

The Ad**Chat** Newsletter

retail**MEDIA**.ca
Staying In Touch with Customers

SPRING-SUMMER 2014



Claudio | CEO

I'm happy to introduce you to our very first client newsletter!

Due to our national network of grocery stores and advertising clients, we have the unique privilege of dealing with hundreds of businesses across Canada and we're constantly gaining insights about the advertising world that we want to share with you, our valued customers.

I hope you enjoy this quick and easy read. You'll find information about opportunities you may be interested in, some client profiles, interesting articles about the advertising industry, tips and tricks we've learned along the way, some of our clients' best creative, and some fun facts thrown in for good measure.

To you, our customers and partners, a big and heartfelt thank you. Some of you have been with us since we launched in 2002, while others are more recent additions to our family. You have been an important part of the success and growth of our company, making us one of the Profit 500 Fastest Growing Companies in Canada, for the past 2 years running! Thank You!

Let's keep growing together! ▲

TOP 13 OF 2013

Earlier this year, from hundreds of advertisers and over a thousand AdBars, we chose the AdBars that stood out for the most innovative use of the medium, catchy and clear messaging, and eye-catching stand-out creative.

Let's start with our **top 3**, chosen by a panel of industry experts... Enjoy!



Interac - Classic



Trident - Animated (Lenticular)



Global TV - Animated (e-ink)



ADCAP LEAVES A BIG IMPRESSION

For many of us, “Groceries” is on our list of things to do three or four times a week, if not more. It’s estimated that primary household decision makers spend more than 45 minutes a month standing in line at the grocery store. For AdCap advertisers, that spells a great opportunity to make a bold statement and capture the attention of their target audience. AdCap is a large ad space that wraps the end of conveyor belts in check-out aisles, and is the newest member of the RMG family.

The perks of AdCap include extensive visibility and a lack of competing messages at the till. Not only is AdCap visible as shoppers walk by, it also has a captive audience while shoppers stand in line or use the conveyor belt! And, with only one advertiser per store on AdCap the proof is in the recall numbers. In a sample size of 100 random customers leaving AdCap locations, over 90% of shoppers recalled seeing the AdCap ads. For advertisers, such as Chatr, American Express and Shaw Media, knowing they were successful in making an impression on their target audience was a big win.

“Because of the large vinyl display face, advertisers really do own the front of the store with AdCap,” says Jacqueline LaRonde, Senior Account Manager with RMG. “Plus, some clients have used a domination strategy by choosing to advertise on AdCap and AdBar at the same time.” Talk about making an impression! ▲

MORE THAN \$500 BILLION A YEAR IS SPENT ON ADVERTISING WORLDWIDE



EARN UP TO 5,000 REWARD MILES WHEN YOU REFER A NEW CLIENT

We pride ourselves on the relationships we’ve built and on delivering value to the people we do business with. We are grateful that many of our clients have come to us through a referral from customers or friends within our RMG family – people like you.

Now you can earn up to 5,000 AIR MILES® reward miles when you provide us with a referral that turns into a new customer!

Simply contact your Representative or e-mail referral@retailmedia.ca and should the person you refer become our valued customer, we will deposit the applicable number of AIR MILES® reward miles into your account.

Ask your Representative for more details. ▲

* The number of reward miles to be earned range from 500 to 5,000 depending on the value of the sale, and will be issued within 30 days of the first order made by the new client.

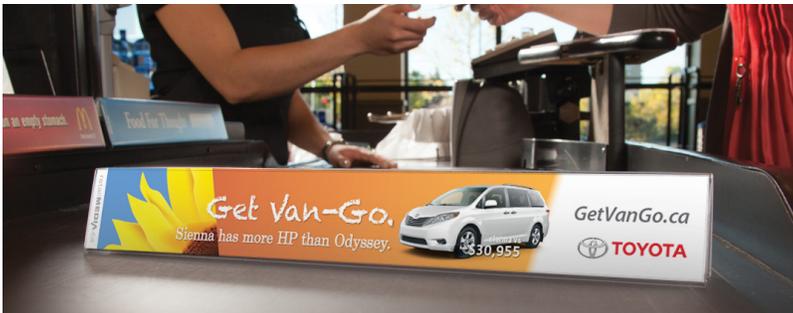
MEDIA EXPERT HAND DELIVERS CLIENT MESSAGE TO MARKET

An interview with Dean Butler

How do you reach your targeted audience in a small window of time with a limited budget? You get them to pick up the Adbar to separate their groceries.

For Dean Butler, Account Director and Director Media Services of Elevator Strategy, Advertising and Design, some of the most impactful advertising he has done for Toyota has been at the front of grocery stores. The grocery divider that was once a simple rubber baton is now a colourful, interactive ad space. “To support the Toyota Sienna Van we needed to reach a specific target audience; the female financial decision maker in the home,” says Dean. “Adbar was an ideal medium to achieve this. With a relatively small budget over 12 weeks we combined Adbar with an online campaign and achieved impressive results for Sienna.”

Adbar doesn't risk going unnoticed, like a billboard or newspaper ad. Some of this medium's greatest perks include its interactivity—people have to pick it up—and it doesn't have to compete with much at the till. “Other than gum, magazines, and chocolate bars, there is not much to clutter the Adbar message,” says Dean. The grocery store is normally a highly competitive marketing environment. But for expert advertising professionals like Dean, Adbar presents the opportunity to be visible in high traffic areas and talk to key financial decision makers in the household. “The potential growth for this media is very exciting.” ▲



Thank you for reading!



EARN **25 AIR MILES®**
reward miles

Email us at newsletter@rmgi.ca and you will receive 25 reward miles simply for taking the time to read our first newsletter.

*Offer valid until July 10, 2014, limit 1 offer per Collector Account.

RMG

EMPLOYEE PROFILE



A team building outing (Joni at center)

JONI SOLTYS

What does it take to get thousands of AdBars and vinyl products across the country in a few days? It takes a quality team and a devoted team leader. With a health-related degree, diverse work experience and solid strengths in creative problem solving, organization and client-focused leadership, Joni was sought out five years ago by RMG's Executive VP and neighbour, Jill Rodrigues, to become Warehouse Manager of the advertising division.

“I'm proud of the fact that the warehouse works like a well-oiled machine and the atmosphere is one of friendly support combined with a strong work ethic,” says Joni. We value quality, responsibility, integrity and teamwork. And with the inevitable last minute changes or challenges they have to face, Joni and her team are dedicated to doing whatever it takes to get the clients' advertising messages to the right store at the right time.

The proud mom of two teenage daughters, and wife to a great guy, Joni is an active soccer mom and passionate about curling, golf, running and hiking. ▲

CLIENT PROFILE:

**ADCAP PROVIDES
“MEDIA BLANKET”
FOR SHAW MEDIA**

In television, little surpasses the anticipation of a new reality show series—drama and competition keep us coming back for more every time. But getting the word out about a new show can be a challenge. RMG’s long-time client, Shaw Media, wanted something “fresh” to build hype for the premier of Chopped Canada in January 2014.

Enter AdCap.

The large message at the end of grocery store conveyor belts across Canada helped Shaw Media achieve the exposure they were after, without breaking the bank. “Right away, we got a flood of comments back... Chopped Canada is everywhere,” reported the lead planner for Shaw Media. Shaw planned a mix of media points but credited AdCap in particular for creating a significant “media blanket.” From an entertainment advertising perspective, AdCap was also a cutting edge way to reach their audience and Shaw got to play the role of media pioneer. Plus, what could be more fitting than appealing to “Foodies” in their own neighbourhood grocery stores? ▲



TOP 13 OF '13 (continued from cover page)



Hopewell Development - Die Cut



Global News - Classic



Food Network - Classic



Caramilk - Lenticular



Southland - Die Cut



Folklorama - Classic



Royal Winnipeg Ballet - Classic



Jeep - Classic



OLG's Gold Crossword - Classic



Trident - Classic

A special thank you to Dean Butler - Media Director at Elevator Strategy, Advertising and Design, Wendy Shaw - Principal at Spark Ideas, and George Huovinen - Director Account Planning at Media Experts for their contribution to the judging and selection of our Top 3 AdBars.

Visit RETAILMEDIA.CA/TOP13 for more details. ▲

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