

S U N  
D A Y

ocado *life*

MEDIA PACK 2025



# What is OcadoLife?

OcadoLife is the monthly customer magazine for online-only grocery retailer Ocado – delivered to Ocado customers who actively opt in to receive the magazine at checkout.

As Ocado has no bricks-and-mortar stores, and therefore has limited opportunity to interact with its customers, the magazine acts as the brand's shop window, building customer loyalty and delivering basket spend uplift.

**200,746** average net circulation Jan – Dec 2024\*

+£790k\* statistically significant incremental revenue per month for engaged customers (recipient vs non recipient)\*\*

\* Source ABC

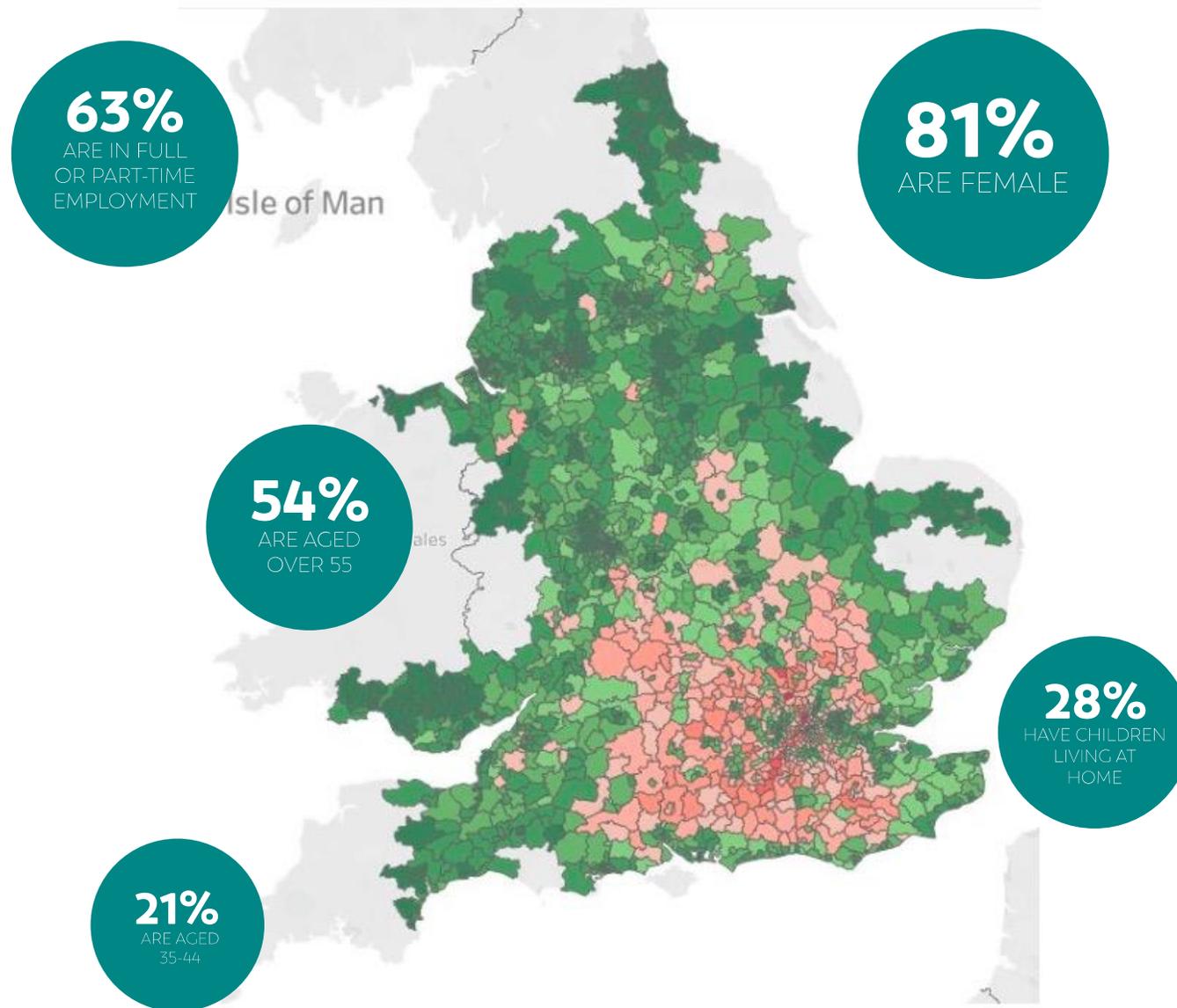
\*\* Customer Lifetime Value Report February 2024



# Ocado and its customers

Ocado currently has over 1 million active weekly shoppers.

Customers are concentrated mainly in southern England, but Ocado has expanded pushing further to the North and South-West of England. Ocado's distribution hubs are based in Andover, Bicester, Bristol, Dordon, Erith, Purfleet and Luton.

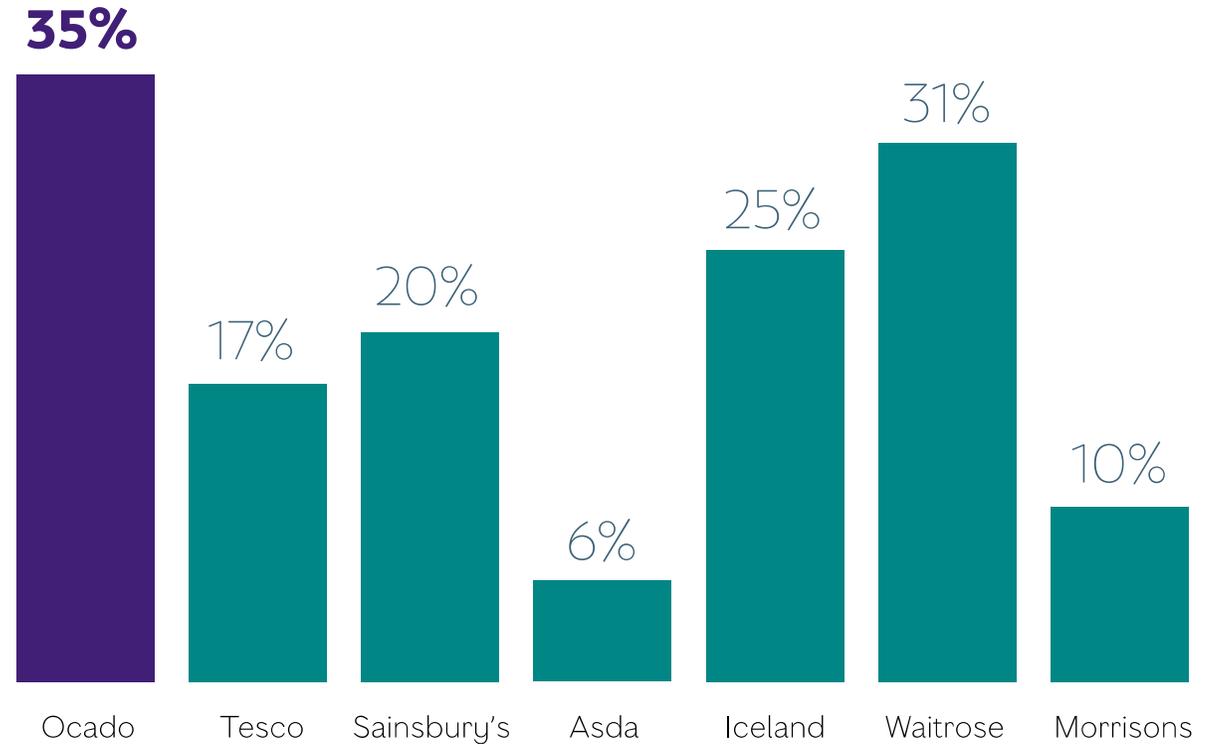


\*Source: Ocado Customer Insight research 03.02.2022

# Customer perception

- Ocado have the highest NPS of all online grocery retailers
- Each customer gave their respective retailer a score on whether they would recommend that retailer to a friend or colleague.
- NPS is a score based on the difference in the proportion of promoters minus detractors. It can range from +/- 100%

A score of 50%+ is generally considered "Excellent".



# Ocado's customer segments

## BULKY BUYERS

City dwellers, enjoying convenience of heavy item delivery

- Spontaneous
- Online for specific things
- Small household
- Ocado agnostic
- Not children focused

## FAMILY CONVENIENCE

Large, busy households seeking good value, reliably delivered

- Convenience
- Value focused
- Lowest price
- Online for everything
- Children focused
- Large household
- Ocado fans

## QUALITY CONSCIOUS

Affluent metropolitan, busy families with an ethical focus

- Justified premium
- Scratch cooking
- Waitrose loving
- Children focused
- Ethical focused
- Large household
- Dietary need

## ENGAGED COOKS

Ocado-loving scratch cooks doing full shops

- Justified premium
- Scratch cooking
- Planners
- Online for everything
- Ocado fans
- No dietary need

## M&S FIRST

Older M&S fans, buying loved products as a treat

- Convenience
- Value focused
- M&S loving
- Ocado fans
- Small households

## ALTERNATIVE EATERS

Households with a dietary need, ordering niche products which they can't find locally

- Dietary need
- Online for specific things
- Ethical focus
- Ocado agnostic

# As a result of OcadoLife...

OcadoLife is a powerful marketing tool that drives purchases at Ocado and increases basket spend. Customers who receive OcadoLife:

- Spend more
- Shop more frequently
- Purchase more units
- Shop more categories
- Shop more departments

**70%**

WERE INSPIRED  
TO TRY NEW  
RECIPES

**54%**

SAID THEY FOUND  
OUT ABOUT PRODUCTS  
THEY DIDN'T KNOW  
WERE AVAILABLE

**60%**

FELT THEY LEARN'T  
SOMETHING  
NEW

**56%**

SAID THEY WOULD  
RECOMMEND  
OCADOLIFE TO  
A FRIEND

**56%**

WERE INSPIRED  
TO TRY NEW OR  
UNUSUAL  
PRODUCTS

**66%**

SAID OCADOLIFE  
MADE THEM FEEL  
POSITIVE ABOUT  
OCADO

**51%**

WOULD  
RECOMMEND  
OCADO TO A  
FRIEND



# The positive effect...

Advertisers in OcadoLife typically benefit from significant sales uplift:

- + 126% Composite advertorial
- + 334% Outside back cover
- + 117% Inside front cover
- + 150% Inside back cover

Source: OcadoLife audience who received the magazine, measured against a controlled group of customers who didn't receive the magazine Jan – Jun 2022. Sales uplift measured during a 12-week live period



+ 213%  
ADVERTORIAL

+ 124%  
COVERWRAP

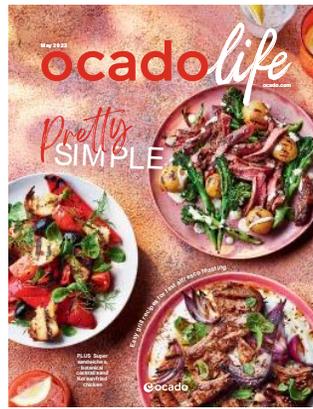


+ 91%  
DISPLAY PAGE

# Creative solutions



Coverwrap



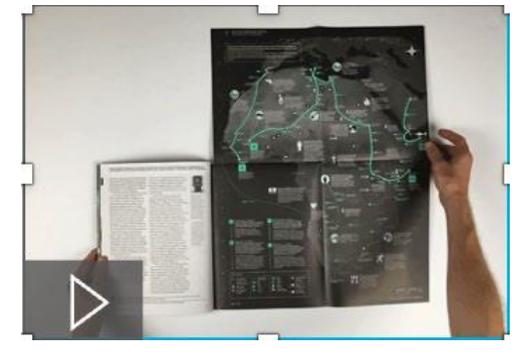
6pp cover gatefold



Advertising promotion (SP or DPS)



Bound-in insert



Foldout

# Editorial content themes 2025



## JULY

The Simple Pleasures issue: making life easy, picnic fun for kids, box wines, cleaning, deli, berrylicious pud



## AUGUST

Staycations, summer living from beauty buys to alfresco eating, school hols, shortcuts using preserves



## SEPTEMBER

The Chef Takeover issue: last of the summer BBQ, organic produce, cheffy hacks and kit, back to school



## OCTOBER

Halloween for kids and adults alike, dry options, Diwali, leaning on your freezer for value, bacon appreciation



## NOVEMBER

Party/silly season nibbles and drinks, gifts, prepping for Xmas, mince pies, cheese and fortified wines



## DECEMBER

The main event from starters to pud, easy options, drinks bumper offer, New Year shenanigans

# Timings

<b>ISSUE</b>	<b>ISSUE THEME</b>	<b>COMPOSITE DEADLINE</b>	<b>COMPOSITE THEME</b>	<b>DISPLAY ARTWORK DEADLINE</b>	<b>LIVE DATE</b>
January 25	Comfort & health	closed	Veganuary	28 Nov	31 Dec
February 25	Valentines & pancakes	closed	n/a	17 Dec	31 Jan
March 25	Mother's Day	closed	n/a	20 Jan	25 Feb
April 25	Easter	13 Jan	Baby	25 Feb	27 Mar
May 25	Fresh themed issue	10 Feb	Beauty	25 Mar	28 Apr
June 25	E/SE Asian themed	7 Mar	World Gin Day	22 Apr	28 May
July 25	Simple pleasures (tbc)	11 Apr	n/a	27 May	30 Jun
August 25	Last of summer	9 May	n/a	24 Jun	28 July
September 25	Chef takeover (tbc)	5 Jun	Organic	18 July	26 Aug
October 25	Halloween	9 July	Taste of Italy	21 Aug	26 Sept
November 25	Christmas	8 Aug	Xmas drinks	22 Sept	24 Oct
December 25	Christmas / New year	5 Sept	Xmas gifting	20 Oct	21 Nov

# Costs

## ADVERTISING POSITIONS

Outside back cover	£13,200
Inside front cover	£12,400
Inside back cover	£11,200
Gatefold	£30,000
Barn door	£35,000
Full page (guaranteed position)	£10,800
Full page (not guaranteed position)	£9,760
Half page	£6,000
<b>Onserts</b>	<b>POA</b> (subject to weight and size)

## CREATIVE SOLUTIONS

Full page advertorial	£13,200
Double page spread advertorial	£21,600
Themed advertising promotion placement (packshot)	£3,300
Themed advertising promotion placement (photoshoot)	£3,750
Coverwrap	£13,600
Sampling (per thousand)	POA

# Sales uplift data case study

Yeo Valley

September 2024 issue

Composite advertorial

SKU	DESCRIPTION	% UPLIFT
15660011	Yeo Valley Organic Natural Yoghurt	39%
590016011	Yeo Valley Kefir Drink Natural	16%

ADVERTISING PROMOTION

## Organic gems

Whether you want to switch up your snacks or stock up on quality essentials, these organic gems tick all the flavour boxes



**GET YOUR GROVE ON**  
If you like your olive oil fresh, fruity and peppery, try **Organic Extra Virgin Olive Oil** 1L £19.95 (£2/100ml). Pressed from olive groves in Southern Spain, use it to dress, drizzle and cook with sunshine.



**IT'S A SCOOP!**  
You don't have to have a blender to enjoy a smoothie bowl. Fairtrade **Sambazon Organic Scoopable Acai** 500ml £4.70 (94p/100ml) is delicious with banana and toasted coconut – or enjoy from the tub!



**RICH REWARDS**  
Rich, creamy and high in protein, **Yeo Valley Organic Natural Yoghurt** 450g £2 (44p/100g) is delicious blended into smoothies, dolloped onto fruit, stirred into curries and more.



**ALL FIZZ NO FUSS**  
With 1 of your 5 a day and no added sugar or sweeteners, **Pip Organic Apple Fizz** 250ml £1.40 (56p/100ml) (or 25% off 4/9-1/10) is a zippy thirst quencher that the whole family will love.



**WE SAY TOMATO**  
Made from organic Italian pomodoro and basil from Liguria, **Realfoods by Organico Tomato and Basil Sauce** 300g £3.75 (£1.25/100g) brings a taste of the Med to mealtimes.



**PURÉE GENIUS**  
Whip up a smoothie or acai bowl in seconds with Fairtrade **Sambazon Organic Acai Pure Unsweetened Superfruit Packs** 4 x 100g £4.50 (£1.13/100g) – with antioxidants, fibre and zero sugar or sweeteners.



**KINGS OF CRISPINESS**  
Packing a moreish umami punch, **Clearspring Organic Seaveg Crisps, Chili** 4g £1.25 are a plant-based, gluten-free snack – now in plastic tray-free packaging. Ideal to munch on the move.



**GOOD GUT FEELING**  
Mild and refreshing **Yeo Valley Organic Drinking Kefir, Natural** 500ml £2.25 (45p/100ml) contains 14 different live cultures to support diversity of gut bacteria – and it's high in protein.



**A BETTER BREW**  
For a cuppa that tastes good and does good, try **CRU Kafe Organic Fairtrade Lungo Pods** 10-pack £4.25 (42p each), with notes of dark chocolate and tart fruit. The pods are fully recyclable too.

Prices are correct at the time of going to print but may be subject to change

Search 'organic' at [ocado.com](https://www.ocado.com) for a larger range of organic products than any other supermarket ocadoLife 51

# Sales uplift summary

To confirm the sales uplift data offered is not the overall sales of the product, as of course you know how much of each product you sell on Ocado each month. The sales uplift is the percentage difference between readers of Ocadolife vs a controlled group of 50,000 active shoppers, who have not received the magazine, during the live period of the issue.

Essentially, it is the percentage difference in sales from Ocadolife readers to non-readers, showing that advertising in Ocadolife has had a positive effect on sales for your products.

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**IT'S A SCOOP!**  
You don't have to have a blender to enjoy a smoothie bowl. Fairtrade **Sambazon Organic Scoopable Açaí** 500ml £4.70 (94p/100ml) is delicious with banana and toasted coconut – or enjoy from the tub!

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