

DIGITAL OBJECTIVES



DRIVE FEET IN-STORE & INCREASE BASKET SIZE



PLACE EMPHASIS ON THE EASTER RANGE



DRIVE CUSTOMERS TO PROMOTIONAL LEAFLET



FOCUS AREAS



SAVINGS & LOW PRICES



ROASTS & EASTER FEASTS



EASTER EGGS



HOT CROSS BUNS



LIQUOR



**THESE CATEGORIES FOCUS
ON THE EASTER FAMILY
EXPERIENCE**

INSIGHTS



Easter is celebrated with family and friends enjoying an Easter Feast.



Many people from across Africa tend to go home during Easter.



Unfavourable economic climate means less for Easter luxuries.





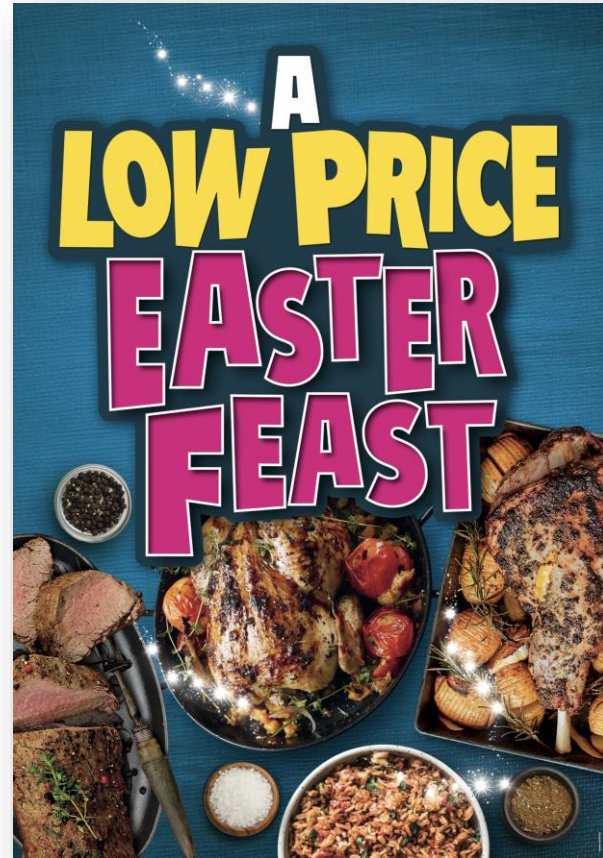
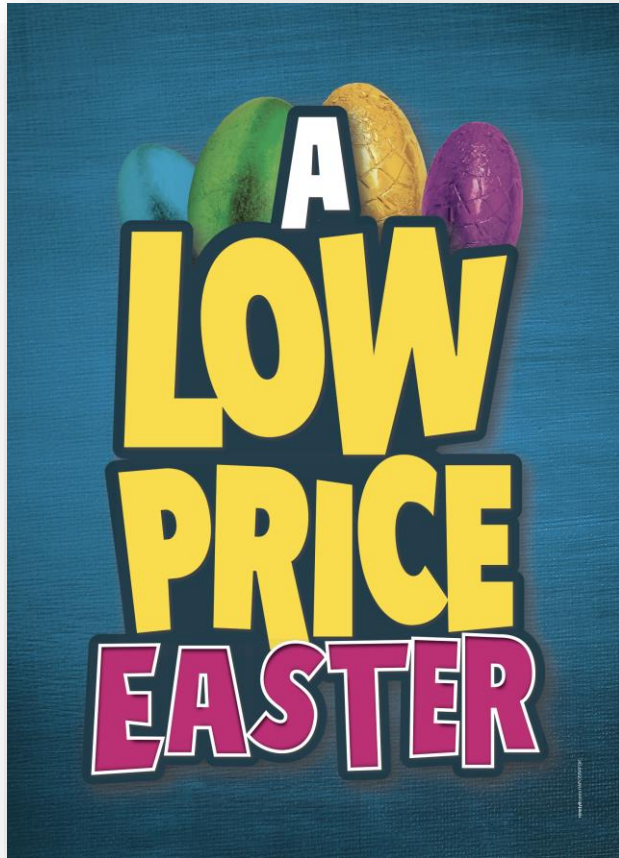
Our shoppers can not afford luxuries during Easter, but with our low prices they can get everything they need.





ABOVE THE LINE

APPROVED LOOK AND FEEL





WHAT TO EGGSPECT





THE GOLDEN EGG CONCEPT

Social interactive competition

Help us find our Golden Egg!



The Golden Egg concept will be hidden across social platforms daily.



Users comment when they find an egg to stand a chance to WIN.



We can increase awareness of the competition using a # .

OUR GOLDEN
EGGS ARE MISSING!





THE GOLDEN EGG CONCEPT

Benefits



Increased awareness of all Easter deals.



Increases engagement.



**WE CHOOSE WHAT
DEALS TO FOCUS ON**



THE GOLDEN EGG CONCEPT

Social post



It all begins with
our Golden Egg
disappearing!



OUR GOLDEN EGG DISAPPEARS



THE GOLDEN EGG CONCEPT

Individual product & price



GOLDEN
EGG!



**CTA: Find the
Golden Egg and
you could WIN!**





CAMPAIGN AWARENESS





THE GOLDEN EGG CONCEPT

Panoramic product & price

Gives a 180-degree effect on Facebook mobile.

Shoprite is your number one Easter feast destination for the widest range of succulent, locally sourced meat cuts.

360°

N999

N999

N999

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Like Comment Share

Shoprite Nigeria
28 January at 08:00

Write a comment...

Golden Egg!

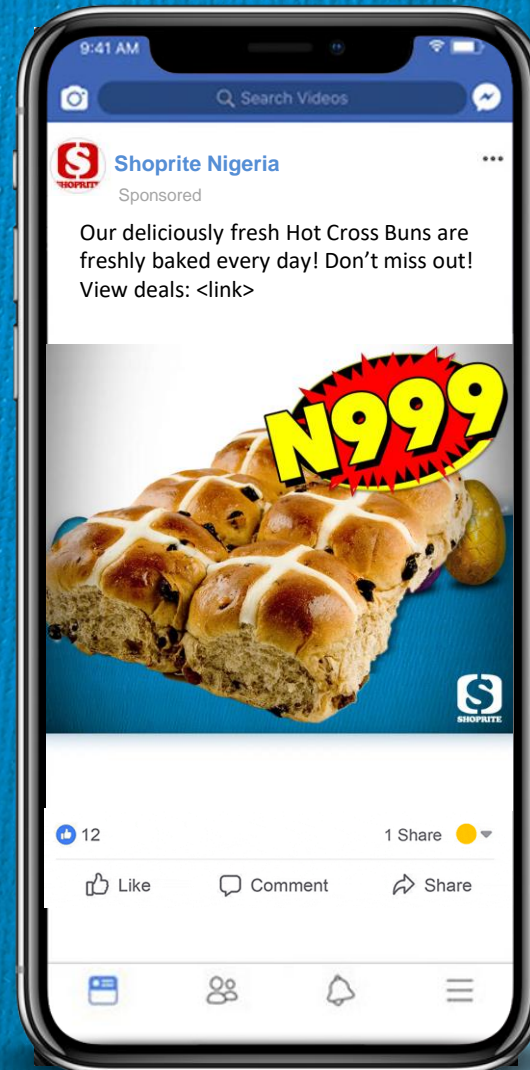


AWARENESS

3D post



Static



Video



We want to create a post where it looks like the deals are coming out of the screen.

CTA: Catch our Deals before they disappear!



ENGAGEMENT

Your ultimate family feast



Shoprite Nigeria @Shoprite_NG · 5h

What is your ultimate Easter feast?
Comment below to WIN a shopping
voucher worth Nxx.xx. View deals: <link>



Like

Comment

Share





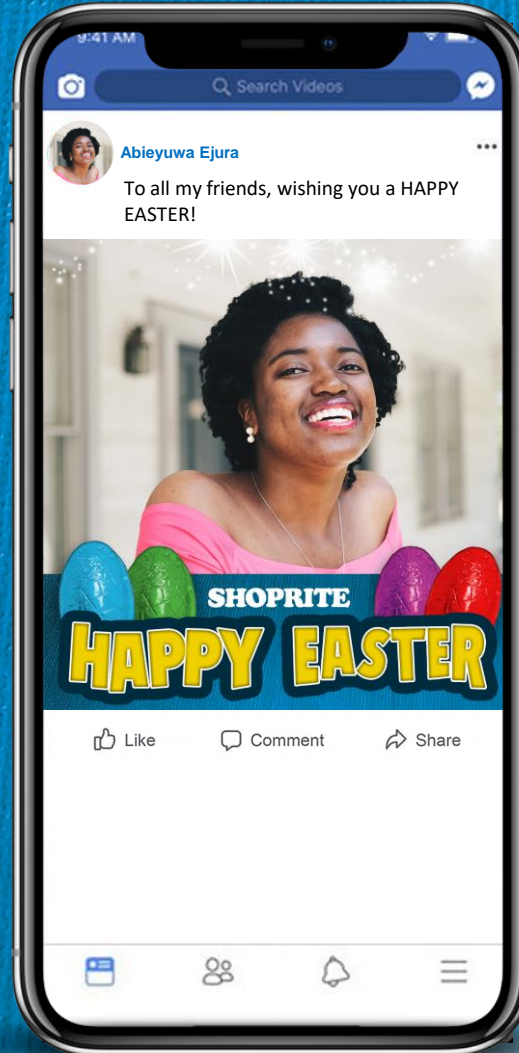
ENGAGEMENT

Easter Bunny Filter



Option 1:
Instagram Bunny Filter

+



Option 2:
Facebook Profile Photo Filter

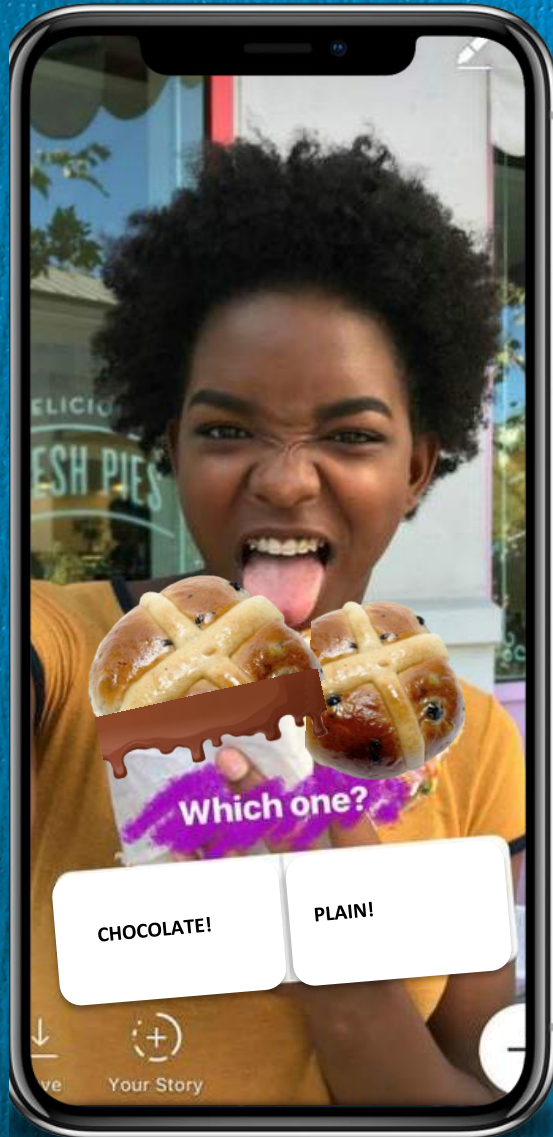


Promote our Easter campaign through fun social engagement activity on Instagram and Facebook.

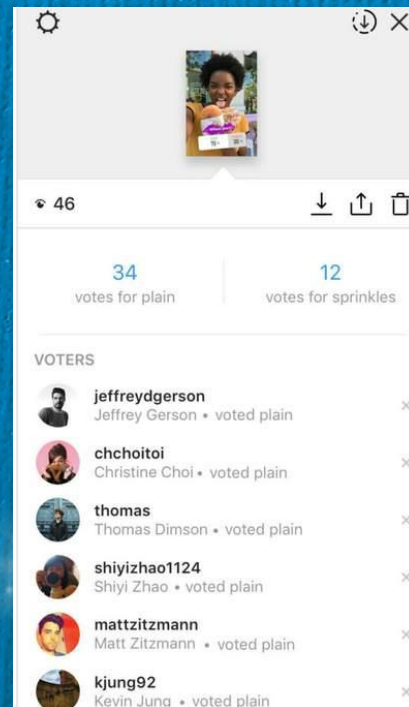


ENGAGEMENT

Instagram Story Poll



**Chocolate Hot
Cross Buns or
Traditional?**





ENGAGEMENT

Spot the 6 differences



This activity is very popular with our audience.





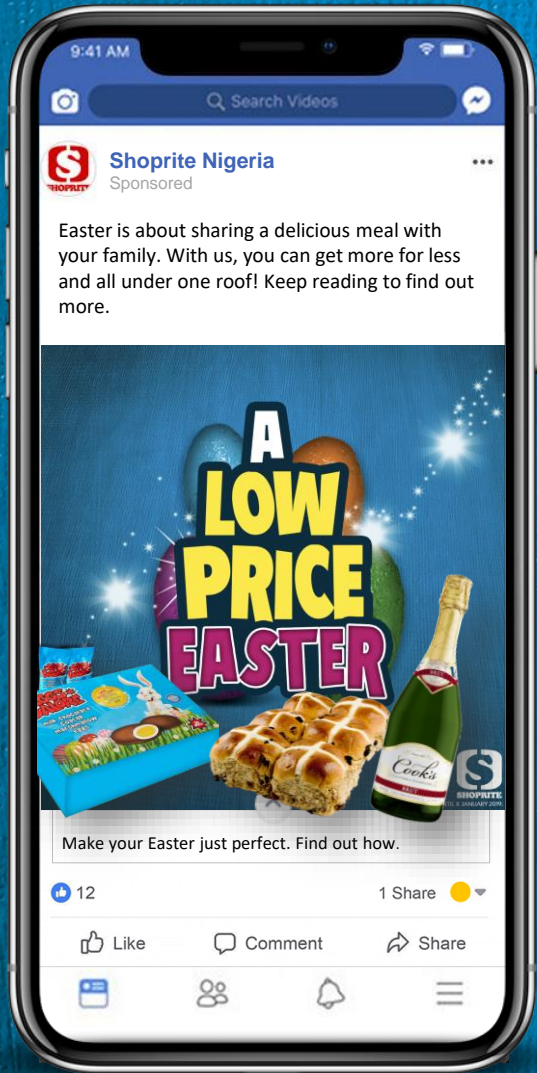
EASTER ACTIVITIES





INSTANT EXPERIENCE

How to have the perfect Family Easter



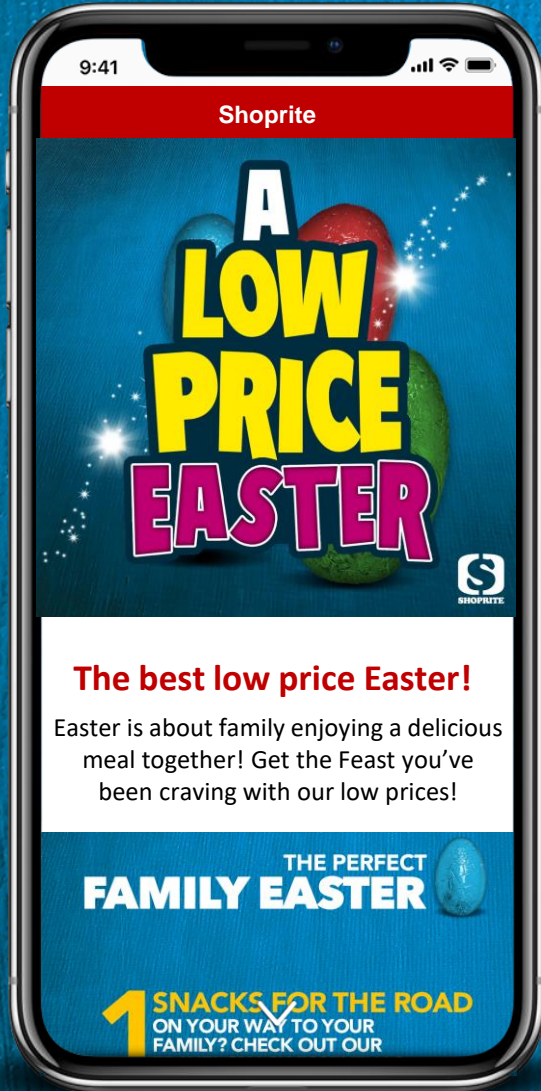
We will provide a unified story of Easter by combining all categories into a journey.





THE PERFECT FAMILY EASTER

Introduction



9:41

Shoprite

A
**LOW
PRICE**
EASTER



The best low price Easter!

Easter is about family enjoying a delicious meal together! Get the Feast you've been craving with our low prices!

THE PERFECT
FAMILY EASTER

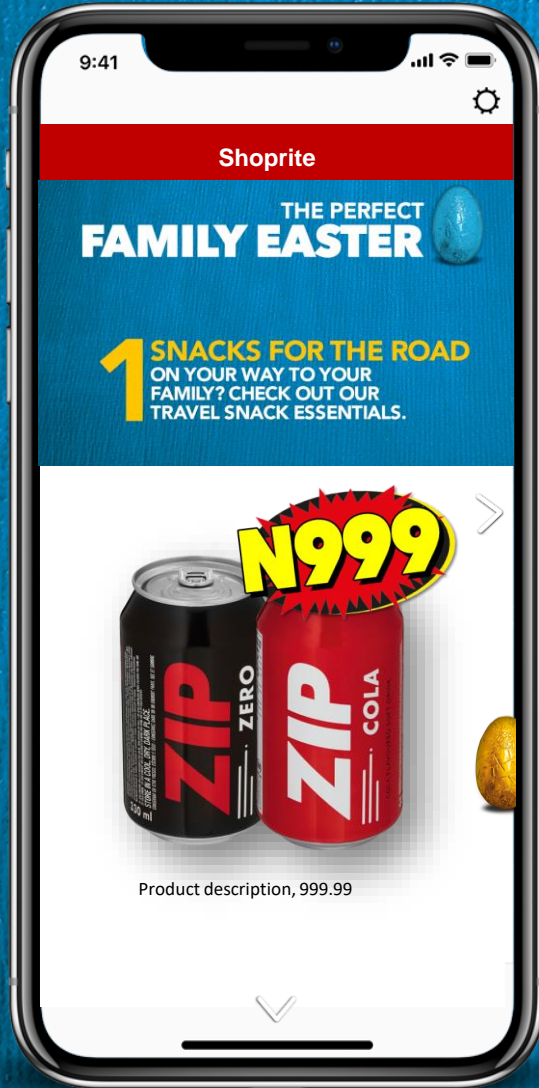


1 SNACKS FOR THE ROAD
ON YOUR WAY TO YOUR
FAMILY? CHECK OUT OUR



THE PERFECT FAMILY EASTER

The Road Trip



Product description, 999.99



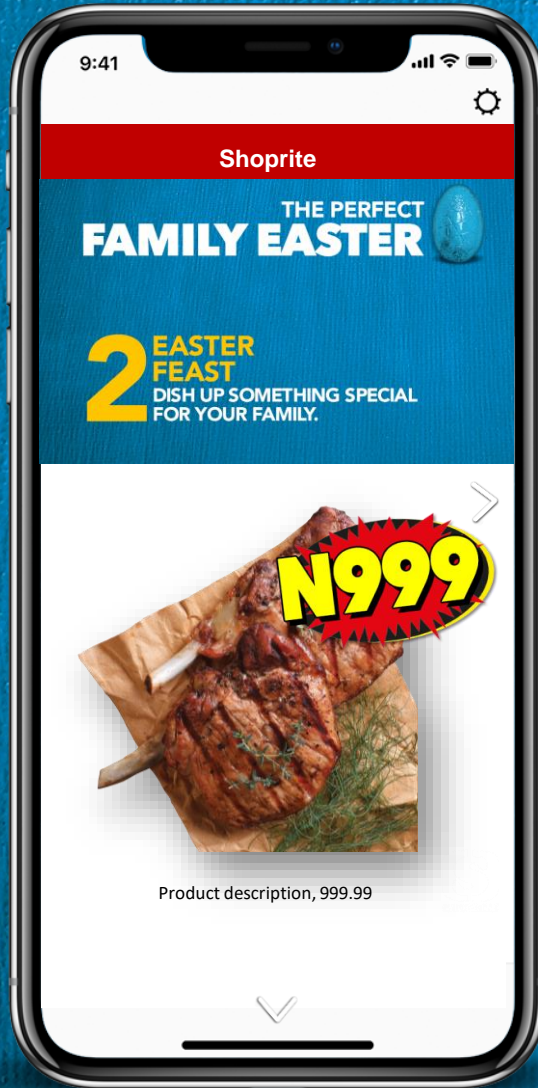
Product description, 999.99





THE PERFECT FAMILY EASTER

The Family Feast



Product description, 999.99



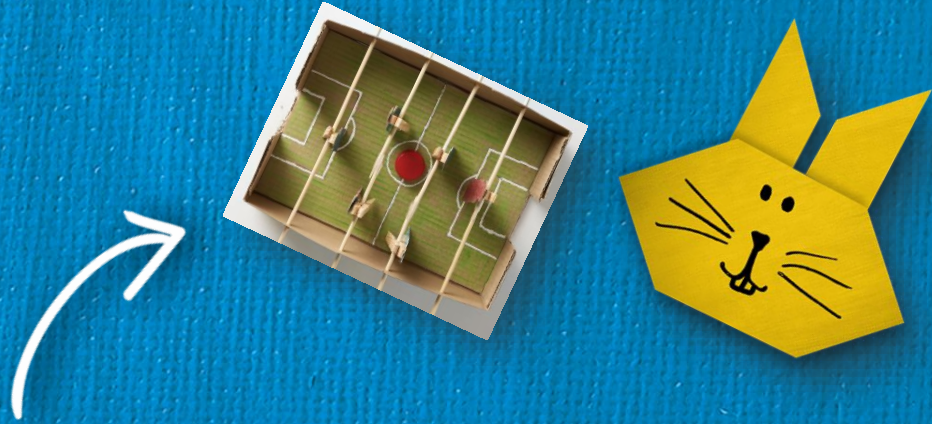
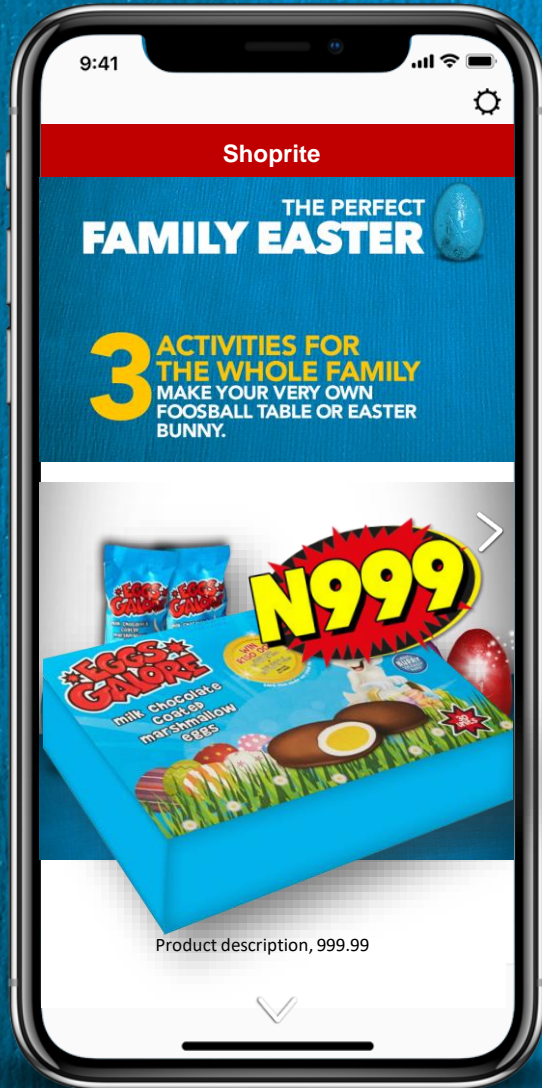
Product description, 999.99





THE PERFECT FAMILY EASTER

Family Activity





INSTANT EXPERIENCE

Make Hot Cross Buns as a family!



**HOT CROSS
ICE CREAM BUNS**



**HOT CROSS BUN
S'MORES**



**HOT CROSS BUN
BREAD & BUTTER
PUDDING**





INSTANT EXPERIENCE

Recipes

