



“Digital Revolution!” in Marketing at Retail **By Guy Vaughn, RMS**

RMS is a leading specialist shopper research agency. Recently acquired by Kantar, the company is led by Guy Vaughn, who is also head of research at POPAI UK.

Digital POP - is a major innovation in in-store marketing, and is changing the way we view brand visibility and promotional advertising.

It is a fantastic opportunity to talk to your customers in new and exciting ways and is increasingly being used in stores and outlets such as, Banks/Shopping malls/DIY stores/Airports/Pubs and Bars throughout the UK.

Brand owners are constantly seeking new ways to communicate in-store, they want customers to find products and buy them, whilst ensuring that their products are always available and consistently visible.

Digital POP offers us a unique opportunity, delivering precision targeting for: Time of day / Day of week / Specific Store location and position in store, it also offers the opportunity to bring together the advertising and the product at the point of purchase.

Research recently undertaken by Retail Marketing Services, as part of POPAI UK and Irelands Measured Medium Studies within Asda Wal-Mart Stores has shown that, flexible messaging broadcast through in-store Digital Television networks can have a positive effect upon shoppers retail experience and with correct delivery increase sales of advertised products.



Systematic and controlled research by Retail Marketing services in this field of POP advertising is arming brand owners with information key to successful integration within the marketing mix.

Media content is key, but the flexibility of the medium gives both stores and brands the opportunity to target and tailor their messages accordingly. Unlike more traditional means of POP, Digital advertising enhances the retailers ability to react to changing conditions and competitive pressures.

So what makes good usage of Digital TV within the retail environment?

Firstly it must be understood that In-Store TV is viewed differently from watching television in the home. There is a different mindset in watching TV and shopping. Therefore the executions in-store and at the Point of Purchase must be different!

Content must be well executed, it must be targeted, timely and relevant. The length of the content must match category dwell time. Pictures speak louder than words with Short, sharp clips working best. Subtle use of sound can be effective. Product shots and brand logo adds to recall, and should be used early in the advert. No mixed messages please - content should be Entertaining and Informative. Key to successful delivery is that screens must be in the right location!



The ASDA TV trial which has just completed its first phase of research has been a measurement: “To evaluate the effectiveness and measure the performance of Asda Live In-Store Digital Communication on Shopper Behaviour”

The breakdown of the trial details were categorised as:

- Live Point of Purchase not TV
- 2 Supercentre stores York and Wembley
- Live from September
- 6 month trial
- 42” and 60” screens
- Mixture of Asda and Partner content
- 2 approaches to screen positioning
 - ◆ Action Alley
 - ◆ Individual Aisles

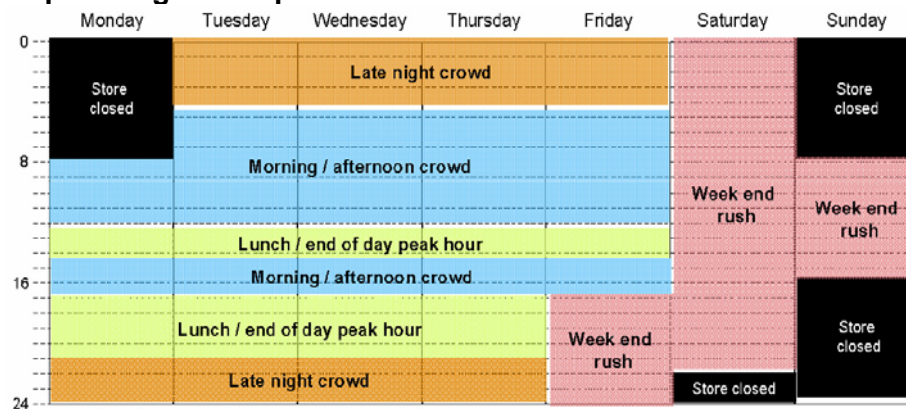
The Screen content consisted of:

- 15 second messages
- Specially designed content, not ‘cut down ads’
Asda brand messages, eg ‘Always Low Prices”
- Asda ‘ Happy to Help’ service messages, eg ‘Brolley Patrol’
- Own Label products, eg ‘Extra Special’
- Partner messages – Coke, Unilever, P&G and Nestle
- Themes: New / Rollback / Multi-buy / Product Benefits / Seasonal
- Directional information included – where to find products

Scheduling was:

- Loop lengths designed based on dwell times
- Dwell times vary, longer in action alley than aisle
- Action alley loop 3’.30”
- Individual aisle loops 1’.30”
- Content varied by day part
- Segmented by shopper mission and length of time in store
- Content controlled out of store

Map of Target Groups





Research Framework

Conclusions – Phase 1

1. Significant effect on rate of sales (+8.7% wtd £)
2. Effects vary by advertising execution
3. Individual Aisle Screens suggest stronger performance than Action Alley (+10.2% vs +7.1% wtd £)
4. 44% of interviewed shoppers recalled screens Individual Aisles vs 24% in Action Alley
5. OTS (*Opportunity to See*) 850 shoppers per hour
6. Average time in store = 34 minutes 44 seconds
7. Qualitative feedback suggests shoppers unsure of the purpose of the screens and how they should be using them at this early stage

Closing Comment

Initial findings from Phase 1 show positive signs with key learning being incorporated for suppliers, the network providers and Asda Retail, that help shoppers understand this new & exciting POP medium. Everyone is looking forward to the next stage of this ground breaking research.