

retail**MEDIA**.ca

The AdChat Newsletter



Staying In Touch with Customers

WINTER 2017



Claudio | CEO

This is a great time to reflect on all you've accomplished this year and, as we approach the new year, we are eager to put our products, our creativity and our collective experience to work for you once again in 2017.

In this issue, you will learn about the synergies between online and offline advertising and discover how grocery checkout advertising is a highly effective way to move customers along the path to purchase. You will also read about a dynamic team member who excels at making things happen behind the scenes, and a multi-product campaign with a local strategy promoting Calgary's newest shopping destination.

We are thankful for your business and appreciate how your partnership has led us to be included, for the fourth year in a row, on the annual PROFIT 500, the definitive ranking of Canada's Fastest-Growing Companies. Thank you!

Let's keep growing together! ^



RMG

ADBAR HIGHLIGHTS



World Vision



TELUS



St. Vital Centre



Metro Vancouver



CLIENT PROFILE



ASPEN LANDING IS FRONT AND CENTER WITH A MULTI-PRODUCT STRATEGY

Aspen Landing Shopping Centre on Calgary's west side isn't your typical strip mall. With a pond, natural growth and wildlife, walkways between stores, restaurants and a gorgeous fountain, it's a welcoming village centre and a local destination.

For a second year in a row, Mary Ann Stallings, Aspen Landing's General Manager, is advertising at the mall's Safeway checkout and using all three available ad products: AdBar, AdCap and AdTray. "These advertising spaces help us keep our advertising fresh and eye-catching," Stallings says. "We can use seasonal themes, showcase new home builders in the residential development, and remind shoppers of all the treasures so easily accessible in their own community."

Stallings knows the value of keeping a consistent message over long periods of time and using all three checkout ad products has given her an opportunity to achieve exactly that. "We can reinforce on a local level the same messages what we promote on the radio and in our monthly ad in Avenue Calgary Magazine," she explains.

"Plus, by making an annual buy, I can consult with retailers and home builders well in advance of a campaign launch," explains Stallings. "There is something comforting about knowing you are front and centre where your customers live. We have exclusive ad space in a high traffic spot in our own community, and that is invaluable." ^



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REACHING CONSUMERS ON THE PATH TO PURCHASE

A new study* shows that Out-of-Home (OOH) advertising, which includes grocery checkout advertising, outperforms traditional media in reaching consumers during their purchase activity for any product. In fact, when looking at weekly media exposure, OOH has the highest reach at 88%.

Across 21 product categories, the study found that consumers have the highest level of exposure to OOH in 16 out of 21 categories when compared to TV, Radio, Newspaper, Online, Magazine and Smartphone exposure. This clearly demonstrates the power of OOH in reaching and influencing consumers on the path to purchase.

The study also revealed that from the time consumers consider a purchase, to making a purchase, OOH consistently outperforms all other media. Almost 3/4 of consumers are reached in the same half-hour that they make a purchase decision in any category. As we become increasingly connected there is tremendous synergy between mobile and OOH for search, to interact with brands or consider making a purchase.

OOH reaches consumers when they are in an alert state of mind which has a positive impact on purchase behavior. Recent biometric studies support this and show that consumers are more likely to act on advertising messages they see outside the home compared to inside the home. 

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EMPLOYEE PROFILE

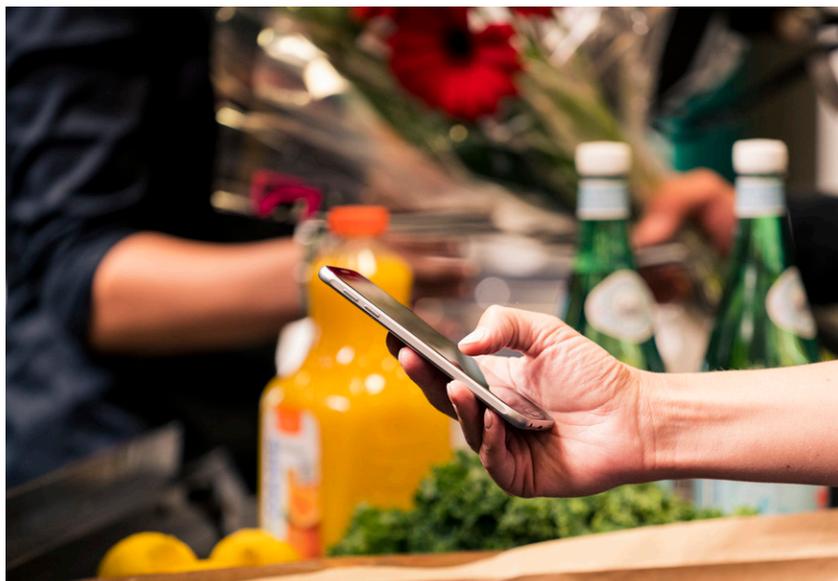


STELLA McEWAN

Behind the Retail Media scene, Stella McEwan works her magic every day. As Advertising Sales Coordinator, she coordinates client creative, production and installation of various advertising products across the country. Much like her needle point art, her job takes nothing short of a keen eye and acute attention to detail.

Everyday, Stella is in awe of her son and his grace in building a new life after becoming paraplegic. She is also thankful for her work family, the energy she draws from camaraderie among colleagues, and the funny stories and jokes that dominate the work day. When she got married recently to her long-time partner, everyone from work was there.

Stella doesn't sit still for long, either. After work and on weekends, she enjoys cycling with her husband, and is on the way to getting her scooter licence so she can ride her new Vespa to and from work. 



DRIVING DIGITAL ENGAGEMENT OFFLINE

One of the most significant shifts in the digital age is the extent to which today's consumers are in control of their own media consumption habits. To combat this, businesses and brands are placing their messages in different spaces in both the physical and virtual world to reach their ideal audience. If done right, advertisers can keep an audience's attention across multiple touch points, bringing people that much closer to making a purchase.

Grocery checkout advertising is a top performing media in a multi-channel plan which targets audiences when they are going about their daily lives. When people are waiting in line at a grocery checkout and they see messaging that appeals to them, they are much more likely to interact with a business or brand online. In fact, research shows that 22% of consumers research or engage socially with a brand, or purchase a product within 30 minutes of exposure to out-of-home advertising*.

Nowadays, virtually everyone with a cell phone utilizes SMS text messaging, which is widely accepted as a direct and quick means of communication. In addition to driving traffic online, grocery checkout advertising can be very effective to engage consumers via text and compel them to respond to a call to action on-the-spot. SMS is virtually frictionless and is equally effective with one-way or two-way consumer interaction.

While it's important for any business to have a strong online presence, offline promotion is just as critical. This is especially true for local businesses who use highly targeted offline advertising to drive residents from their community online and are most likely to convert them to action. ^

ADBAR HIGHLIGHTS (continued from cover)



VIVA



Prospera Credit Union



Toyota



Melcor Developments



MTS



TCU Financial Group



NU Stream



Excel Homes