

MarketingWeek

In-store media boosts sales

Tue, 13 Apr 2010 | By David Burrows

Multi-media in-store activity can boost the additional sales uplift from promotions by an average of 25%, according to new research commissioned by The Co-operative.

In-store radio was found to be the most successful channel registering 30 to 40% higher uplift per £1 media value than the other measured channels.

The study, conducted by Data2Decisions, analysed the additional sales generated over a two-year period in food stores operated by the company.

It concluded that retail media communications attributed incremental sales of £13.4m.

Of the £13.4m incremental sales, radio accounted for £5.3m followed by shelf talkers which generated £4m compared with all the other channels, such as shelf wobblers, in-store sampling, till screen adverts, direct mail and leaflets accounting for £4.1m.

Susan Beetlestone head of commercial marketing at The Co-operative says the results "confirm what we have long suspected".

"Retail media is an emerging route to market versus the more traditional channels, such as TV and press campaigns. Our media centre offers brands a unique opportunity to reach millions of regular shoppers and members, and this analysis shows that our in-store channels can deliver powerful results for advertisers."

Readers' comments (1)

- Alan Valler | Wed, 14 Apr 2010 12:20 pm

Great to see some coverage of in -store media in the mainstream press. Very good that Co-op are doing their bit to clearly demonstrate the power of in-store media. This is such an important space for communicating brand messages – as close as you can get to the points of choice and purchase. However, in-store media still gets overlooked as part of the main media and marketing plan by some brands. Redbus has worked with hundreds of household name brands in recent years to deliver a measurable and meaningful edge in-store using assets such as trolley and basket media. Thankfully, with the efforts of the team at the Co-op and our team here at Redbus, in-store media is now firmly on the radar for media agency planners.

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