

retail**MEDIA**.ca

The AdChat Newsletter



Staying In Touch with Customers

SPRING 2015



Claudio | CEO

Spring has definitely sprung and summer will soon be here. Grocery stores are bustling with shoppers planning barbecues, fun outdoor activities and getaways. This is a great time for our clients to promote attractions, events, seasonal promotions and products, or local professional services. It can also be a time when businesses take a bit of a breather, take stock, and look

ahead to the fall. We are at the ready to get you going right now or assist in planning for later.

In this newsletter you'll find some of our clients' best creative, discover how to maximize exposure of your message, learn how a national consumer-packaged-goods advertiser set out to own the front of the store, and learn how the AdBar compares to billboards when it comes to mass reach and local targeting. You'll also meet our new National Director of Sales, Kevin Golding, who brings to our team a wealth of knowledge and experience in out-of-home advertising.

Getting your message into the right hands is what we do.

Let's keep growing together! ^

RMG

ADBAR HIGHLIGHTS



Fido



United Way



Melcor Developments



Duraco Windows



Telus



EXCLUSIVE AND CONSISTENT EXPOSURE PAYS OFF FOR DURACO

Since 1965, Duraco has been at the forefront of window and door design and manufacturing excellence. Guided by a tradition and a devotion to continuous product improvement, Duraco windows and doors are the hallmark of performance in the industry.

Duraco's ongoing commitment to their customers and to producing a superior product has kept the company ahead of the competition for nearly half a century and so when it came time to choose a medium to promote their products and services, they immediately saw the potential of grocery check-out advertising. "We love the fact that there is no chance of seeing a competitor's ad next to ours in the grocery stores where we advertise. We have store exclusivity, which is a great advantage" says Lisa Soloman, Vice President of Sales & Marketing for Duraco Windows.

The strategy for Mrs. Soloman and her marketing team has been to flood the market with a consistent message, and they've done that successfully using AdBar and AdTray for a few years now. Home decision makers visit the grocery stores all the time, and there is no way to avoid the aisle or the self-check-out so their message is seen, guaranteed, every time. "We keep the message consistent, but we also make an effort to keep it fresh by adapting to the seasons," says Soloman. "For example, bows were added to the creative over the Holidays, a blizzard appeared over the winter, and springtime brought out the tulips."

In much the same way that their new products and technologies push the boundaries of design and performance, Duraco does not hesitate to be at the forefront of new advertising opportunities. Fittingly, in 2014, when a new ad space at the end of the conveyor belt became available, Duraco jumped at the chance to start using it. "We want to maximize the exposure of our message," explains Soloman. "And now AdCap is one more way for us to do that!" ^

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CLIENT PROFILE

MONDELĒZ CAPTURES THE HOT ZONE

When Mondelēz Canada partnered with Retail Media, front-of-store (FOS) marketing was new territory for them. Before that, they relied on a powerful traditional media mix, and in-store advertising happened at the back of the store. With confectionery shelf space shrinking, Mondelēz turned their attention to the “hot zone”, the front of the store near the gum and chocolate racks. Not only were they looking for a tool to reach a lot of people, they were looking to engage shoppers every day at the point of purchase. “This was their new ‘Must Win Zone,’” says Claudio Rodrigues, CEO of Retail Media.



A valued Client since 2013

Teams on both sides came together (brand, marketing, sales, data, creative, media, etc.) to formulate campaigns for Trident gum and for the highly anticipated national Caramilk Secret promotion. Mondelēz used AdBar, AdTray and AdCap to create a FOS “wrap” that was hard to miss, and took full advantage of lenticular printing technology to bring their AdBar creative to life. The strategy paid off and research showed that recall was well over 90%! “We know front-of-store works and our research has proven this over and over again, but the Mondelēz campaigns reached unprecedented levels of recall,” says Rodrigues.

The Mondelēz team also wanted to know if adding FOS advertising to their traditional media mix would make everything else work harder. Mondelēz learned they could fill a missing gap and boost total awareness by adding FOS into their media mix. “When we added FOS to the mix, the results were terrific,” says Kristi Karens, Director of Media and Consumer Engagement, Mondelēz International. “The Purchase Intent Surveys were significantly positive, and Sales in some regions experienced double digit growth.” It’s no surprise that the Mondelēz team received accolades internationally for driving sales in a declining category and delivering on their vision to activate the ‘Must Win Zone’. ▲

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ADBAR HIGHLIGHTS
(continued from cover)



AIR MILES INCENTIVES®



Canadian Cancer Society



Mondelēz



Nestlé



Melcor Developments



Red Deer College



Mondelēz



Streetside Developments

EMPLOYEE PROFILE**KEVIN GOLDING**

Kevin might have come across the Director of Sales position at Retail Media by chance, but it's no stroke of luck that he is a perfect fit. He was a pioneer of out-of-home (OOH) video advertising sales back when it was a big deal to watch an ad in an elevator. And it would seem he has come full circle in the OOH advertising world.

Prior to joining the team in January 2015, Kevin's impressive resume included: Media Planner and Buyer in the ad agency world, General Manager of Canada's largest out-of-home company, and teacher of media at a local college. He now leads Retail Media's national sales team and works alongside major brands such as Mondelēz and Paramount Pictures, as well as numerous community-based businesses.

Kevin has swung his golf clubs at St. Andrews, Turnberry, and most notably at Troon in Scotland, for the "trip of his life". He's an early adopter of the game, Platform Tennis, and in winter loves to ski with his wife, Susan and daughter, Kellyn. ▲

ADBAR DELIVERS BOTH MASS REACH AND LOCAL TARGETING

While billboards and the AdBar grocery divider are both out-of-home marketing tools used to build awareness, the 'mini-indoor-billboard' may be a step ahead when it comes to getting both mass reach and local targeting.

Consider the advantages and the flexibility of indoor out-of-home marketing. A billboard is designed for three-second exposure—that's the average amount of time a driver has to read a billboard and absorb its message. At a cash register, there is more time to convey more information, as well as incorporate an interactive component. "People can check a website, send an email or a text, or even scan a code with their phone while they stand in line," says Kevin Golding, Retail Media's National Director of Sales.

But the advantages don't end there. Unlike an outdoor billboard where a competitor could have the billboard close or next to yours, a product or service has AdBar exclusivity in the locations where it is advertised. "If your ad is in one aisle, customers won't be distracted by a competitor's ad in the same space—there is a lot of value in that," affirms Golding.

Targeting your ideal customer is also trickier with a billboard. "If you are a local professional looking to build a client base from the people living in and around your office or trade area, a billboard on a highway is much less efficient," admits Kevin. "When you target shoppers at the grocery stores in your community, your marketing dollars are spent talking to the people who are more likely to be interested in your product or service."

A grocery store is often new advertising territory for a business. Companies that have traditionally relied on billboard exposure are not necessarily switching to indoor out-of-home marketing, but they are now including it in their campaign. ▲

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