

retail**MEDIA**.ca

The AdChat[^] Newsletter

Staying In Touch with Customers

SUMMER 2017



Claudio | CEO

Every summer has a story, what will yours be? What goals are you striving toward? What challenges are you determined to overcome? Our team is always at the ready, and committed to supporting you from start to finish.

In this issue, you will discover how offline advertising can

enhance your online marketing efforts, and learn how a chain of medical clinics saw a significant increase in awareness following their campaign.



You will also read about a dual product campaign promoting a unique event to a specific ethnic audience, and get insight into the strategic approach of six AdBar advertisers.

Whatever you have in store for the remainder of 2017, we are with you every step of the way.

Let's keep growing together!

RMG

ADBAR HIGHLIGHTS



TCU Financial Group



TELUS



Edmonton Catholic Schools



Hopewell



PINNACLE MEDICAL CENTRES GET A BIG AWARENESS BOOST

Pinnacle Medical Centres has developed state of the art family medical clinics in Calgary and the surrounding area that focus on the unique needs of both the patient and the doctor. Looking to increase the number of patients seeking treatment at their clinics, and with a target audience consisting mostly of families, advertising at grocery stores in the communities they serve was a great fit.



Pre- and post-campaign research was conducted and the results were impressive. When exiting the store, shoppers were asked to name the advertising they saw at the checkout and 59% recalled the Pinnacle Centres ad. They were then shown the AdBar with the Pinnacle Medical Centres creative and a further 20% recalled the ad, for a stunning 79% total ad recall.

Over **500K** total recalled impressions

Unparalleled **79%** total recall

42% increase in awareness

The campaign, which included an AdCap and a die-cut AdBar, generated a 42% increase in awareness of Pinnacle Medical Centres and delivered 506,625 total recalled impressions!

Get up to 5,000 AIR MILES® Reward Miles

when you refer someone who later becomes a Client*!

Visit airmilesincentives.ca/referral to learn more.

*Some conditions apply.



WE'VE GONE MOBILE

We are very excited to announce that we have recently launched our brand new, mobile friendly website, with enhanced features that will be valuable for potential and existing clients alike.

Check it out at retailmedia.ca.



Find us on



twitter.com/retailmediagr



Search RMG Retail Media



instagram.com/retailmediagroup

58%
FUN FACT OF CONSUMERS HAVE GONE ONLINE AS A DIRECT RESULT OF SEEING AN OUT-OF-HOME ADVERTISEMENT

CLIENT PROFILE

TELUS WORLD OF SCIENCE - EDMONTON

From giant screen thrills to cool science chills, there's fun for all ages at TELUS World of Science - Edmonton. The science centre is a non-profit organization designed to motivate people to learn about and contribute to advances in science and technology, to strengthen themselves, their families, and their community.

Earlier this year, the TELUS World of Science - Edmonton presented the film "Mysteries of China", a visual adventure, using beautiful aerial photography and cutting-edge time-lapse techniques to reveal great majesty, tragedy, splendor and growth, in a nation that continues to excel quickly into the future.



"Our goal was to support our general marketing campaign for 'Mysteries of China at the IMAX theatre', by specifically targeting an Asian audience. We did an 8-week AdBar and AdCap campaign in T&T grocery store locations to achieve this goal," explains Ursula Phillips, Vice President, Marketing and Communications for TELUS World of Science - Edmonton. "We are very happy with how well 'Mysteries of China' is doing and will definitely look at more opportunities for future projects with Retail Media."

In the meantime, the TELUS World of Science - Edmonton continues in its mission to inspire life-long learning and create a positive science and technology culture in the region. ▲



ADBAR STRATEGIES



Anytime Fitness opted to **direct customers to their nearby location** in the same shopping centre as the grocery store.



To grow their prospects list, LaSalle Insurance **added a text campaign**, inviting customers to enter a contest.



Milani **kept it simple and made a bold impact**, also ensuring they promote their AIR MILES offering and 24-hour service.



Strathcona County Utilities **included a QR code** in their creative as a simple way to deliver additional tips and tricks to customers waiting in line.



The St. Albert School Kindergarten Fair **provided several ways to get more information**, including their website, a QR code and social media.



The YWCA used a dedicated URL and **made it possible for customers to donate via mobile** while waiting in line at the grocery checkout.



INTEGRATING OFFLINE AND ONLINE MARKETING

When faced with idle time, most people reach for their phone. Which is why the grocery checkout is a great place to engage shoppers and drive them online. You can drive traffic to your website or online campaign page, deliver information, share videos, get email or contest sign-ups, and more.

Boosting your online campaigns with offline advertising can be as simple as doing a related awareness campaign, placing a QR or NFC code into your creative to lead people to your web properties, or by adding a text campaign to generate on-the-spot interactions with prospects.



You can even take it one step further and add a text campaign to your creative. To do this, simply add a call-to-action using a keyword and a six-digit code to your AdBar creative. Imagine making direct contact with a prospective customer within minutes of them seeing your ad! When shoppers send in a text, they instantly

receive a predetermined text response. You get the chance to convert all those impressions into on-the-spot connections!

When online and offline work hand in hand, you enhance the reach and impact of your marketing investments. This can be achieved at little to no extra cost and with minimal time and effort. Well worth it! ^

THANK YOU FOR READING!

GET 25 AIR MILES[®] Reward Miles



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

*Offer valid until November 30, 2017, limit 1 offer per Collector account.