

# Media Release

colesgroup

27 October 2022

## **COLES 360 UNVEILS NEW NAME, VISION AND PROPOSITION FOR ITS MEDIA BUSINESS** ***Partnership with IRI will deliver greater value and growth***

Coles has officially named its retail media business “Coles 360” and unveiled a new vision and proposition to drive growth for its partner suppliers, dedicated to helping brands create sustainable growth through more meaningful connections with our customers.

In a move which will improve customer and supplier partner experience, Coles 360 has partnered with retail media experts Redworks to scale at pace and accelerate opportunities for supplier partners. Partnering and integrating Redworks has enabled Coles 360 to build a diverse range of talent from across Australia to build out a dedicated team of media experts, strategy planners and operational specialists to better strategize, plan and deliver media campaigns.

Coles 360 is focused on results and unlocking opportunities through a partnership approach. These campaigns will create better connections between customers and their favourite brands to not only deliver growth, but also help supplier partners understand the impact their media campaigns have with comprehensive post-campaign reporting.

Building on its approach to strong partnerships, Coles 360 has signed a deal broadening its remit with leading media analytics company IRI to tap into Coles' unique integrated insights and omni channel assets, enabling campaign optimisation and ultimately delivering sustainable growth. Importantly, suppliers and brands will have access to closed loop reporting allowing them to proactively demonstrate their return on investment in media campaigns activated through Coles 360.

Paul Brooks, Coles Group General Manager of Coles 360 said he is looking forward to helping suppliers make the most of their marketing budgets and leverage the power of Coles, which is one of Australia's most trusted brands.<sup>1</sup>

“Creating sustainable growth through meaningful connections between customers and brands is what motivates us every single day at Coles 360,” Paul said.

“We are about helping brands connect with more than 21 million customers each week who are at our checkouts, in the aisles, who use Flybuys, visit our Coles website, watch TV, listen to Coles Radio, read our Coles magazine, use social media or watch streaming services. Interactions with the Coles brand are endless, and we want to ensure brands are connected in the most effective and impactful way.

“Brands who partner with us can use the power of Coles shopper insights to maximise that connection at all levels to drive meaningful campaigns and make sure they can measure the impact they create.

“We are delighted to be partnering with IRI to have an even deeper understanding of customer

---

<sup>1</sup> Roy Morgan 2022  
Page 1 of 3

behaviour so we can design 360 media solutions that shape to brand objectives and drive measurable impact. Coles 360 offers unique and memorable partnership opportunities to help brand stands out and help create a more personalised interaction with our customers.

"This has been a very industrious and exciting time for the business, I am delighted that our newly formed Coles 360 team has a broad and diverse range of experience across retail, retail media, FMCG, sales, publisher and advertising agencies."

Justin Finney, IRI's Retail Director for APAC said IRI is proud to expand its strategic partnership with Coles and leveraging IRI's media measurement capability.

"Australian consumers will continuously benefit as Coles and its suppliers collaborate to create insight driven and highly personalised media campaigns that connect shoppers with the brands they love."

Luke Nankervis, Customer Development Director at Mars Petcare said the introduction of the Coles 360 team has made a discernible difference in the level of engagement and partnership with Coles when it comes to retail media.

"Coles' approach takes an end-to-end view of the key drivers of shopper behaviour, category dynamics and the propositions of our brands and campaigns. Our relationship with this part of the Coles business has never been closer or more detailed, and we look forward to seeing the results and improvements in reporting on some of the upcoming campaigns we have built together," Luke said.

**INSERT GROUP PHOTO (IN EMAIL ATTACHMENT)**

**-ends-**

**For media enquiries, please contact**

Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)

