

Nectar Christmas Points Redemption

Copy Ideation

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The challenge

Objective

- Increase Nectar value perceptions, beyond Nectar Prices
- Showcase the value of Nectar points via redemption, at a time when communications about price promotions instore is high

Channels

- Digital D6s
- Static trolleys

Creative

- The cracker creative is eye-catching, timely and the colours within the cracker work well in a Sainsbury's environment. Consider this as the basis of the artwork, but other suggestions based on creative examples within this deck are welcomed
- Can the cracker be animated for D6 channel?
- Value expression: "Over £50m saved"

Messaging

- Over 50m saved with points last Christmas
- Register to spend yours



What do they say?

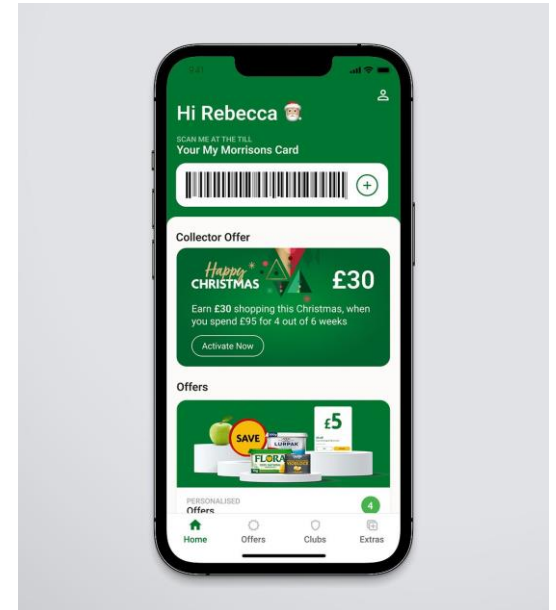
Competitor snapshot



M&S



Morrisons



Tesco



What the jingle bell?

A Christmas post... in July?
We know. We're early. But this year,
we want to help you spread the cost.



Asda



The ideas

From points to...

- **From points to presents**
- **From points to mince pies**
- **From points to party food**
- **From points to parsnips**
- **From points to roast potatoes**

**Bringing it
together**

From points to parsnips

Our customers saved over £50 million last Christmas by spending their Nectar points.

Register to spend points

Cracker puns

- **Crack the Christmas shop**
- **Christmas cracked**
- **Have the last laugh**
- **Bang on budget**
- **Spending Nectar points this Christmas? Snap.**

**Bringing it
together**

Spending Nectar points this Christmas? Snap.

Last year customers saved over £50 million.
Will you be one of them this year?

Register to spend points

Taking on feedback

Spending Nectar points this Christmas? Snap.

Last year customers saved over £50 million.
Register today to join them.

zest