AisleWise
RETAIL MEDIA NETWORK

MEDIA KIT 2027

FIJI & THE PACIFIC



REAL SHOPPERS. REAL SHELVES. REAL SALES.

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INTRODUCTION

REAL SHOPPERS.
REAL SHELVES.
REAL SALES.

Every day, shoppers make decisions in supermarkets, convenience stores and other retail environments.

AisleWise brings brands into those environments, connecting advertising with the moments when products are discovered, considered and selected.



From trolley panels and shelf-edge media to checkout and forecourt placements, AisleWise connects brands with shoppers throughout the retail journey.

We bring together practical media formats, campaign planning, physical activation and execution verification.

Patternfield is a distinct retail and consumer intelligence business working alongside AisleWise.

Where appropriate data and evidence are available, Patternfield provides an additional analytical perspective to support better-informed retail and advertising decisions.

Real places. Practical media. Better-informed decisions.

THE SHOPPING JOURNEY

THE SHOPPING JOURNEY IS CHANGING. THE SHELF STILL MATTERS.



Shopping is becoming increasingly automated.

AI assistants are changing how consumers discover products, compare alternatives and make purchases. As digital shopping becomes more convenient, some traditional opportunities for brands to reach consumers may become less visible.

But physical retail remains a place of discovery.

Shoppers encounter unfamiliar products, reconsider familiar choices and respond to ideas they hadn't planned to explore.

And for brands, those moments matter.

AisleWise focuses on the physical retail environment, creating opportunities to communicate directly with shoppers as they navigate, consider and select products.

Because when the digital journey gets shorter, the moments that remain matter more.

RETAIL ENVIRONMENTS

DIFFERENT STORES. DIFFERENT SHOPPING MOMENTS.

Every retail environment creates different opportunities for brands.

SUPERMARKETS



From shopping trolleys and baskets to aisles, shelves and checkouts, supermarkets offer multiple opportunities to connect with shoppers throughout their visit.

PETROL & CONVENIENCE



Shorter visits and focused shopping missions create opportunities for concise, highly visible advertising around fuel dispensers and convenience retail environments.

HARDWARE RETAIL



Project-based shopping creates opportunities to reach customers as they explore products, compare alternatives and consider complementary purchases.

Our media formats are selected to suit the physical characteristics and shopping behaviour of each environment.

RETAIL ENVIRONMENTS

BUILT FOR REAL RETAIL ENVIRONMENTS.

AisleWise is developing an independent retail media network designed to connect advertisers with participating retailers across multiple markets.

Our approach recognises that retail environments differ. Store layouts, equipment, customer journeys and operational requirements all influence which media formats are suitable.

Rather than assuming every format belongs in every store, we assess available locations and recommend placements appropriate to the environment.

Campaign proposals are developed around confirmed retailer participation, suitable inventory and agreed operational requirements.



The right format. In the right environment. For the right objective.

CAMPAIGN OBJECTIVES

START WITH THE OBJECTIVE. THEN CHOOSE THE MEDIA.

Different campaigns require different approaches.

AisleWise helps advertisers consider suitable media formats based on what they're trying to accomplish.

Campaign recommendations consider the retail environment, available inventory, production requirements and advertiser objectives.



AWARENESS



LAUNCH



CONSIDERATION



ENGAGEMENT



PROMOTION

AisleWise formats can be used individually or combined to create coordinated advertising experiences throughout the retail environment.

We help advertisers select the combination of formats that best suits their objectives, available locations and campaign budget.

A floor placement might introduce a message that continues at the shelf. Trolley media can reinforce a campaign as shoppers navigate the store, while checkout placements provide another opportunity for brand visibility.

Different placements. One connected idea.

ONE FORMAT. OR A CONNECTED CAMPAIGN.

OUR MEDIA FORMATS

EVERY PLACEMENT HAS A PURPOSE. TOGETHER, THEY TELL A BIGGER STORY.

Every shopping journey creates opportunities for brands.

AisleWise offers nine physical media formats across supermarkets, convenience stores, petrol forecourts and hardware retail.

Each format can stand alone or contribute to a coordinated campaign.

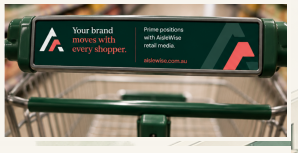
Arrival & preparation



01 CartFront
PAGE 09



03 Nest
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02 CartGrip
PAGE 10

Navigation & discovery



04 Fin
PAGE 12

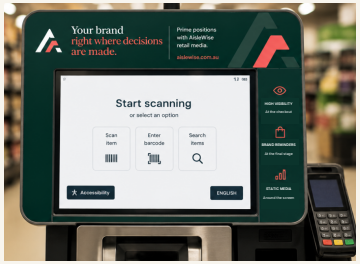


05 FinTake
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06 Path
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At checkout



08 Self-Checkout Media
PAGE 16



07 Next
PAGE 15

Fuel & convenience



09 Pump Topper
PAGE 17



Path + Fin
From aisle navigation to shelf discovery.

CartFront + FinTake
From brand visibility to product engagement.

Illustrative campaign combinations.
Each format is available independently.

One format or several. The right combination starts with your objective.

OUR MEDIA FORMATS

CartFront

Trolley-front advertising panel



YOUR BRAND. FRONT AND CENTRE.

CartFront places advertising on the front of a shopping trolley, carrying a brand message through the store as shoppers navigate aisles, browse categories and make purchasing decisions.

Ideal for

Brand awareness, product launches, seasonal campaigns and coordinated store-wide promotions.

Objective
Awareness · Reminder

Environment
Supermarket

Placement
Front of trolley basket

OUR MEDIA FORMATS

CartGrip

Trolley handle media



A MESSAGE THAT MOVES WITH THE SHOPPER.

CartGrip places advertising directly on the shopping trolley handle, keeping a brand message close to shoppers as they move through the store.

Its compact format is suited to simple, memorable creative that can be encountered throughout the shopping journey.

Ideal for

Brand reminders, product launches, promotional messages and integrated campaigns.

Objective
Awareness · Reminder

Environment
Supermarket

Placement
Trolley handle

OUR MEDIA FORMATS

Nest

In-basket media insert



A LITTLE CLOSER TO THE SHOPPING.

Nest places advertising inside the base of a shopping basket, bringing a brand message into the shopper's immediate shopping experience.

Positioned among the products shoppers select, Nest offers a simple way to introduce products, reinforce brand awareness or support an in-store promotion.

Ideal for

Brand awareness, product introductions, seasonal promotions and supporting campaign messages.

Objective

Awareness · Promotion

Environment

Supermarket · Convenience, where suitable

Placement

Inside basket base

OUR MEDIA FORMATS

Fin

Projecting shelf-edge fin



STAND OUT AT THE SHELF.

Fin places advertising on a projecting panel extending from the shelf, bringing a brand message into the aisle where shoppers are considering products.

Positioned near relevant merchandise, Fin can highlight new products, communicate benefits or support promotions. Its projecting position helps distinguish it from conventional shelf-edge signage.

Mounting methods may vary to suit retailer shelving, compatibility, safety and installation requirements.

Ideal for

Product discovery, new-product launches, promotional support and category communication.

Objective
Discovery · Consideration

Environment
Supermarket · Hardware

Placement
Projecting shelf-edge panel

OUR MEDIA FORMATS

FinTake

Projecting shelf fin with take-away component



GIVE SHOPPERS SOMETHING TO TAKE AWAY.

FinTake combines a projecting shelf advertisement with printed material shoppers can take away, bringing a brand message beyond the shelf and into their everyday lives.

From recipe ideas to product information and promotional offers, FinTake creates an opportunity for shoppers to take something useful with them.

Ideal for

Recipes, product education, promotional offers and complementary-product campaigns.

Objective

Engagement · Consideration

Environment

Supermarket · Hardware, where suitable

Placement

Shelf fin with take-away component

OUR MEDIA FORMATS

Path

Floor media / aisle-floor placement



PUT YOUR MESSAGE IN THEIR PATH.

Path places advertising directly onto suitable retail floor surfaces, bringing brand messages into the spaces shoppers move through as they navigate a store.

From product discovery to promotional campaigns, Path can draw attention to nearby merchandise, highlight a department or complement other in-store media placements.

Ideal for

Brand awareness, product discovery, promotional campaigns and coordinated in-store activations.

Objective
Awareness · Discovery

Environment
Supermarket · Convenience · Hardware

Placement
Approved floor locations

OUR MEDIA FORMATS

Next

Staffed checkout divider



ONE LAST MOMENT TO BE SEEN.

Next places advertising inside the checkout divider used to separate customers' purchases at staffed supermarket checkouts.

Positioned at the point where shoppers complete their purchases, Next gives brands another opportunity to communicate through a familiar piece of checkout equipment.

Ideal for

Brand awareness, product reminders and coordinated checkout campaigns.

Objective
Awareness · Reminder

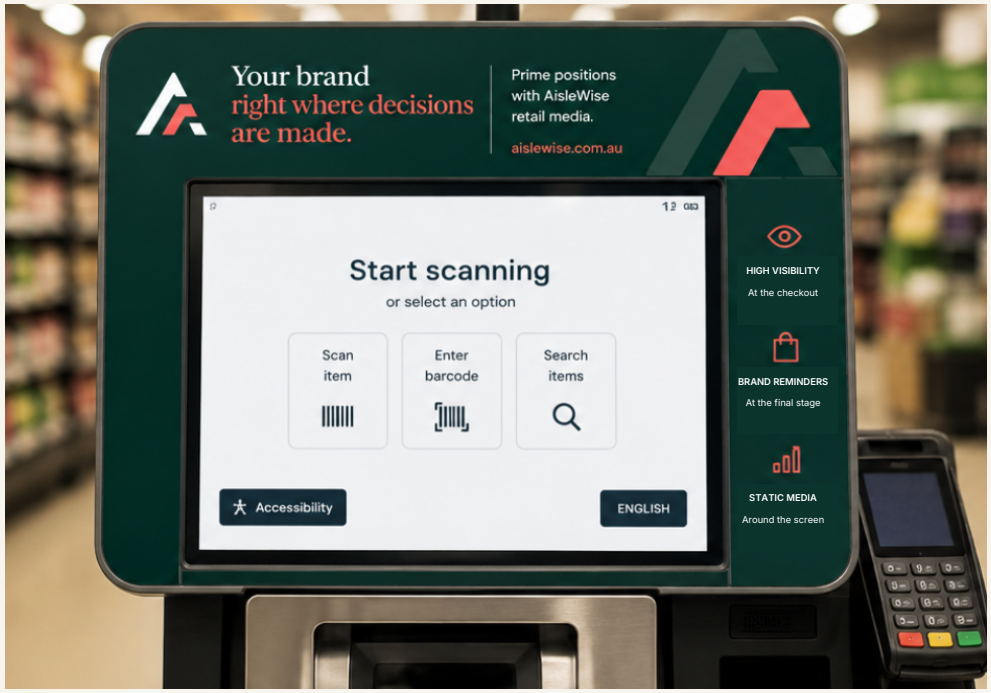
Environment
Supermarket

Placement
Staffed checkout divider

OUR MEDIA FORMATS

Self-Checkout Media

Frame surrounding the self-checkout screen



MAKE THE MOST OF THE CHECKOUT MOMENT.

Self-Checkout Media positions static advertising around the self-checkout display while keeping the operational interface accessible.

The format provides brand visibility within the self-service checkout environment.

Its screen-surround position creates a dedicated advertising surface without requiring advertisers to purchase digital screen inventory.

Ideal for

Brand reminders, product launches and promotional support.

Market availability: Applicable only to participating retailers operating compatible self-checkout equipment. Availability and technical suitability require confirmation.

Objective
Awareness · Reminder

Environment
Supermarket

Placement
Self-checkout screen surround

OUR MEDIA FORMATS

Pump Topper

Top-mounted fuel-pump media



BE SEEN AT THE PUMP.

Pump Topper places advertising above the fuel dispenser, bringing brand messages into view during the refuelling experience.

Its elevated position offers a prominent advertising surface for brand awareness, product launches and promotions associated with the convenience-store environment.

Ideal for

Brand awareness, convenience-store promotions and relevant product campaigns.

Availability varies by market and participating retailer.

Objective
Awareness · Promotion

Environment
Petrol & Convenience

Placement
Above fuel dispenser



CAMPAIGN PLANNING

PLAN WITH PURPOSE.

GOOD CAMPAIGNS START WITH GOOD QUESTIONS.

What are you trying to achieve? Who are you trying to reach? And where can your message make the most sense?

Campaign planning starts with your objective. Whether you're introducing a product, supporting a promotion or building brand awareness, we help you explore retail environments and individual or complementary media formats suited to your brief and the practical realities of the environment.

FROM IDEA TO CAMPAIGN.

01: YOUR OBJECTIVE

Establish what the campaign needs to accomplish.

02: THE ENVIRONMENT

Identify suitable retail environments and available locations.

03: THE MEDIA

Select individual formats or complementary combinations.

04: THE PLAN

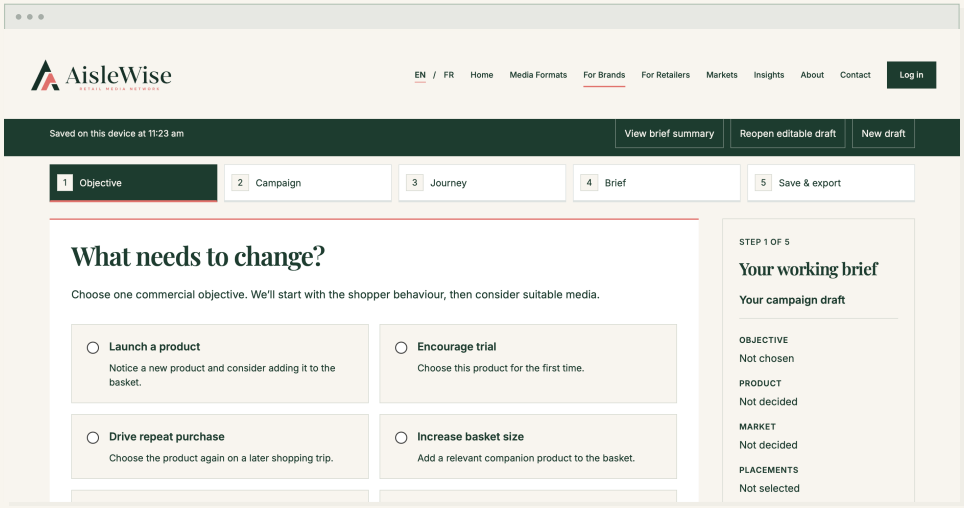
Develop a practical campaign proposal around timing, production requirements and budget.

MEET CAMPAIGN STUDIO.

AisleWise Campaign Studio provides a starting point for exploring media formats and preparing a structured campaign brief.

Final campaign availability, specifications and commercial arrangements are confirmed through AisleWise.

Objective → Campaign → Journey → Brief → Save & Export



YOUR OBJECTIVE. OUR MEDIA. ONE CONSIDERED PLAN.

CAMPAIGN DELIVERY

FROM PLAN TO PLACEMENT.

A GOOD IDEA DESERVES GOOD EXECUTION.

A campaign is only as good as its delivery. At AisleWise, we bring together the people, production requirements and retail coordination needed to turn an approved campaign into a physical presence in-store.

From artwork preparation and retailer approvals to installation, servicing and removal, our delivery approach is designed around the practical requirements of each format and environment.

Because advertising belongs in the store only when it works for the advertiser, benefits the retailer and elevates the shopping experience.

BUILT AROUND THE RETAIL ENVIRONMENT.

Every store is different. Fixtures, layouts, customer movement and operational requirements influence how advertising should be installed and maintained.

Our approach recognises those differences, with campaign delivery planned around confirmed locations, approved formats and agreed retailer requirements.

Thoughtful planning. Careful execution.
A professional presence in-store.

THE DETAILS MATTER.

01: PREPARE

Confirm artwork, production specifications, retailer requirements and campaign schedules.

02: PRODUCE

Coordinate the manufacture and printing of approved advertising materials.

03: INSTALL

Arrange installation at agreed locations, following retailer requirements and applicable safety procedures.

04: MAINTAIN

Coordinate servicing, replenishment or replacement where required by the campaign.

05: COMPLETE

Manage campaign completion, removal and any agreed close-out requirements.

TRACE

KNOW WHAT'S BEEN DELIVERED

GOOD CAMPAIGNS DESERVE CLEAR EVIDENCE.

Planning a campaign is one thing. Knowing what happened in-store is another.

AisleWise Trace is our campaign execution and verification framework, designed to bring greater visibility to the physical delivery of retail media.

From installation records and photographic evidence to location-specific execution status, Trace is being developed to help establish what was installed, where and when.

Because confidence in a campaign should come from evidence, not assumptions.

Know what was planned. Establish what was delivered. Understand what remains unresolved.

FROM COMMITMENT TO CONFIRMATION.

01: PLANNED

Establish the agreed campaign locations, formats, installation requirements and scheduled dates.

02: INSTALLED

Record installation activity and capture supporting evidence against the approved campaign requirements.

03: VERIFIED

Review submitted records and photographic evidence to establish whether installations meet the agreed requirements.

04: REPORTED

Provide a clear account of recorded campaign delivery, including exceptions and outstanding issues.

THE DIFFERENCE IS IN THE EVIDENCE.

A planned placement isn't necessarily an installed placement.

An installed placement isn't automatically a verified placement.

And verified installation doesn't establish how many shoppers noticed the advertisement or whether it influenced their purchases.

Trace is designed to make those distinctions clear.

VERIFIED DELIVERY IS NOT THE SAME AS MEASURED EFFECTIVENESS.

TRACE

TRACE IN ACTION



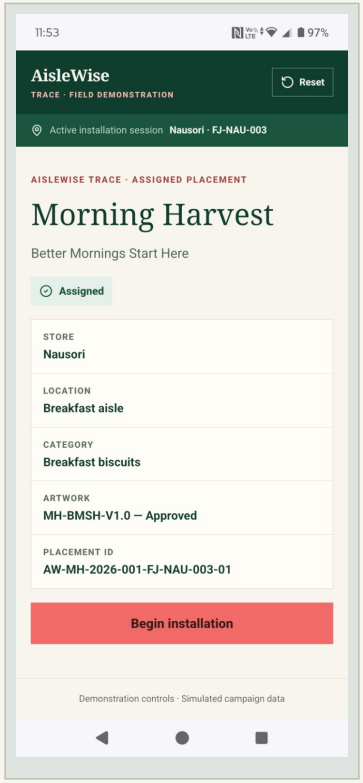
Illustrative field evidence capture. Installation verification requires review against approved campaign and location requirements.

Trace is being developed to help establish what was installed, where and when.

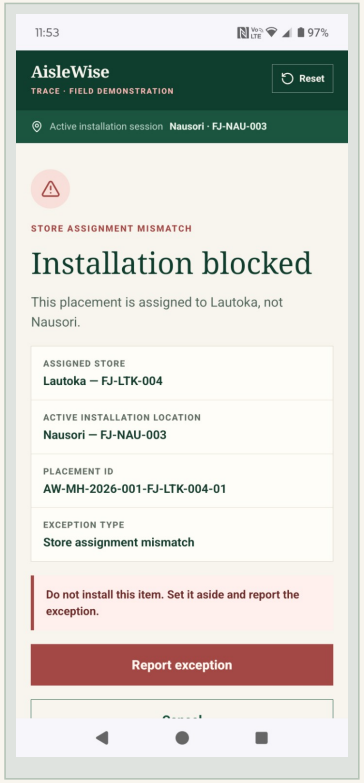
A matching store location alone is not sufficient evidence of a verified installation.

Fictional demonstration records. An assigned placement is not completed installation verification.

ASSIGNED PLACEMENT



INSTALLATION BLOCKED



BEYOND THE PLACEMENT

THE PATTERNS BEHIND RETAIL PERFORMANCE

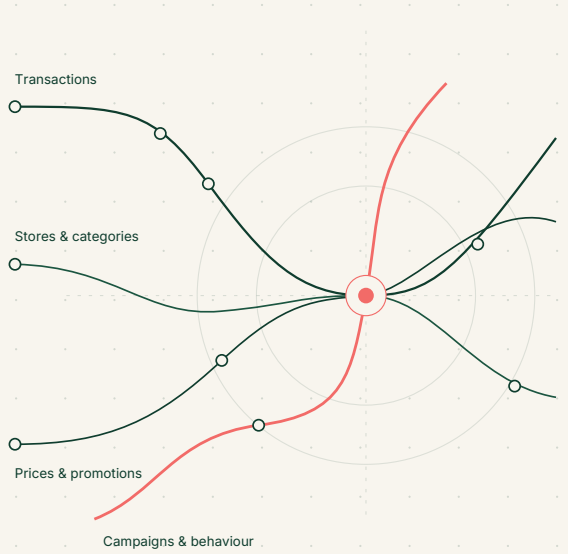
Retail performance is shaped by relationships that aren't always visible at first glance. Products, baskets, stores, prices, promotions and campaigns each tell part of the story.

Patternfield is an independent retail and consumer intelligence business focused on understanding those connections through relevant, appropriately sourced evidence.

Working alongside AisleWise, Patternfield brings an additional analytical perspective to retail media while serving retailers and brands beyond individual advertising campaigns.

DIFFERENT QUESTIONS. DEEPER UNDERSTANDING.

PATTERNFIELD



Illustrative evidence relationships

SHOPPER BEHAVIOUR

Explore purchasing patterns, shopping missions and basket relationships where suitable evidence is available.

CATEGORY PERFORMANCE

Examine category movement, product relationships and competitive dynamics.

PROMOTIONAL RESPONSE

Investigate observed changes associated with promotions, distinguishing patterns from demonstrated effects.

RETAIL OPPORTUNITIES

Identify evidence-supported opportunities for assortment, placement, merchandising and future investigation.

Better questions. Clearer evidence. More informed decisions.

MEASUREMENT & EVALUATION

MEASURE WHAT MATTERS.

AND KNOW WHAT THE EVIDENCE CAN TELL YOU.

Every campaign begins with an objective. Understanding what happened requires evidence suited to the question being asked. AisleWise distinguishes between campaign delivery, shopper engagement, observed commercial outcomes and incremental effects. Each answers a different question, and none should be confused with another.

01: Campaign Delivery

Was advertising installed as agreed?

Installation records, location information and supporting evidence help establish whether the planned campaign was delivered.

02: Shopper Engagement

Did shoppers interact?

Where suitable mechanisms are available, recorded interactions may provide evidence of engagement.

An interaction is not necessarily a purchase, and an opportunity to see an advertisement is not proof that it was noticed.

MEASUREMENT & EVALUATION

WHAT CHANGED. AND WHY?

03: Observed Commercial Outcomes

What changed?

Available retail data may reveal changes in sales, transactions, product movement or purchasing patterns.

Those changes are useful observations, but they do not automatically establish that advertising caused them.

04: Incremental Effect

What difference did the campaign make?

Where the available evidence and research design permit, comparative analysis may help estimate outcomes attributable to advertising rather than other influences.

Not every campaign can support a credible incremental-effect estimate.

Not every campaign can support all four forms of evaluation.

EVIDENCE BEFORE ASSUMPTIONS.

The appropriate measurement approach depends on the campaign objective, available data, permissions and the quality of the comparison.

Some campaigns may support delivery reporting only. Others may provide opportunities to examine engagement, observed commercial outcomes or incremental effects.

Our responsibility is to communicate those distinctions clearly, including relevant limitations and uncertainty.

Better measurement doesn't mean claiming more. It means understanding more accurately.

CONTACTS

LET'S TALK RETAIL.

Good ideas often begin with a conversation.

Whether you're exploring retail media, investigating a category or simply curious about what's possible, we'd be pleased to hear from you.

AisleWise
RETAIL MEDIA NETWORK

Retail media and campaign opportunities.

riley@aislewise.com.au

aislewise.com.au

PATTERNFIELD

Retail and consumer intelligence.

arthur@patternfield.com.au

patternfield.com.au

CAMPAIGN WORKING NOTES

CAMPAIGN NOTES

Working notes only. Estimates subject to confirmation.

CAMPAIGN WORKING NOTES

PLANNING & ESTIMATES

Campaign / Brand: _____ Proposed Period: _____ Indicative Budget: _____

Working notes only. Estimates subject to confirmation.