

The AdChat Newsletter



Staying In Touch with Customers

FALL 2014



Claudio | CEO

In June of this year, we were thrilled to find out that we would appear for the third consecutive year on the Profit 500 list of Fastest Growing Canadian Companies.

This rapid growth is due to you our valued customers, as well as our talented and dedicated sales team. One reason for their success is how they work with you to understand

your advertising goals and then create solutions together to best meet those goals.



In this edition of our newsletter you'll find some great creative ideas, learn how grocery check-out advertising strengthens your other media buying, and discover how one of your fellow advertisers used the geotargeting capability of AdBar to fine tune the delivery of their messages. You'll also enjoy meeting Mark, our longest standing employee, who has been serving you with excellence for over 11 years!

Regardless of your goals, our Team is on board and eager to assist.

Let's keep growing together! ^

ADBAR HIGHLIGHTS



Hopewell Development



Telus



Cloverdale Paint



Stride Gum

UNLEASH YOUR CREATIVITY

With a die-cut Adbar, you can create a custom shape to bring your creative to life!



Southland



Food Network



Hopewell Development



Trident



Dyson

Ask your Representative for details about creating your own die-cut Adbar creative or taking advantage of our **new ready-to-go shapes!**

Earn up to 5,000 AIR MILES® reward miles when you refer a new client

Some conditions apply. Ask your Representative for more details.

THE GOOD, THE BAD & THE SYNERGY



We understand. There is a time and place for using any or all of the major media in marketing campaigns. Television is great for building awareness in a hurry by reaching a broad audience or large coverage area. Radio delivers good targeting and builds frequency at a relatively modest cost. Newspapers provide an environment for a more substantive message and price-oriented advertising. Magazines typically offer targeted messaging in a high-quality format. And Internet advertising effectively talks to consumers one-on-one and often in real time.

That being said, in an age of ever-increasing fragmentation, grocery check-out advertising reaches people no matter how they consume their media. With grocery check-out advertising, consumers can't tune it out, or turn it off. It is an unavoidable part of the grocery shopping journey. And everyone buys groceries!

In fact, the Principal Grocery Shopper will visit the grocery store 2 to 3 times a week and will spend at least 45 minutes per month at the cash register.

"You're accessing people who are grocery shopping and doing all those fun things," says the Calgary Zoo's Marketing Manager, Judy Lang. "So whether you're getting them on a till in-line or at the self-check-out counters, it's great exposure."

While grocery check-out advertising is cost efficient in itself, it's also an ideal complementary medium allowing you to do more with the same budget! What truly makes it a compelling choice is its power to extend your traditional, digital, social and mobile marketing campaigns — improving effectiveness, reinforcing the brand and moving consumers further down the purchase funnel, as well as driving website traffic, online and mobile search, and social media engagement.

The challenge is always to cut through the daily noise of ads and deliver an impactful and meaningful message that connects consumers to businesses. ^

CLIENT PROFILE

ADBAR REACHES “KEY CUSTOMER SEGMENTS” FOR WESTERN UNION

Western Union achieves brand recognition in nearly half a million locations worldwide, stretching from an independently owned store in Nepal to a Safeway in Canada. The financial services giant began in the telegraph business over 160 years ago, and today has built a vast network to help businesses and consumers move money around the globe.

The Canadian Western Union® team works with more than 3,000 agents across the country to deliver money transfer services. “It’s always a challenge to get brand uniformity across so many locations,” says National Director for Product Marketing, Joycelyn E. David. “When we decide on ad campaign strategy, we look for a promotional tool, directional tool and conversion tool all wrapped into one.”

Six years ago, Adbar was added to the Western Union merchandising tool kit. In the beginning, it played a key role in the effective distribution of their new brand (WU), but its geotargeting capability was high on the priority list. “AdBar is scalable and flexible, allowing us to geotarget key customer segments where they live and shop. We recently launched a new “Next Day” money transfer service allowing customers to send money anywhere in Canada and the United States. AdBar was a fantastic tool helping us reach key cities/towns that were prime target markets,” says Ms. David.

There was also the obvious grocery store alignment—they are often WU agents. “People are familiar with our brand, but don’t always know how to find us. With Adbar you get brand placement and a quality product,” says Ms. David. “We saw very positive ROIs from the early campaigns, and they have remained strong. But my favourite part of Adbar has been working with RMG sales reps across the country. They are knowledgeable and flexible, and always want to understand our needs.” ▲



A valued Client since 2008

FACTOID

**CONSUMERS
SPEND
MORE THAN
70%
OF THEIR
WAKING HOURS
OUTSIDE
OF THEIR HOME**

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 newsletter.

*Offer valid until May 31, 2015, limit 1 offer per Collector Account.

EMPLOYEE PROFILE**MARK NEUSTAEDTER**

Lucky for RMG, Mark Neustaedter was on the hunt for a new sales rep experience in the advertising field 11 years ago. Lucky for Mark, he would have the opportunity to set the tone as the company's first sales rep, and play a significant role in its rapid growth. When he was hired, RMG was still based out of home offices—today, Mark shares an open, modern office and warehouse space with his colleagues.

Mark attributes his initial decision to join RMG to Adbar; he was intrigued by the potential of the then-new ad product in the marketplace. Today, he remains passionate about positioning Adbar, and RMG's other interactive out-of-home products, to help clients attain campaign objectives with ease.

Mark follows sports with the same enthusiasm and passion as he does work—in particular, it's rare for him to miss a US College Bowl or NFL game; however, sports photography, golf, hockey, martial arts, and keeping a close watch on his two teenage daughters ensure he doesn't sit still for too long. ▲

ADBAR AND ADTRAY DELIVER “THE RIGHT STUFF” FOR PNE

Since its inception in 1910, The Pacific National Exhibition (PNE) has evolved into a centre for entertainment and family fun.

The cornerstone of fun at the PNE is Playland Amusement Park, a 15-acre, 35 ride amusement park. From classic rides such as the beloved 1958 Wooden Roller Coaster, to the immensely popular Fright Nights Halloween event, Playland delivers a healthy dose of tummy-churning thrills for its guests. “We want to be known as the thrill seeking destination of lower mainland British Columbia,” says Kim Madu, Director of Marketing for PNE.



For Ms. Madu, the run-up to the 2014 season was exciting because it marked the return of a wildly successful campaign that originally ran in 2007. The ads document the results of overindulgence in concession fare and rides, culminating in the stuffies ‘upchucking’ their stuffing. The feedback from both the public and the advertising award circuit was overwhelmingly positive, with the creative winning 36 awards, including two Clios.¹

Playland wanted to capitalize on the success of this campaign and decided Adbar and AdTray were an ideal fit to raise awareness of admission passes available for purchase in the gift card section of grocery stores. Playland entrusted their clever creative concept to the RMG team and Ms. Madu credits RMG for coming up with the headline, ‘Have you got the right stuff?’ “We really liked it and received a lot of positive feedback. ▲

