

retail**MEDIA**.ca

The AdChat Newsletter



WINTER 2018



Claudio | CEO

As the weather gets colder and the seasons change, our businesses are also changing focus. It's time to prepare for the busy holiday season and lock down marketing plans for 2018.

Our Winter 2018 Newsletter contains some great articles we hope you find very informative and helpful. In the following pages

you'll learn about the increased competition for advertising recall and how to improve your own ads in order to break through the clutter. You'll also find great tips on marketing to women and discover how connecting out-of-home to mobile marketing is helping brands create an even greater connection with consumers.

We hope you find great value in the following articles and we would like to extend a sincere thank you to each of our clients for helping us make 2017 a truly prosperous and exciting year. ^



ADBAR HIGHLIGHTS



Black Gold



Fox Films



Harmony



YWCA Calgary

ADVERTISING RECALL IN THE WORLD OF INFORMATION OVERLOAD



You may have noticed over the years that the number of ads you see every day is steadily increasing. With the addition of digital marketing to the mix, these days, the average consumer sees about 5,000 ads a day - ten times the number we saw 30 years ago! Society is flooded with an endless stream of information and unfortunately for marketers, most of the information just doesn't stick.

The following statistics reveal the state of brand awareness on the internet and might be a little disheartening for marketing professionals.

14%
of people can remember the last online ad they saw.

8%
recall the company or product the online ad was for.

3%
thought the online ad was relevant to them.

The advertising landscape has changed dramatically and these statistics warn us that achieving ad recall in the modern marketplace has become difficult. So, with the increasing competition for your buyers' attention as a top priority, here are a few extra tips to help ensure that your AdBar creative is the best it can be:

- Keep your message short and impactful
- Engage your customers with a call to action
- Ensure text is large enough to read
- Keep design simple

Despite the ever-increasing number of ads that inundate us daily, AdBar's impressive 68% average recall secures its place as a highly effective advertising medium. Talk to your sales representative today for more insightful and creative tips.▲



CAN YOU KEEP A SECRET? WE HOPE NOT.

Our client referral program is our way of thanking you for spreading the word about us to your friends and colleagues.

**You could get up to 5,000 AIR MILES®
Reward Miles when they become a client!**

Conditions apply. Ask your representative for details.



OUT-OF-HOME ADVERTISING IS HITTING HOME WITH MOBILE USERS

Out-of-home (OOH) and mobile marketing have joined forces, to create an exciting new leg of the consumer journey. Most people often have a smartphone within reach and OOH advertisers are now leveraging this with enticing ads featuring call-to-action messages.

The marriage of these advertising mediums allows brands to interact directly with consumers. Recent studies indicate that 22% of consumers are researching, socially engaging with, or buying from brands within 30 minutes of being exposed to their message, proving OOH's strong business-to-consumer connection.

Combining these advertising mediums creates many new options for driving consumer action. Some brands use a URL, hashtag, or QR code in their OOH ads, while others are creating videos and even augmented reality. Many people spend hours a day on their mobile devices making interactive text campaigns an easy way to reach consumers. The mobile-mindedness of younger audiences has also highlighted the opportunity for fun new OOH-to-mobile initiatives.

Finding innovative ways to connect with consumers will always be top of mind for marketers and OOH-to-mobile is an excellent strategy for business-to-consumer interaction. The complementary nature of OOH and mobile marketing enhances the impact of each, allowing for creative new brand engagement strategies. ▲

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ADBAR HIGHLIGHTS (continued from cover)



Club Regent Casino



Markham Centre Financial



Oak Bank Credit Union



Jade Townhomes



Rockland Landscaping Supplies



Century 21



Township of Langley



United Alarm



MARKETING TO WOMEN IN THE GROCERY STORE

The grocery store has long-been a hub in most communities and the place people visit most outside of work. While everyone shops for groceries, women buy 80% of the products and control 80% of the money in most households.

Women are actually multiple markets in one. As the primary caregivers for children and the elderly in virtually every society in the world, women buy on behalf of the people who live in their households, for extended family (such as older parents and in-laws) as well as friends.

Here are some general **dos** and **don'ts** when marketing to women:

DO - Build relationships. Women are very likely to be loyal to a brand after a good experience.

DON'T - "Pink it and shrink it". Women don't buy products because they are pink. It's not the color of a product that attracts women to buy, it's quality.

DO - Back up your claims and be transparent. Women are savvy consumers, so be aware that women usually shop around for the best deals and do their research before they buy.

DON'T - Stereotype women. Forget advertising to beauty queens and graying grannies, modern women have no time for these outdated tactics.

DO - Help them overcome their unique challenges by identifying their pain points and show how your products or services can help.

DON'T - Marketing to women is not just focusing on the ways they differ from men. Get to know what women really want from your company and focus on that.

Women form strong relationships with brands and become serious brand advocates when they like a product. When women share their opinions on products and services or make a referral, they can have significant influence.

The grocery store will always be an important place to reach women. Your local store holds a captive audience of thousands of women each and every day with an average of 3-6 minutes of checkout line dwell time — one of the very few instances of idle time that busy women actually have! ^

THANK YOU FOR READING!

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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 April 30, 2018, limit 1 offer per Collector account.