

# AdChat Newsletter



## Store Takeovers Amplify Your Message

SUMMER 2018

**W**hat happens when you take strong advertising creative, apply it to AdBar, AdCap and AdTray and book every single placement possible in your chosen store? You get a total store takeover!

Takeovers are a powerful strategy across all advertising mediums - especially out-of-home. Adding more placements without the distraction of other advertisers' messages amplifies your impact and helps ensure your message sticks. Takeovers are traditionally thought of as an expensive strategy for only the biggest brands. However, employing a combination of AdBar, AdCap and AdTray is a viable cost-effective takeover strategy for local advertisers.



Aspen Landing Shopping Centre, located in the Calgary neighbourhood of Aspen Woods, has been advertising in their local Safeway store since Fall 2015. Mary Ann Stallings, Aspen Landing's General Manager says, "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."

Aspen Landing's strategy to takeover their local Safeway keeps their brand strong and messages memorable. Talk to your representative about mobilizing your own store takeover today!

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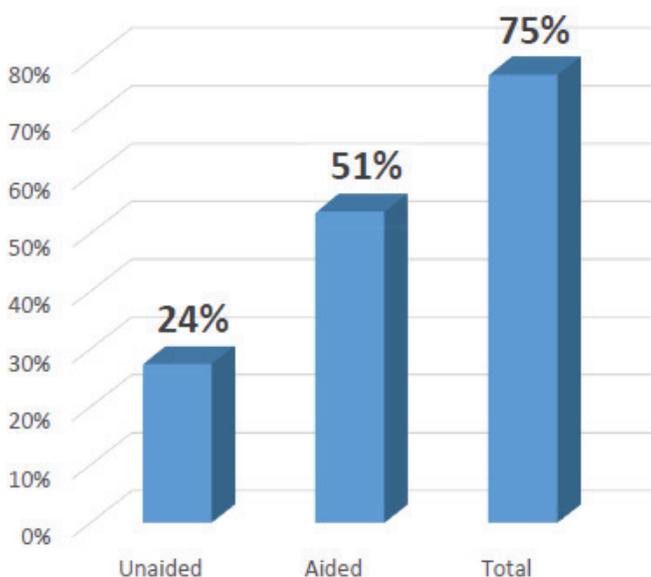
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## MEDICAL CENTRE ACHIEVES DIE-CUT SUCCESS

Pinnacle Medical Centres has state of the art family medical clinics in Calgary and surrounding areas. They were looking to increase the number of patients at their clinic and implemented a targeted die-cut AdBar campaign in the communities they serve. The campaign was a great success and the clinics maximized their patient capacity within a few weeks.



Post-campaign results were impressive.



**79% recall rate**

**4.9 MM total recalled impressions**

*“Our die-cut AdBar campaign continues to be very successful. We implemented the die-cut strategy to help grow our patient base within pertinent targeted communities. We continue to expand and grow our clinics throughout Alberta and I am confident Retail Media will be a part of our growth success.”*

*-Robert Biddlecombe, Pinnacle Medical Centre*



### Top 10 Benefits of SMS Marketing Strategies

Many of our advertisers have incorporated SMS into their creative with positive results. Here are the top benefits of using SMS in your campaigns.

**1) Instant Deliverability** - The average time for all mobile carriers and SMS services is less than 7 seconds from send to received.

**2) Flexible Platform** - Create a promotional message or a quick industry update; SMS truly molds itself to the needs of your business.

**3) Instant Opt-In and Opt-Out** - With the advent of short codes, opting in and opting out of your SMS is quick, easy and instant.

**4) High Open Rate** - A text message alert is hard to ignore; which is why almost every SMS sent is opened (and read) within 3 minutes.

**5) High Conversion Rate** - Whatever the SMS message – promotions or contests – more action is taken compared to any other strategy.

**6) Reliable** - SMS doesn't have to battle against email filters and is a direct connection to your customer base without barriers.

**7) Short Messages** - The 160-character limitation forces you to get to the point quickly, and keep your message relevant.

**8) Cool Factor** - Show consumers that you are current with technology and get a head start in winning the battle for the next generation of shoppers.

**9) Limitless Market Potential** - People across all demographics communicate via mobile now, creating virtually limitless market potential!

**10) Green** - Green is in! Most online strategies are naturally green, which is not only great for the environment but for the bottom line.

Your representative can help you determine how you could add an SMS component to your campaign and take advantage of all the benefits we've listed above. Plus, to make it as easy as we can for you to get into direct contact with potential customers, we are set up to handle all the back end for you – so no need to find a separate provider. Ask us for details!

## UNLEASH YOUR CREATIVITY!

A uniquely designed die-cut AdBar will demand even greater attention from shoppers while they wait in the check out line at the grocery store.

- Unique shapes stand out
- An added sensory experience
- Commands greater attention

Talk to your representative to learn more about creating the best die-cut AdBar for your next campaign.

## DIE-CUT ADBAR HIGHLIGHTS



**BCAA**



**Rainbow Stage**



**Telus World of Science - Edmonton**



**Hopewell**



**LaVita Homes**



## CAN YOU KEEP A SECRET? WE HOPE NOT.

With our client referral program you could get up to 5,000 AIR MILES® Reward Miles when you refer someone who becomes a client.

Conditions apply. Ask your representative for details.

### Join our community



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## 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 December 31, 2018, limit 1 offer per Collector account.