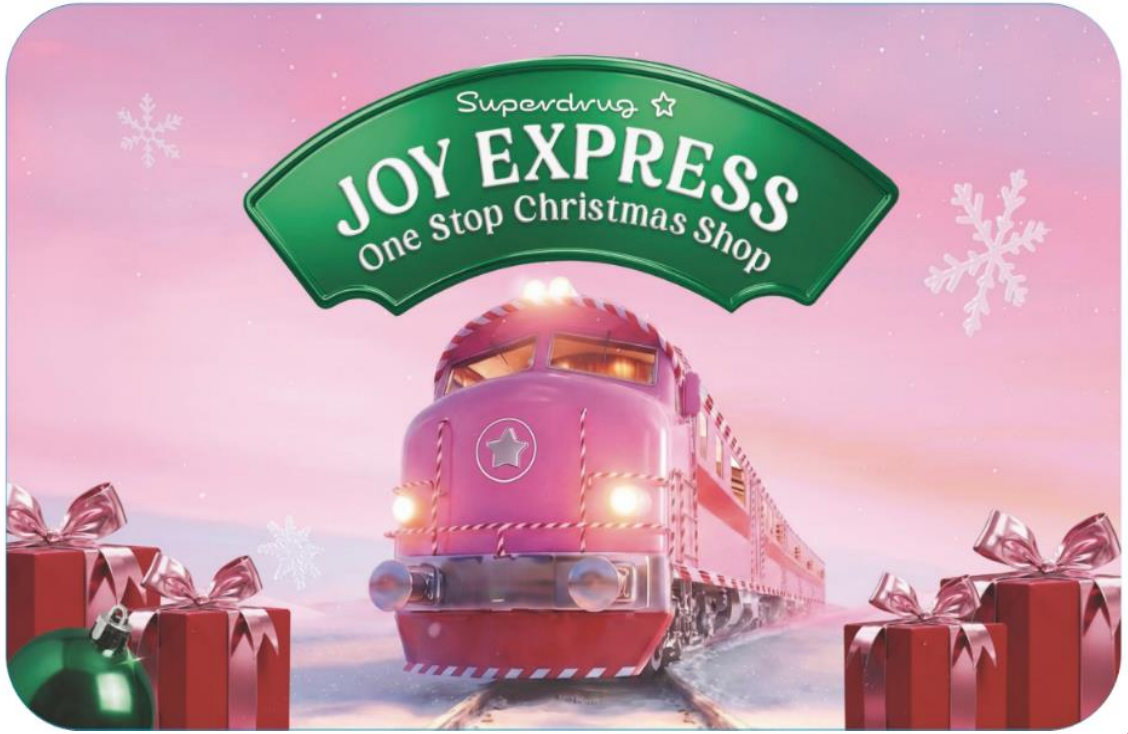
Superdrug

# Retail Media Black Friday & Christmas Edition 2026



# Access one of the UK's largest Health & Beauty retail networks



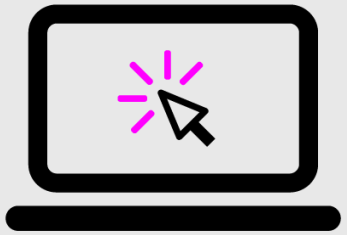
**800**
**stores**
across the UK



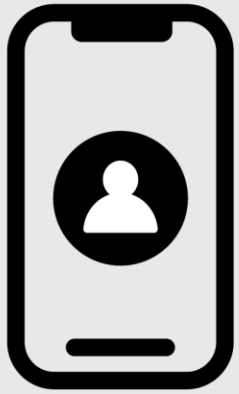
**20 million**
**visits per year** to Superdrug stores



**30%**
of all .com Sales **via app**



**+150**
**million**
visits to .com each year



**80%**
of traffic on mobile

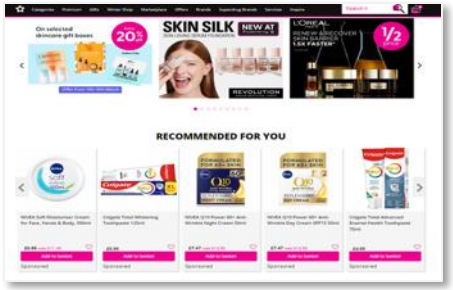



**22**
**million**
Superdrug Health & Beauty **card members**

# Why Optimo? – All the bases covered for a truly connected experience

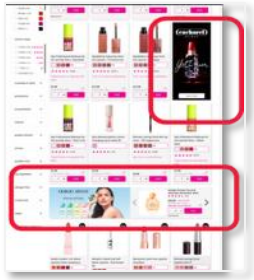
## Onsite

Powered by: CRITEO

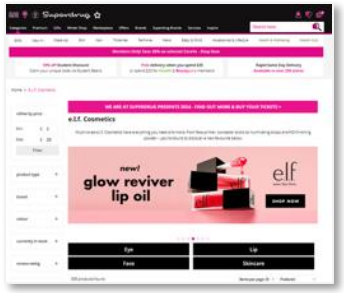



In-app Ad

Sponsored Products



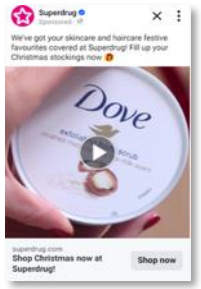
Sponsored Display



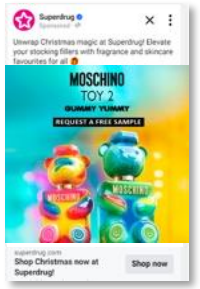

Brand Pages

## Offsite

Coming soon: CRITEO CMax




Social Media




Sampling

Meta

TikTok

## In-store




**Screens, End Cap & Dress up**



**Radio**

**45 stores with screens**
**65** Window and Entrance screens
**224** Beauty Playground Screens
**84** End Caps *(Incremental product space at point of advertising)*

**800+ stores with radio**

**DATA**

**Reporting**

**Insight generation**

**Build audience & execution**

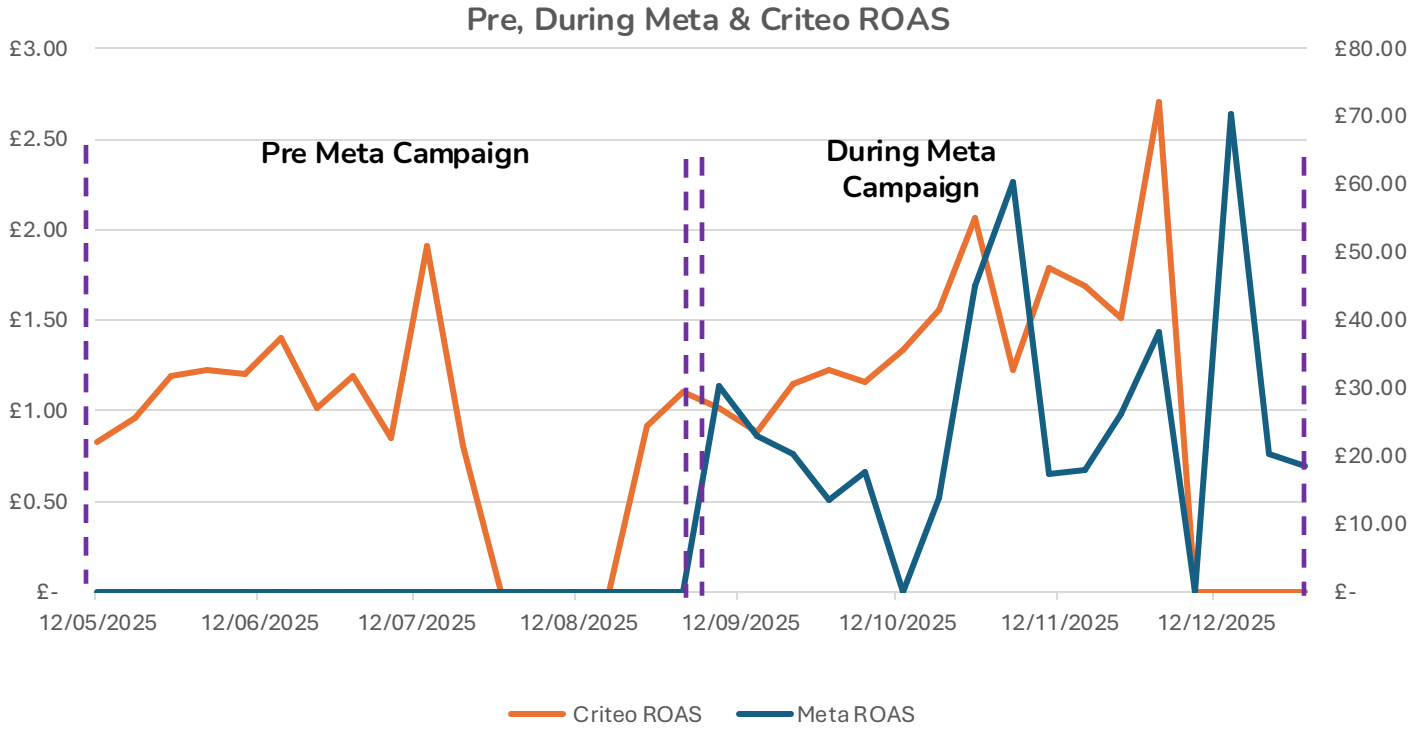
# Each channel plays an integral role with achieving your business goal

**Onsite**
To achieve your performance baseline

**Offsite**
To increase the customers consideration to purchase

**Instore**
To grow awareness and purchase intent

On average, there a **+33%** increase in ROAS on Criteo when we had the Meta campaign live for our suppliers




Clear **increase** in **sales** when comparing during and pre campaign flight time for E3 for our suppliers

Net revenue rose by

**+1,801 %**

**showing exceptional spike during flight time.**

Units sold increased by

**+3,886 %**

**meaning the campaign drove high demand.**

# Investing in Black Friday 2026

***Black Friday doubles Superdrug's online traffic, attracts shoppers spending 2× more per basket than in-store, and delivers a majority-identified, targetable audience that is growing year on year.***

## Online Is the Growth Engine

On Black Friday day, online sales grew **+22%** YoY

Over the full BF week, the same pattern holds: online up **+4.9%** (£5.35m → £5.61m)

Brands that aren't investing in the online shelf are missing the channel where growth is happening.




## Online Shoppers Spend 2× More Per Basket Than In-Store

Online customers are significantly more valuable per visit. During BF week 2025, online Avg. Transaction Value was **£35.87** vs £17.28 in-store, more than double.

This means every online impression, product listing, and sponsored placement reaches a shopper who is spending at a premium level.

## Online Delivers a More Targetable, Identifiable Audience

**60.2%** of online transactions during BF week were from identified loyalty members, vs 53.1% in-store.

Online gives brands access to a richer, more targetable customer base for personalised retail media.




## The Mobile App Is the Fastest-Growing Retail Media Surface

App sales during BF week grew **+25.7%** YoY and delivers an almost entirely identified audience: **93%** of app transactions are from logged-in members.

The app is an opportunity for retail media: push notifications, personalised home screens, and in-app sponsored products reach a captive, logged-in audience With 35k+ app transactions in BF week alone this is a rapidly scaling channel for brand partners.

*Based on Online Performance BF 2025

# Investing in Christmas 2026

***£252m in sales, 4.5m identified shoppers, app sales up +25%, and customers spending +6% more per item: the 5 weeks to Christmas prove Superdrug is a premium, high-intent retail media destination with a growing digital audience that brands can't afford to miss.***

## Large addressable audience for brand partners

£252m in sales and 4.5m identified loyalty members in the 5 weeks to Christmas, with customers actively trading up **(+6.1% YoY** average selling price) into premium products.

Sponsored product placements and brand advertising will reach shoppers who are willing to spend more

## Online is the growth channel for retail media investment

Online sales grew **+2.8% YoY** to £21.7m with transactions up **+5.5%,** while online discounting decreased YoY.

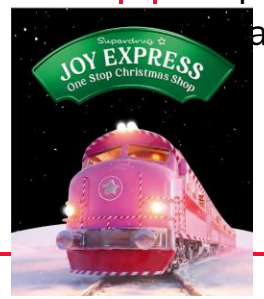
Digital visibility drives full-price sell-through on top of promotion lead volume, a stronger ROI story for brand advertising spend.




## The app is the fastest-growing retail media surface

Mobile app sales surged **+25%** YoY to £5.2m with 119k unique logged-in members **(+17%)**

Brands can access a rapidly scaling, fully identified audience for personalised sponsored products, push notifications and targeted recommendations




## A 4-week prime window for digital brand visibility

Online share of sales builds from **11%** to a peak of **13.1%** in the lead-up to Christmas, with online ATV reaching **£35.84** as shoppers shift into high-value gifting mode, before the final week pivots to in-store (£68m, ATV £18.92)

Complementary digital and physical touchpoints reach across the **full Christmas journey**

*Based on Christmas performance 2025

# PEAK SEASON PLATINUM PACKAGE / per brand

*Own the biggest trading moments of the year with one connected Black Friday and Christmas campaign*

## INSTORE

**Radio in 800+ stores**
**Screens in 28 stores**

**Radio** - A frequency of playing **1x** every **20 mins**

**39** Window Screens (outside & Inside), with **224** screens & **84** End caps (Xmas or BF) in **28** of our Beauty Playground stores

## O+O

Onsite Criteo

Offsite

**Platform Reporting:** Included in media package

## Insights

Customer segmentation
Store segmentation
New & loyal Member Acquisition
Sales volume and Value by all segmentation
ROAS return
Basket penetration
Access to Insight Analyst

**Optimo Package**
**Combined Black Friday and Xmas Package**






# PEAK SEASON GROWTH with our GOLD PACKAGE / per brand

## Extend your brand presence with targeted Omnichannel Retail Media solution.

### INSTORE

**Screens in 28 stores**

**39** Window Screens (outside & Inside), with **224** screens & **84** End caps (Xmas or BF) in **28** of our Beauty Playground stores

### O+O

Onsite Criteo

Offsite

**Platform Reporting:** Included in media package

### Insights

Customer segmentation
Store segmentation
Sales volume and Value by all segmentation
ROAS return

**Optimo Package**
**Combined Black Friday and Xmas Package**






# Our briefing process

## 1 BRIEFING

Complete briefing form and share it back to the Optimo team **10 weeks** before your desired launch date.



## 2 PLAN SUBMISSION

Optimo will build a media plan and send it to you **10 working days** from briefing.



## 3 PLAN APPROVAL

Approve the plan within **7 working days.**

We appreciate there will be questions and feedback that may delay the approval timeline and impact the launch date.



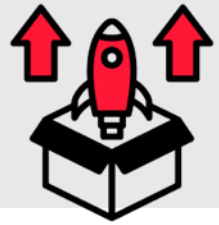
## 4 CREATIVE DELIVERY

Creative assets must be delivered **7 working days** before the launch date to give the team time to set up.



## 5 GO LIVE

Retail Media activation will be **scheduled to go live** on the planned launch date.



# Thank you




## Contact:
## Optimo@uk.aswatson.com

A.S. Watson