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IN-STORE ADVERTISING INCREASES SALES, ACCORDING TO NEW DATA RELEASED AT NACS SHOW

WASHINGTON, D.C....SUNDAY, OCTOBER 6, 2002...In-store advertising in convenience stores (c-stores) boosts sales from 5 to 13 percent, according to new data released by Point-Of-Purchase Advertising International (POP AI) at the annual trade show of the National Association of Convenience Stores, being held in Orlando, Florida. In-store advertising consists of displays, signage and other media that communicate a brand's availability and key attributes to consumers at retail, the point at which 70 percent of all brand purchase decisions are made. Information concerning proof of placement of in-store ads was impressive, demonstrating that 45 percent of all audited brands were supported by in-store advertising. This compared favorably with a 27 percent figure – derived from the study's previous phase conducted in supermarkets -- for in-store advertising of audited products on supermarket product displays. Even more impressive was the information about the power of various kinds of in-store advertising to generate robust sales increases; for example, the use of:

- advertising signage increased sales by 13 percent
- advertising base wrap increased sales by 6 percent
- advertising through a pump-topper increased sales by 5 percent
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In the same way, various messaging strategies drove sales increases, including:

- mention of 'savings' or 'cents off' generated a lift of 36 percent
- inclusion of a product photo generated a lift of 13 percent;
- mention of price generated a lift of 8 percent
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The study's c-store phase is just one component of POP AI's "Measured Medium" study, a multi-year research initiative aiming to transform in-store advertising into a measured ad medium, on par with print and broadcast. The study is determining credible levels of in-store advertising's proof of placement, cost effectiveness and sales effectiveness.

POP AI President & CEO Dick Blatt commented, "These data simply re-confirm the fact that in-store advertising boosts sales, especially for retailers that work pro-actively with brand marketers to strategize for maximum consumer impact."

Audits of more than 50 brands were performed in a nationwide sample of 120 convenience stores, in ten markets, by a unit of Nielsen Market Research; program management throughout the study is provided by Prime Consulting Group, Inc.

The study is being conducted in conjunction with the National Association of Convenience Stores; participating retailers are: 7-Eleven, Autostop, Chevron, Nice 'N Easy Grocery Shoppes,

Sheetz, Shell, and Texaco.

Products being audited include: alcoholic beverages, bottled juice, bottled water, carbonated soft drinks, isotonic/energy drinks, gum/mints, health and beauty care, and salty snacks.

Sponsors are: Adams/Pfizer, Anheuser-Busch, Dr Pepper/7-Up, Frito-Lay, Pepsi, and Quaker.

For further information, contact POPAI at 202-530-3000.