

The AdChat[^] Newsletter

Staying In Touch with Customers

SPRING-SUMMER 2016

Claudio | CEO



Whether you are in strategy mode or prepping for the bustle of busy season, this is a great time of year to celebrate successes, evaluate business practices, see your business with fresh eyes, and plan ahead.

We are always working to respond to the needs of our customers and we are excited about the new and

innovative opportunities we can offer you as you look toward the latter half of 2016.

In this issue, you will read about a non-profit organization in Manitoba that, with some help from Adbar, significantly reduced the number of plastic bags used by the province. You will discover how text message marketing delivers cost effective customer acquisition, and read about a member of our team who has great energy, strategy and creativity to share with clients. You will also learn about AdWrap, an eye-catching, conveyor belt wrap that makes quite an impression at the checkout.

Though it seems the snow has only just left, it's never too early to plan for the impact you want to make in the Fall and at Christmas time.

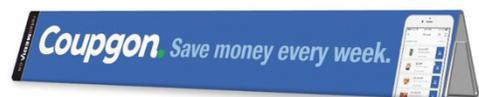
Let's grow together. [^]



ADBAR HIGHLIGHTS



Villages of Desrochers



Coupgon



Nu Way Floor Fashions



Arts Commons

CLIENT PROFILE

MULTI-MATERIAL STEWARDSHIP MANITOBA

In 2010, Multi-Material Stewardship Manitoba (MMSM), an industry-funded, non-profit organization began a quest to reduce the number of plastic bags coming into their province. Together with staff and stewards of the beverage, food, and consumer goods sector, MMSM wrote a plan, the Manitoba Plastic Bag Reduction Plan, that aims to reduce the number of plastic bags distributed as well as encourages customers to reuse bags in their homes and recycle them. In early 2014, Retail Media's AdBar became part of spreading this important message.

"We chose AdBar because it has high impact on the consumer at the conveyor belt. It's hard to ignore a message that you have to pick up and is right in front of you," says Sarah Wallace, Marketing and Communications Specialist for MMSM. Some of her work entails building public awareness for how to relate the 3Rs—Reduce, Recycle, Reuse—to plastic bags.

More and more, cashiers and retailers ask their customers if they want a bag. "If shoppers only have a few items, and that message is right in front of them at the till, there is a greater chance the customer will say 'no, thanks' when the cashier asks if they want a bag," explains Wallace.

MMSM started out using AdBar to share helpful (and sometimes unbelievable) facts about plastic bag usage in Canada. A recent campaign stated: "Canadians use over 1M plastic bags per hour. It's time to choose reusable." AdBar has also been useful for sharing information, such as what to do with used plastic bags.

Since the launch of this initiative the numbers have been astounding. In 2014, Manitoba introduced 40.22% fewer bags into the province when compared to 2007. When including all of the bags that are reused and recycled, Manitoba is sitting at a 72.5% reduction.

"Having the opportunity to advertise on this unique medium is so valuable for this initiative because of its visibility and where it is located," says Ms. Wallace. "We get immediate contact with the consumer where and when it counts the most." ^



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THE GROCERY CONVEYOR BELT TRANSFORMS INTO A DYNAMIC BILLBOARD

We are excited to introduce AdWrap, a new ad space at the grocery checkout and a bold new way for you to engage with shoppers in the highest traffic area of the store.

The checkout is one of the few places grocery shoppers stand undistracted for at least three to five minutes, and now you have the chance to leave a powerful and lasting impression by transforming the grocery conveyor belt into a dynamic billboard for your marketing campaign.



AdWrap is extremely durable, custom-printed with elegant digital graphics, and coated with Good Armour anti-microbial which makes the surface more hygienic. Available in select locations, the conveyor belt wrap is an eye-catching medium with endless marketing possibilities. Talk to your representative to learn more. ▲

Retail Media is a Calgary, Alberta-based company, proud to support the Fort McMurray evacuees as they strive to rebuild their town and their lives.



In the weeks following the Fort McMurray fires, available ad space was filled with AdBars promoting the Red Cross Fort McMurray Fire Relief campaign.

EMPLOYEE PROFILE



SANDI LEONARD

Early in her career, Sandi led the charge on the successful launch of three boutique clothing stores in a new city, and, later, coached a leading Advertising Sales team as General Sales Manager in radio.

Today, that translates into someone Retail Media clients look to for sound advertising strategy advice and a trusting, honest and open relationship. As Regional Sales Director for Calgary and Southern Alberta, Sandi helps clients get to the root of their sales and advertising objectives and assists them in executing a creative and rewarding strategy.

Outside of work, Sandi can be found diving into the refreshing waters of Shuswap Lake and surfing and wakeboarding behind the family boat, or wielding a hockey stick on skates trying to keep up with her 12 and 15 year-old boys. ▲

WHY TEXT MESSAGE MARKETING IS AN IMPORTANT PART OF CUSTOMER COMMUNICATIONS



As more brands look to target customers on the move, SMS (text messaging) is becoming an increasingly essential part of multi-channel marketing. Some organizations mistakenly believe that mobile marketing requires a heavy investment and doesn't allow for personalized, targeted communication. The reality is that gaining access to mobile consumers (smartphone and non-smartphone) can be as simple as adding a code and keyword to your print collateral, advertising and social media.

SMS makes it easy for someone interested in your products or services to engage with you throughout the customer life cycle. You can also use SMS to deliver vouchers, discounts, promotions, and even loyalty program rewards. Since most adults carry their phones at all times, and over 90% of messages are read within 3 minutes, you know that your message will be read almost instantly¹.

The combination of an incentive based call-to-action and the customer's ability to act on the offer NOW, means you have the potential to increase your return on investment (ROI) significantly. Normally, you have to hope that an offer promoted in your advertising is compelling enough that the customer would act on it before it fades from sight and memory. With SMS, you gain the ability to market your offer to the customer directly, plus your message stays on their phone and can be recalled.

Tracking meaningful ROI, response rates and message effectiveness are all possible through SMS, bringing it in line with what has been possible with email for years. Plus, incorporating text messaging into your advertising campaign gives you an additional metric with which to measure campaign and channel performance. ¹

ADBAR HIGHLIGHTS (continued from cover)



St. Monica Elementary School



Roughnecks



Johnson Insurance



Brampton Foot Clinic



Heritage Park



Enthrrill

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