

# Delivering A Connected Shopper Experience



CAPTIVATE • MOTIVATE  
**INNOVATE**  
Supermarket Media Solutions. Branding and Identity Work.



# 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...

2

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.



welcome  
center  
sanitizing  
station





This could be your ad



Circulars go here



Wipes go here









**ShopRite**

**Good Hands<sup>®</sup>**  
Within arm's reach.

 **Todd Cameron**  
718-227-7000  
939 Huguenot Ave.  
Staten Island  
toddcameron@allstate.com

 **Allstate.**

**La Vera**  
**Pizzeria & Grill**  
**FREE DELIVERY**  
**203.378.4440**  
60 Access Road, Stratford, CT  
[LaVeraPizzeriaGrill.com](http://LaVeraPizzeriaGrill.com)

**CURBSIDE SERVICE**

**Cart Wipes**  
Sponsored By:

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Welcome to  
**ShopRite**









# EXCLUSIVE

The  
**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!**



The background of the slide features a close-up, low-angle shot of the Adcorp Media Group logo. The logo is made of large, metallic, three-dimensional letters mounted on a textured brick wall. The lighting is warm and directional, coming from the upper right, which creates strong highlights and deep shadows, emphasizing the three-dimensional quality of the letters. The word 'Adcorp' is the most prominent, with 'Media Group' written in smaller letters below it.

# Why Adcorp?

## Summary of Benefits

- Your participation 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.