# Delivering A Connected Shopper Experience





why supermarkets?

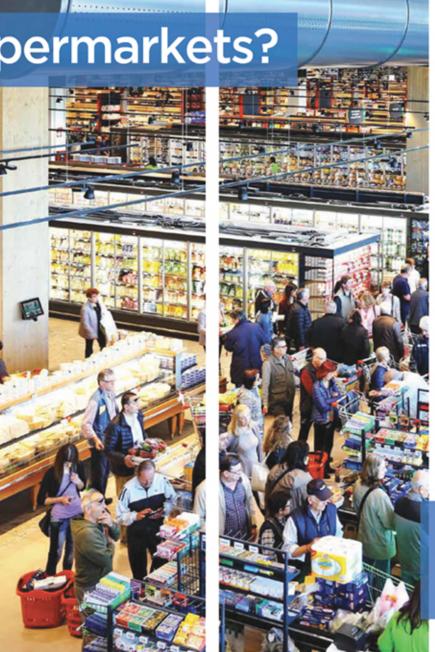


- Est. 2006
- · Privately Held
- · National Reach with Ad Placement in Over 14,000 Supermarkets Coast to Coast



More people spend more time more often in supermarkets than anywhere else in your neighborhood.

Period.







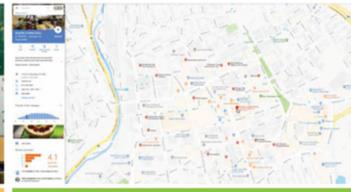
captive audience = no choice

### **ALL** ads **WILL** work, as long as...

these **three** things happen at the **same** time.







**EXPOSURE** 

If people don't see or hear your ad, they can't respond to it.

REPETITION

If your ad isn't seen or heard often, then people won't remember it.

TARGETING

If your ad isn't seen or heard by the people who are important to your business, then what's the point?

HOW MANY OF THESE CORPORATE LOGOS CAN YOU NAME?

















exposure + repetition + targeting

brand recognition

our program can do these three things more effectively than anything else you can buy.























## **EXCLUSIVE**

## best known

business in town.

In addition to our winning formula for branding your business, we offer our products as exclusives. The prevailing wisdom is that the best known business, is the most used business. Our programs can make you the best known business in your marketing area because your potential customers will see your ads so very often that they can't help but think of you first.

Outsmart your competition, don't outspend them!



#### **Summary of Benefits**

- · Your partcipation will contribute to the health and well being of your neighbors, and ultimately your clients.
- Your Welcome Center ad will reach more people, more often and for much less money than traditional media.
- You can have the ability to distribute your own marketing materials from the same place that Shoprite distributes THEIR marketing material.
- It's a perfect opportunity to help your community and to help your business.