

Asda awards trolley media business to Redbus

The Asda Media Centre has appointed Redbus Media Group, the UK's leading retail and destination media owner, as its exclusive in-store partner for shopping trolley media nationally.

Redbus will now manage all aspects of Asda's trolley media business, including sales, marketing and fulfilment.

Sarah Brook, Head of Asda Media Centre commented on the Redbus appointment:

"We selected Redbus to run our trolley media business because of their credibility in the sector, selling and delivering accountable trolley media campaigns across thousands of stores nationwide. We want to further develop this media as an excellent way of bringing key brand messages into our stores that truly benefit customers, advertisers and ASDA alike."

Alan Valler, Group Sales Director added:

"Demand from advertisers for in-store media at the points of choice and purchase has grown exponentially because it is now fully appreciated as one of the most accountable forms of media available.

Our grocery network allows advertisers to target shoppers with uniform, aggregated, cost effective and measurable in-store messages and is a compelling proposition for brands and their agencies."

Stefan Borson, Chief Executive of Redbus Media Group commented further:

"On the back of a record 2010, we are delighted to have been selected by Asda as one of their key media partners. We are looking forward to working with the Asda Media Centre to develop and grow trolley media across the Asda estate.

The Redbus grocery media network now offers advertisers access to Asda, Sainsbury's and Tesco reaching around 200 million shoppers every 4 weeks – a huge proportion of the UK shopping public."

Enquiries

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Notes to Editors

About Redbus Media Group

Redbus Media Group is the largest UK outdoor advertising media owner specialising in 'destination' advertising networks, which target consumers with advertising solutions when they arrive at their destination, rather than when they are on the move.

Redbus Media's network focuses on three destination networks:

- Retail – our retail media targets supermarket and convenience shoppers at the point of sale through exclusive relationships with Asda, Sainsbury's and Tesco in the Grocery sector. Major FMCG and non-FMCG brands reach target consumers through Redbus' trolley and basket advertising across thousands of stores nationally. The Company also operates retail media within the DIY sector within B&Q and Homebase, and in the health and beauty sector with Boots.
- Retail Parks – Redbus operates the UK's largest network of 6-sheets across UK retail parks, enabling advertisers to reach shoppers as they arrive at the retail destination
- University Campus "X-Sites" - Our 6-sheet network covers 118 campuses in the UK and targets the elusive £10 billion student market for brands looking to build 'life loyalty'.

Redbus Media Group is privately owned and is based in London with a national sales team. Operations and fulfilment centres are based in Wembley and Scotland.

www.redbusmedia.com

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