



## media comparisons

# Point-of-Purchase

### Effectiveness



31% of brands participating in a POPAI study experienced a

**20%**

sales boost as the result of at-retail ads

Point-of-Purchase Advertising International (POPAI)

#### Influence

**53%**

Percent that said POP had the greatest influence on their clothing purchase

Decision Analyst, 2005

#### Revenue

**19.3<sup>b</sup>**

Estimated 2006 spending on in-store marketing

POPAI, 2005

#### Share

**90%**

Amount of in-store marketing related to POP efforts

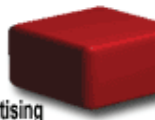
Promo, 2005

### Sales Lift

POP combined with an advertising campaign results in a

**3 to 4x**  
greater lift in sales ...

POP w/Advertising



POP wo/Advertising



POPAI, 2005

### QUICK FACTS

U.S. brands were projected to spend \$19.3 billion on in-store marketing in 2006, a 6.6% increase from 2005. (*Point-of-Purchase Advertising International, 2006*)

Point-of-purchase activities account for as much as 90% of in-store marketing efforts. (*PROMO, 2005*)

At-retail advertising generates as much as 6.5% in incremental sales. (*Point-of-Purchase Advertising International, 2004*)

A greater sales increase usually comes from adding advertising to promotion programs. (*Point-of-Purchase Advertising International, 2004*)

A study of drug store customers found that at retail advertising prompted additional sales 70% of the time. (*Point-of-Purchase Advertising International, 2004*)

### ADVANTAGES

**PLACEMENT:** P-O-P advertising can be placed almost anywhere in stores – next to merchandise, on shopping bags, at the checkout counter, even suspended from the ceiling or laminated into floor tiles.

**INFLUENTIAL:** P-O-P advertising gives retailers the opportunity to influence consumers in a competitive environment.

**INCREMENTAL SALES:** P-O-P advertising can persuade shoppers to purchase additional quantities of a product, or to buy related products that are merchandised together.

### DISADVANTAGES

**LIMITED REACH:** By definition, place-based advertising only reaches that small group of consumers walking past displays, waiting at the checkout



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counter, or carrying their bags to the car. Moreover, studies show P-O-P marketing works best when geared toward younger, single, less-affluent shoppers.

**PRODUCT-ORIENTED:** Place-based advertising influences what products consumers may buy, but not where they will buy them. Though often effective for improving product sales, place-based media inherently are limited in their ability to attract new customers, build traffic, and improve market awareness for retail advertisers.

**LIMITED TARGETING:** Despite its key placement, general-reach, place-based advertising such as in-store television delivers limited results and can be prohibitively expensive.

### PLUS RADIO

**EXCELLENT REACH:** By adding Radio to your placebased promotions, you can greatly enhance the frequency and impact of your campaign. Radio reaches consumers everywhere – at home, in the car, at work and on the street. On a typical day, 75% of adults 18+ listen to the Radio. (*Radio Marketing Guide & Fact Book 2005 Edition, 2005*)

**PRODUCT AND RETAILER ORIENTED:** Radio is a synergistic companion to P-O-P advertising. If you want to promote a specific product or service, Radio can deliver the customers you want, and even offer on-site broadcasts that are proven marketing winners. By using a combination of Radio and P-O-P advertising, you can “sell the store” as well as increase average unit sales.

**PERSONAL CONNECTION:** The Radio Advertising Effectiveness Laboratory (RAEL) study shows Radio listeners connect with their Radio station and its advertisers. Create an image and awareness for a product before consumers see the Point-Of-Purchase, making the POP more effective.

Source: Radio Advertising Bureau [www.rab.com](http://www.rab.com)