

Connecting In-Store: The Role of Media

With increasingly tight budgets for marketers and an increasing array of in-store media options available to connect with shoppers in store, shopper marketers have to stop and ask:

What are shoppers really noticing? And how helpful do they find each element?

So we asked shoppers what specific types of in store marketing they recalled seeing.

And according to shoppers, Grocery is

the channel that has the broadest use of different in-store communication levers. The grocery shopping occasion is where shoppers notice the most variety of different in store media elements.

And while traditional end aisles are important across all categories, there is no commonality in what shoppers notice. For example, New media finds traction in Home Electronics with In-Store TV and digital signage making the most impact with shoppers.

WHAT SHOPPERS NOTICE IN STORE

	Grocery	Health and Beauty Care	Home Electronics	Housewares	Apparel
End Aisle Display	40%	26%	22%	21%	20%
In-Store Coupon Machine	39%	13%	6%	6%	5%
On-Shelf Ad/Message	30%	25%	20%	16%	17%
In-Store TV	29%	15%	28%	13%	14%
In-Store Radio	27%	19%	17%	16%	17%
Floor Ads	23%	18%	18%	18%	15%
Shopping Cart Ads	22%	13%	10%	9%	9%
Digital Sign	10%	9%	20%	5%	7%
Didn't notice any	28%	42%	41%	48%	47%

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The true impact for in store activities is not simply getting noticed; it is getting results, and delivering value to shoppers. We asked shoppers how helpful these merchandising and messaging elements were, and Apparel category tactics actually received the highest marks on the 'helpfulness' question, with 46% of apparel shoppers saying the in store marketing they noticed was helpful. (Grocery and Home Electronics tied in last place among the categories, with only 39% saying the in store efforts were helpful.)

These results raise some interesting perspectives for future study.

With the apparel category scoring some of the lowest scores for shoppers noticing merchandising / messaging across different in store levers, but high 'helpful' marks, does this imply that simplicity helps the shopper the most?

And with Grocery having the widest array of notices, but scoring low on the 'helpful' meter, does too much stimulation get noticed but not valued by the shopper?

As shopper marketers continue to invest more dollars, and look for ways to engage and connect with shoppers to drive sales, these implications must be explored. —•

HOW HELPFUL ARE IN STORE MARKETING ELEMENTS

	Grocery	Health and Beauty Care	Home Electronics	Housewares	Apparel
Very helpful (top 2 box)	39%	43%	39%	42%	46%
Not helpful	19%	20%	23%	21%	17%

WAYPOINT



Understanding how to “move the needle” with in-store elements will provide more efficient and effective spend.