



REACHING SHOPPERS THROUGH TROLLEY MEDIA

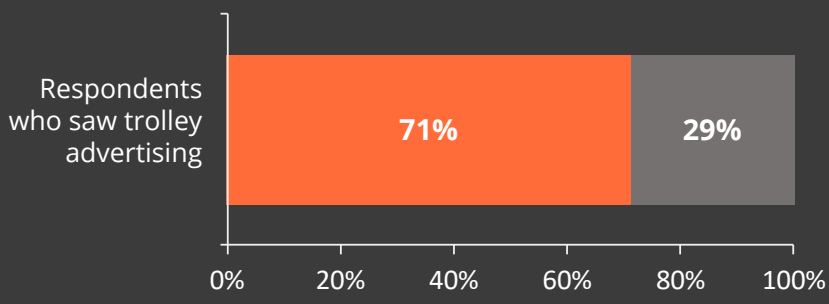
How does trolley advertising impact supermarket shoppers?
 We surveyed 200 people across Tesco, Asda and Sainsbury's stores to find out.

AWARENESS & ACTION

Trolley posters are one of the **most recalled** point of sale media

- End of aisle
- On shelf advertising
- Product sampling
- TROLLEY POSTERS**
- In store magazine
- Digital Screens
- Cash machine
- Security gates

71% of shoppers act upon seeing trolley advertising in store



- They purchase the product
- Look for the product in store
- Research the product on their mobile
- Visit the product aisle/section in store
- Check the price of the product

CREATIVE

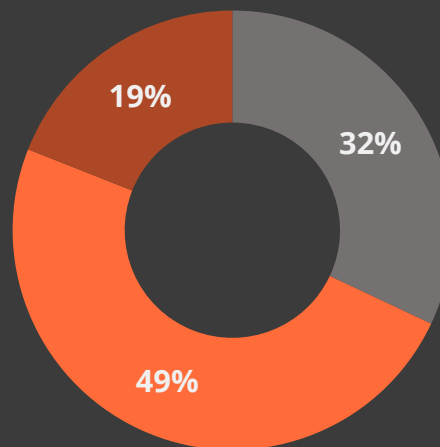
We asked shoppers what caught their attention about the ads they noticed in store. The following came out on top:

- Visual impact
- Discount or promotions
- Price



SHOPPING BEHAVIOUR

More than two-thirds of purchase decisions are made in store



- Plan exactly what to buy before going to the store
- Plan to buy this category, but decide in store the exact product
- Make an impulse decision in store