

APG|SGA Market Research – Best Practice

SPAR Digital Out of Home Campaign

Effective advertising for promotions



APG|SGA Market Research

Best Practice

Population growth, increasing mobility, widespread acceptance and new advertising possibilities are turning Out of Home Media into some of the most important and successful elements in the communication mix.

Thanks to technological advances and the increased flexibility in broadcasting they bring, digital Out of Home communication in particular will continue gaining in importance.

APG|SGA's ePanels, eBoards and Beamers have already become popular advertising carriers that open up new dimensions for advertisers in terms of form and content of their advertising messages – whether on streets and squares, at railway stations, points of interest or points of sale, on public transport, in the mountains or around airports.

APG|SGA carries out a large number of ad hoc studies, which confirm the positive impact of outdoor advertising campaigns. We invite you to benefit from these insights by partnering with us to produce efficient and targeted Out of Home Media campaigns.

Content

- 3 Management Summary
- 4 Strategy and planning
- 5 Media
- 6 Results

Management Summary

SPAR Digital Out of Home Campaign

Efficiency and profitability are becoming increasingly important in advertising, with the main focus on return on investment (ROI). Out of Home advertising has been shown to have the best percentage relationship between invested advertising expenses and the resulting sales revenues. Especially digital advertising media present flexible and effective opportunities for direct action advertising and provide consumers with a final stimulus immediately before making a purchase. Using advertising spots on ePanels – precisely timed by weekday – SPAR Handels AG achieved an excellent advertising effect among the local target group. Sales of the advertised products (e.g. Rivella) increased to 82% and the footfall also grew by 5.3% during the campaign period. Figures obtained in an online survey on recall (60%) and appeal (50%) were also above average. This enabled SPAR, whose key instruments are print ads and mass mailings, to successfully compensate the loss of reach brought about by a loss of readers in print media and the "Stop, No Advertising" stickers on mailboxes.

Targeted and effective approach

Strategy and Planning

Background

Switzerland – once a bastion of the print media – has been reporting a serious loss of readership for many years now. While the population is growing by around 100,000 a year, reader numbers and print runs are steadily declining. And the increasing density of "Stop, No Advertising" stickers on mailboxes is making it more and more difficult to reach consumers. The Swiss retail sector, which primarily advertises its weekly promotional actions through print ads and mass mailings, is thus experiencing an ever greater loss of contact. SPAR Handels AG therefore decided to try out the effect of digital posters with a four-week test run on City ePanels in Winterthur.

Flexible use

The retail sector is highly sensitive to seasonal fluctuations and therefore has to be in a position to act at short notice – including in its communications. Digital Out of Home Media offers the flexibility to place advertising messages on exactly the right day(s) and enables short-term

"Our ePanels can be used flexibly and over the short term."

Thomas Macho, APG|SGA

changes to be introduced to ongoing operations, as Thomas Macho, Key Account Manager at APG|SGA, confirms. Visuals can be changed as needed and up-to-date prices communicated. SPAR made use of this possibility: the advertising spots were only broadcast on those days on which the particular promotion was valid.

Directly addressing target groups in waiting areas

As the target group of SPAR Handels AG frequents the area around the SPAR store in question, this was where it had to be approached. The City ePanel network in Winterthur, consisting of digital advertis-

ing spaces close to the test stores in the city, was therefore put into action. The City ePanels are located at prominent sites in public transport waiting areas and are therefore looked at for a long time. By placing direct action advertising in the public space, consumers are addressed right before they go shopping – at the right time and in the right place. And the animated advertising spots guarantee attracting the attention of passers-by.

Implementation

Three different ads were broadcast each week during a four-week trial period. Each ad featured two products and ran on ten City ePanels in the vicinity of the Winterthur stores. This meant the local target group could be ideally reached and informed about the latest SPAR offers on the precise day. The result was a proven rise in sales of the advertised products and increased footfall during the campaign period. In addition, the online survey carried out afterwards confirms once again that digital Out of Home campaigns have a higher-than-average impact.

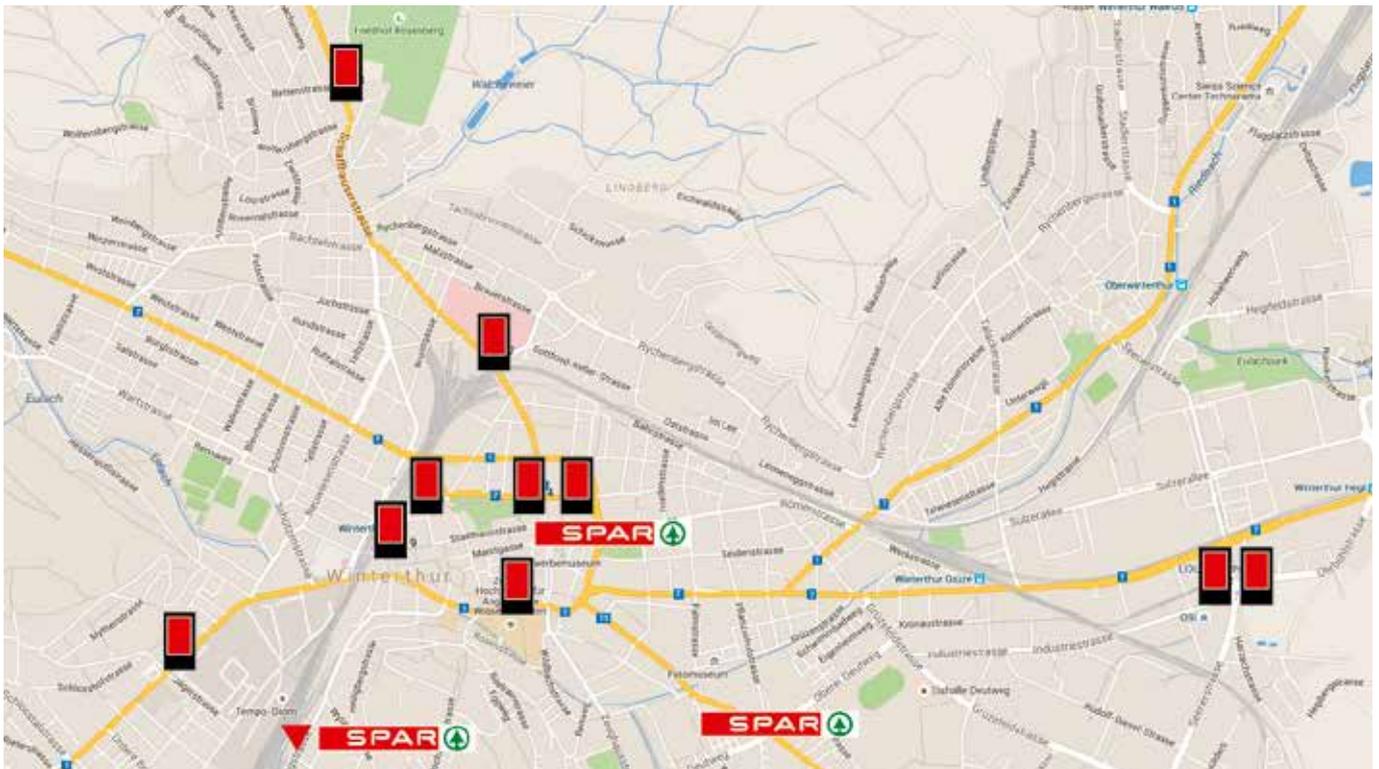


SPAR Handels AG countered its loss of reach through print ads and mass mailings by placing animated ads on City ePanels in Winterthur – boosting both sales and footfall in the process.

Ten City ePanels Media

Profile of SPAR campaign

- > 10 City ePanels in Winterthur
- > In the vicinity of the SPAR Winterthur stores – to reach the local target group
- > 3 different ads per week, 2 articles promoted per ad
- > Ad length 15 seconds
- > Display duration from calendar week 38 to 41
- > Broadcasts timed to match the promotion, from Tuesdays to Saturdays
- > 1,180 broadcasts per day and ePanel



The City ePanels in Winterthur reached the local target group ideally and encouraged them to visit a SPAR store nearby.



"I think direct action advertising in public spaces is great because I'm not really aware of promotions otherwise."

Carmen Ziegler, housewife from Winterthur

Significant advertising effect

Results

Convincing perception

The effect of SPAR's digital Out of Home campaign was analyzed by Innofact AG by means of an online survey. The evaluation of the results showed that the ads had been noticed and liked by the vast majority of passers-by. In particular, 76% of the target group of consumers specifically addressed who are "interested in direct action advertising" recalled having seen the SPAR ads and 65% said they liked them.

Online survey by Innofact AG, Zurich

Innofact AG is a market research institute which carries out online surveys in all the important consumer goods markets in Switzerland.

Test set-up

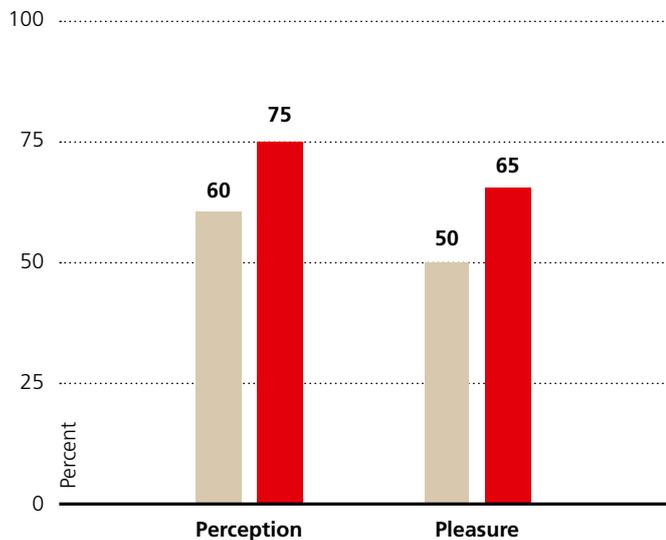
- > Sample: 200 people
- > Age: 15–59 years
- > Public transport users in the City of Winterthur
- > Those members of the household (co-)responsible for buying everyday consumer goods
- > Procedure: personal online interviews straight after the end of the ePanel campaign
- > Duration: maximum 15 minutes

Content

- > Perception of digital advertising media in general
- > Perception of City ePanels
- > Perception of advertising media (SPAR ads)
- > Consumer behaviour
- > Evaluation by social demographics and patterns of behaviour

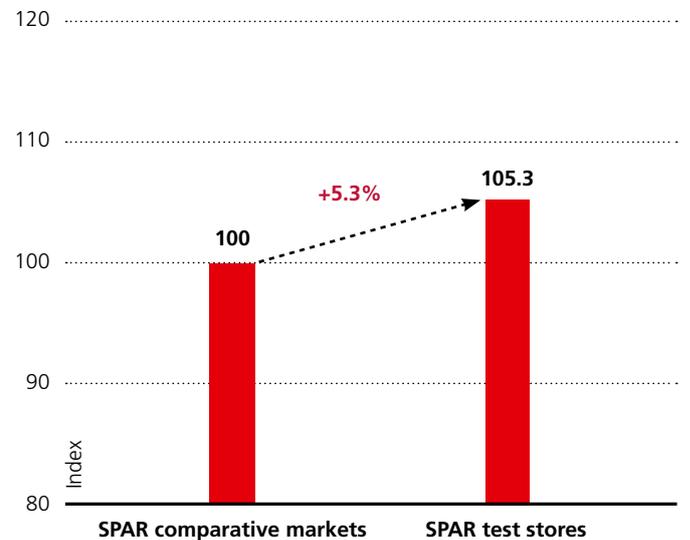
> Perception of SPAR ads

■ All ■ Interested in direct marketing



Source: Innofact survey 2015

SPAR footfall, CW 38–41 (compared with previous year)



Index = Prior-year comparison, Source: SPAR Handels AG

Sales success for SPAR

Compared with SPAR markets observed in parallel, the indexed footfall at the test stores in Winterthur increased by more than 5% during the campaign period, as Karin Locher of SPAR confirms. At the same time, significant additional sales were observed for the advertised products. For example, sales of Rivella Rot 1.5 l rose by 82% and those of Rump Steak XXL by 44% compared with the previous year and comparable SPAR markets.

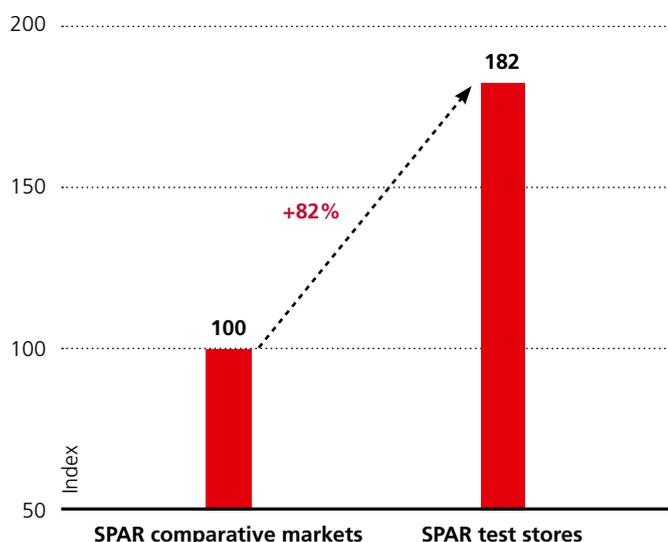


"We're pleased how well our direct action advertising worked on the City ePanels in Winterthur. We were able to see a sales impact for the advertised products and the

footfall in the stores also rose. The feedback from the branches involved was also purely positive. So we will now consider digital ePanels and eBoards as a part of our advertising planning."

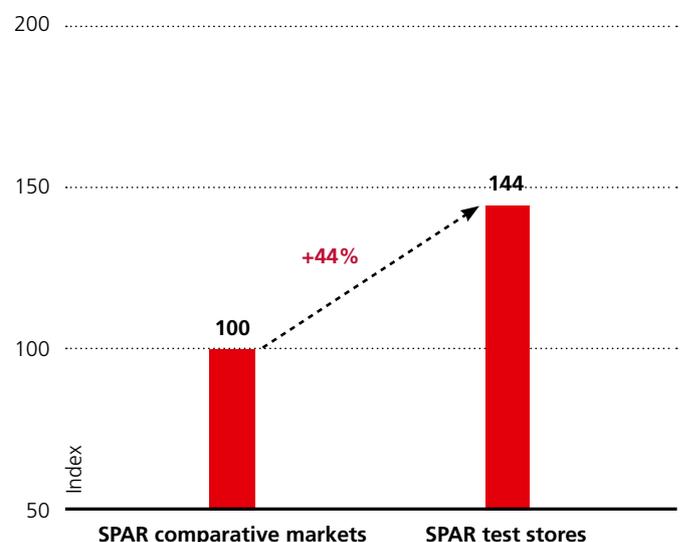
Karin Locher, Head of Advertising and Communication, SPAR Handels AG, Switzerland
 You can watch the film on the SPAR campaign at www.apgsga.ch/spar

Sales of advertised SPAR product "Rivella Rot 1.5 litres"



Index = Increased sales year on year, Source: SPAR Handels AG

Sales of advertised SPAR product "Rump Steak XXL"



Index = Increased sales year on year, Source: SPAR Handels AG



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