Serve

Coles Online Buying Models: Direct (Fixed Tenancy and CPM) or Citrus Self-Serve			coles 360		Epsilon®
			Direct (Managed Service)		Self Serve
Product Group		Format	Fixed Tenancy	CPM	Biddable (CPC)
Homepage	Homepage	Carousel Banner			
		Hero Tile			
		Content Card			
		Feature Row			
		Video			
Digital Destinations	Specials Tab	Banner*			
		Single Tile*			
		Sponsored Listings			
	Offers and Promos Tab	Content Card			
		Feature Row			
	Bought Before	Banner			
	Catalogue	Banner			
Search and Aisle	Search and Aisle	Single Tile*			
		Banner*			
		Search Bar Banner			
		Sponsored Listings			
		Product Association			
		Content Associations			
		Category Cross-Sell Sponsored Listings			
		Aisle Flyout Banner			
		Shoppable SKU Banner			
Checkout	Checkout Walk	Checkout Sponsored Listings			
Hubs	Hubs	Tier 1 and 2			

Measurement at Coles 360

Introducing our campaign
measurement capabilities



Measurement in Context

Be Intentional

Set specific, measurable and reasonable campaign goals. Consider what level of behaviour change is achievable given the campaign investment, target audience and campaign duration.

Have hypotheses and assumptions about "**what needs to be true**" for the campaign to be successful.

Measure

Ensure that **input and output metrics align** to those goals.

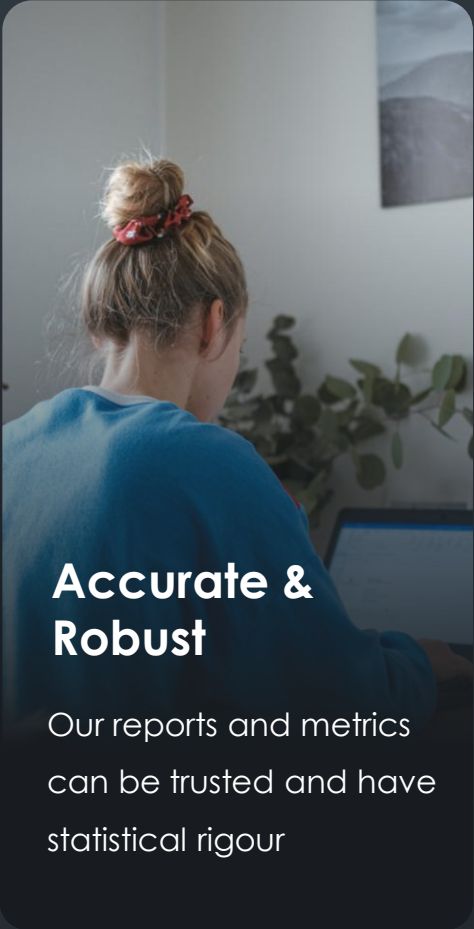
Align any methodologies /logics in advance.

Learn & Take Action

Every campaign provides valuable insights.

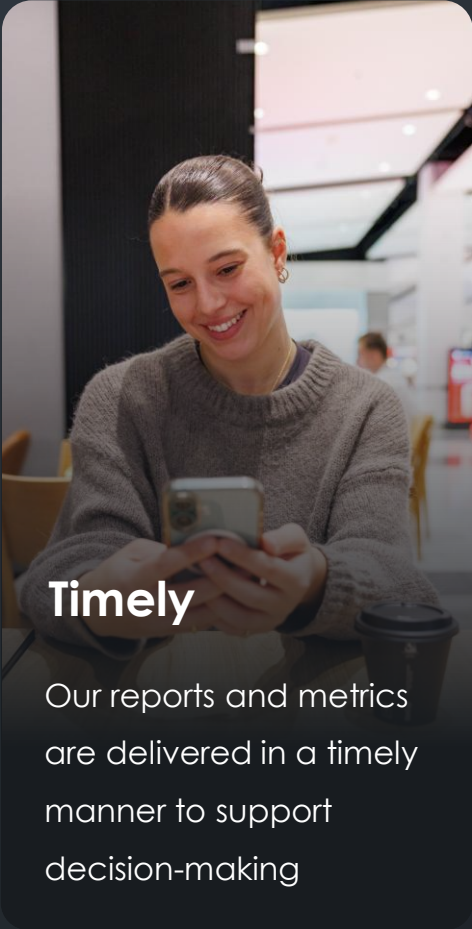
What did we learn and how can we apply those learnings to optimise future campaigns?

Our Measurement Principles



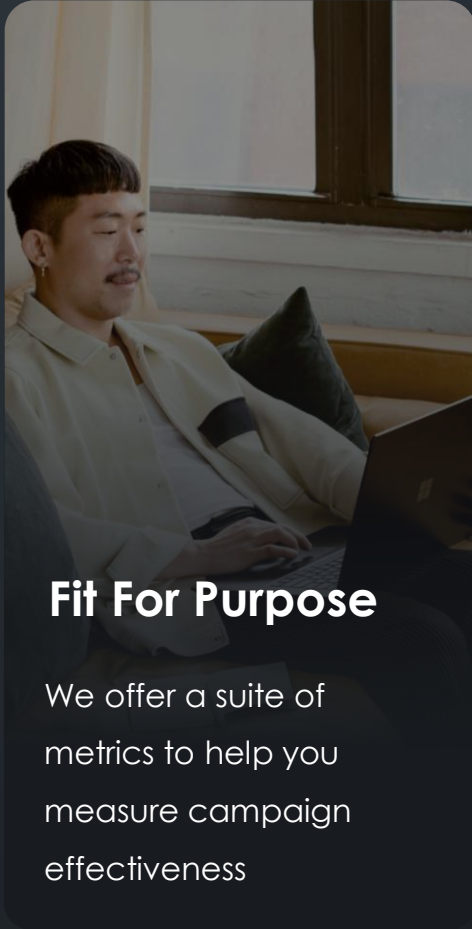
Accurate & Robust

Our reports and metrics can be trusted and have statistical rigour



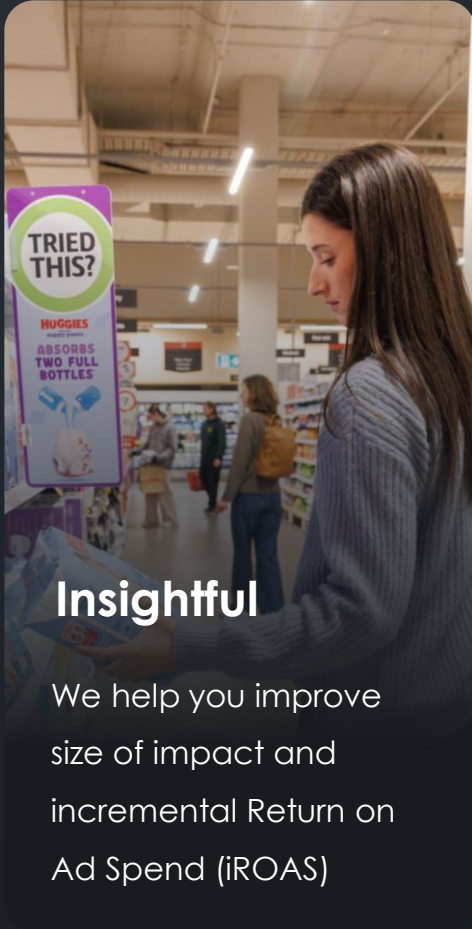
Timely

Our reports and metrics are delivered in a timely manner to support decision-making



Fit For Purpose

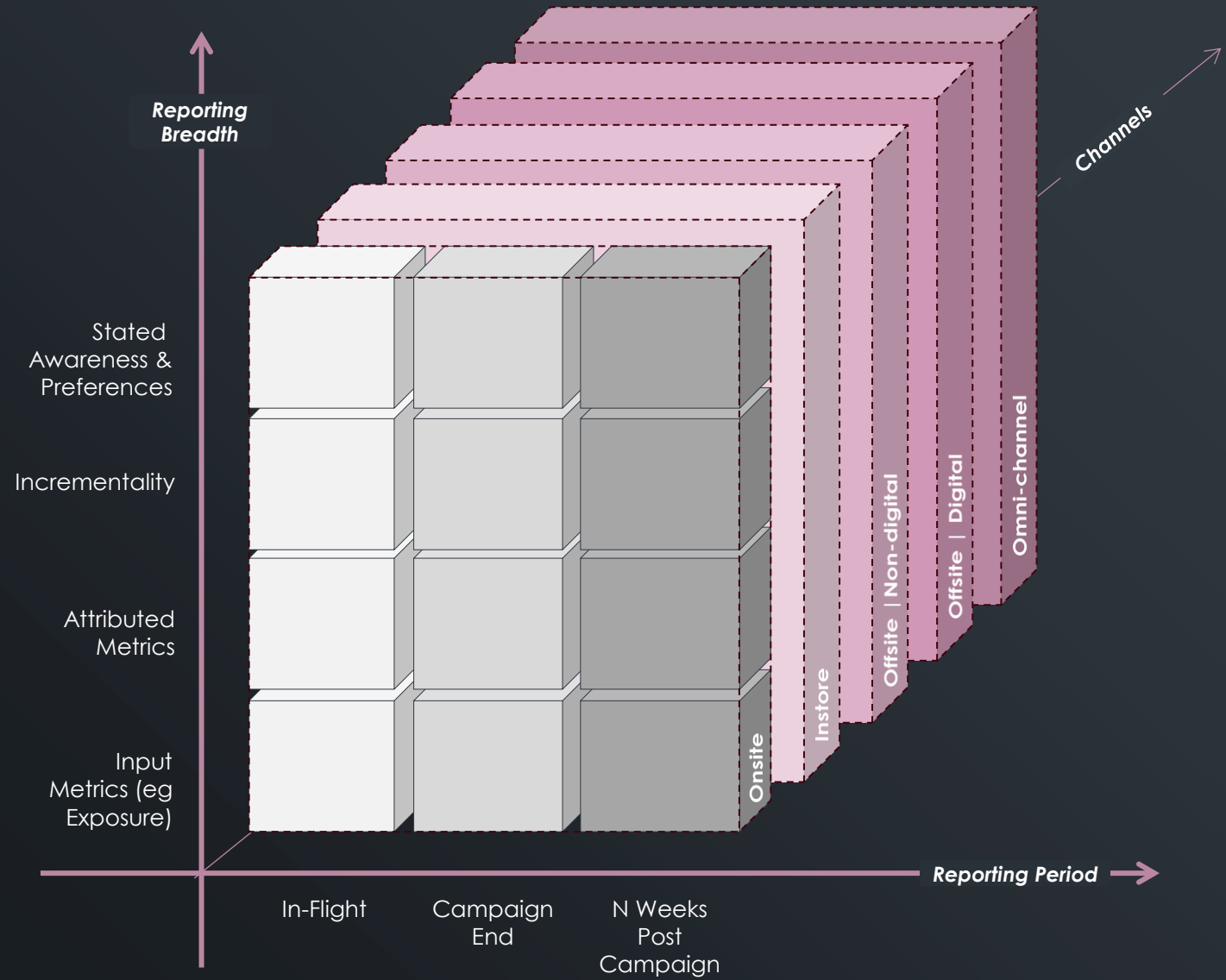
We offer a suite of metrics to help you measure campaign effectiveness



Insightful

We help you improve size of impact and incremental Return on Ad Spend (iROAS)

Measurement Solution Design Dimensions



coles 360 Impact

We provide a range of performance measurement solutions to cater for different campaigns

coles 360 Impact

POST CAMPAIGN

Answers the question:

What did my media deliver and what's the pulse on campaign performance (attribution, revenue vs comparable period)?

Applicable for:

All Channels

coles 360 Impact

AUDIENCE LIFT

Answers the question:

What was the impact of audiences targeted off-network through the lens of sales uplift instore and online?

Applicable for:

Off-network audience buys

coles 360 Impact

CUSTOMER LIFT

Answers the question:

How did the campaign influence exposed shoppers and through which behaviour?

Applicable for:

Coles-owned
Addressable media channels e.g. Coles Online

coles 360 Impact

MARKET LIFT

Answers the question:

How did the campaign impact ad-exposed stores across product, brand, category, and competitor sales?

Applicable for:

Non-addressable media channels e.g. Instore POS

coles 360 Impact

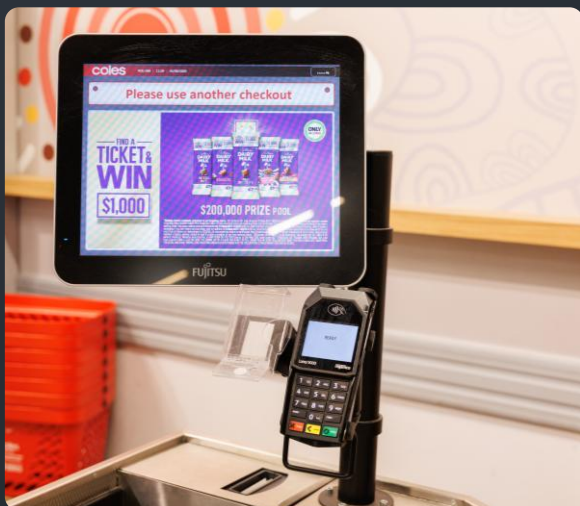
MULTI-CHANNEL LIFT

Answers the question:

How did my omnichannel campaign drive incremental impact across all channels combined?

Applicable for:

Long duration omnichannel/TTL campaigns (6WKS+)



A note on ranging for our assets

95% ranging required within the market that the ad will be appearing.

Please note that we can facilitate geographic targeting for certain assets, i.e. state based products/ranging.

Magazine:

85% ranging within the market that the ad will be appearing. Plate changes can be facilitated at an additional cost to target specific states.

Please note that the national rate card cost will still apply on top of any plate change costs incurred.

NB: If you have limited ranging, please talk to your Category Media Specialist about the Coles 360 Limited Ranging Playbook.

coles 360

Let's connect

Our Coles 360 Category Media
Specialists are ready to partner with you



Offsite Assets

Product / Platform	Awareness	Consideration	Conversion	Typical Tactic	Best Use Case
Meta	●	●	●	Audience-led social targeting	Reach category buyers, lapsed buyers, new buyers or high-propensity shoppers
YouTube / CTV	●	●	○	Video-led reach	Brand campaigns, product launches, seasonal bursts, mental availability
Pinterest	●	●	○	Inspiration-led planning	Seasonal meals, entertaining, beauty, health and home, gifting
TikTok / Snapchat	●	●	○	Entertainment content storytelling	Product discovery that is culturally relevant, enticing awareness of products
Uber Eats	○	●	●	High-impact placements in immediacy missions	Drive visibility with highly influential shoppers to add brand products to their cart
Taste / NewsCorp	●	●	○	Contextually relevant premium publisher placements	Reach planned shoppers while they're hunting for inspiration
Shopfully	○	●	●	Influencing behaviour while shoppers are scrolling	Targeted promotional value to customers in proximity of Coles

Onsite Assets

Product / Platform	Awareness	Consideration	Conversion	Typical Tactic	Best Use Case
Sponsored Listings				Active Conversion	Leverage the heightened visibility of your product or product ranges as shoppers are actively seeking options to fulfil their shopping lists
Fixed Tenancy				Dominate / Grow Category	The option for your supplier to completely own a specified location, whether in Homepage, Aisle or Search
CPM ROS				Incremental Growth	Unlock additional impressions, at greater value, in Category and Category adjacent areas to drive incremental growth
Hubs				Brand Presence	Create a bespoke Brand destination to inspire Customers, showcase your range and drive trial and purchase
Product / Platform	Awareness	Consideration	Conversion	Typical Tactic	Best Use Case

Instore Assets

Channel	Awareness	Consideration	Conversion	Typical Tactic	Best Use Case
Magazine				Drive inspiration	What's for Dinner campaign or Recipe Inspiration – with amplification of creative across the channels
Coles Radio				Highlight promo, audio cues	Utilise creative audio cues (jingles etc) to capture attention and drive into aisles, use alongside promos to drive urgency. Great for aisles where we struggle to get customers into aisles
Dig Screens				10 sec dynamic video, half/full network	Promo-led which amplifies impact and drives immediacy and impact
POS				At point of purchase to drive conversion	Explore greater brand expression, drive impact through theatrical components in specific stores
In Store Sampling (Coming!)				Top of the funnel, reduces barrier to trial	Alongside key campaigns (i.e. store takeovers) to drive trial and awareness

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