



Elise Jibson - Boots Media Group

Building a Retail Media Network

Pioneering successful partnerships in retail media



#epic25

@AniccaDigital



Boots is the UK's No.1 Health and Beauty retailer



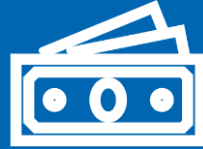
Over 1,900
stores

85% of the UK
population is
within 10 minutes
of a Boots store



33m website
visits

per month and
396m visits per
year



11% sales
growth

in FY23/24,
making Boots the
number 1 high
street health and
beauty retailer



Consecutive
growth

of market share
over the last 13
quarters



10% of
brands

stocked in
FY23/24 are new
brands vs. the
previous year

& SMG is the UK's No.1 Commerce media agency



Commerce specialists

SMG have over 16 years' experience in commerce media



CPG experts

Uniquely focused on winning in this fast moving market



Independent & agile

Rapidly test and learn across an ever evolving landscape



Connecting the dots

Specialise in connecting retailers, supplier brands and shoppers



Award winning

Multi award winning retail specialist agency

**Introducing
BMG: A
powerful
partnership
between
Boots and
SMG**





Vision

To be the most innovative and impactful retail media network, driving brand growth

Proposition

Accelerating brand growth through unrivalled access to the UK Health and Beauty Consumer

The key principles that BMG was built upon



Insight-led
campaign
planning

Fair and
transparent
toolkit

Evaluations for
all campaigns

One front door to
supplier-funded
media at Boots

Market
competitive,
diverse media
offering

We quickly expanded the team and implemented a clear structure to support sustainable growth

Client

**Build media
campaigns**

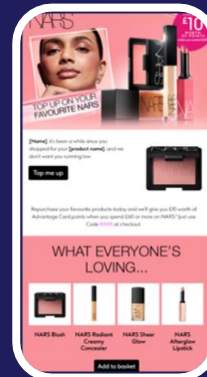
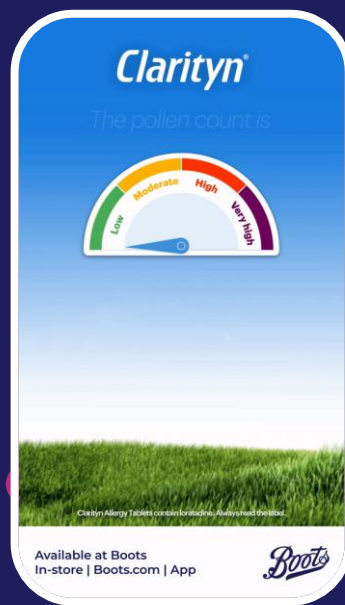
Campaign

**Deliver media
excellence**

Insight

**Evaluate &
optimise media**

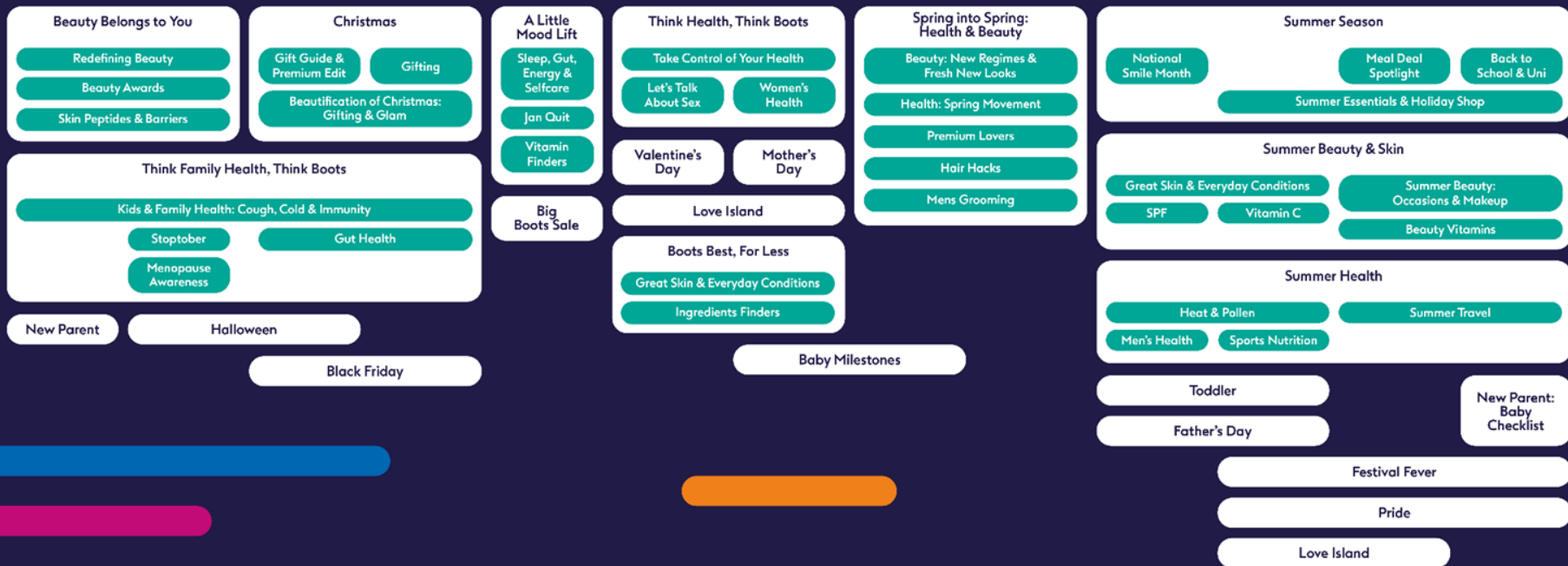
And very quickly
the Boots media
offering expanded



**This new
world enabled
precision
planning
across the full
media estate**



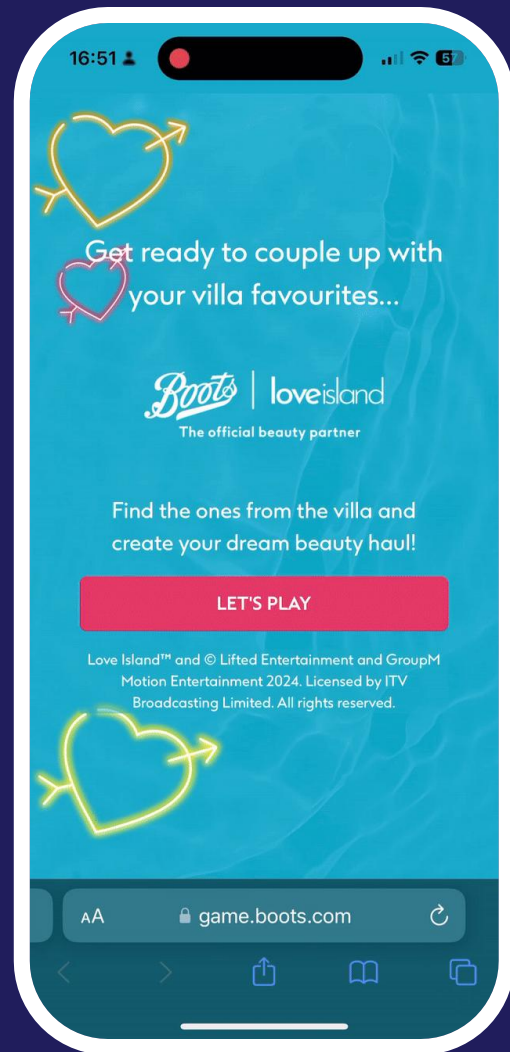
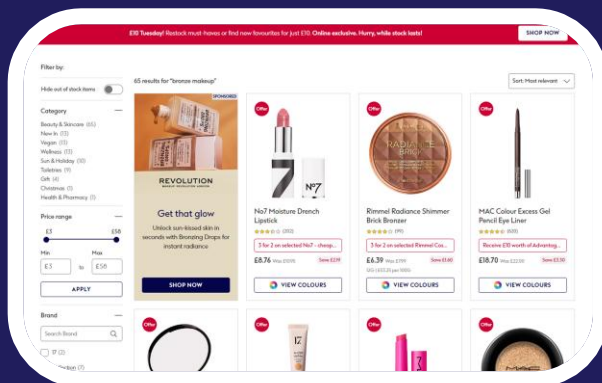
Integrated brands into campaigns with the Boots brand at the heart



**All powered by world class technology
and insights**

Plan Apps

Innovation remains at the core of BMG's strategy



Audience 360 : BMG's 1st Party Data Engine



Which is now established as a market leading off-site capability

Audience Selection

Standard Audiences

Propensity Audiences

Bespoke Audiences

Media Activation

Meta
itvX



theTradeDesk



Spotify

Acast



YouTube



Closed Loop Measurement

Offline Sales

Online Sales

bmg
Boots Media Group

We have no intentions of slowing down!

**There is a growing
need for
standardised,
transparent
measurement**

**Full omnichannel
media offering
with a focus on
performance and
optimisation**

**Harnessing the
power of first-
party data and
emerging
technologies**

**And are clear on the trends that continue to drive the next chapter of
Retail Media**



THEMARSAGENCY

M

ESH
Experience



Closing thoughts

We're still on the **journey**, but we've learned a lot...

Data is key

Integration of brand building **and** conversion is essential

One size rarely fits all

People & relationships are at the heart of what we do



bmg

Thank you