



Planning Media Making the most of your Retail Activity

Intro

- Phil Burroughes: Commercial Director, RMI
- Alan Meech: Marketing Manager – Media Planning, The co-operative Food
- 30 years of combined media experience
- Ranging from BBC, ITV, The Guardian, Initiative, McCann Erickson, Asda, The co-operative

Fruit & vegetables

Today

Wants & needs

Media choice

Working together

Retailer wants

To make sure we have the right product for the shopper

Does it fulfil or create a need?

Does it make life easier?

Does it make the basket cheaper?

Drive people instore

Increase basket spend

Increase frequency of visit

Increase basket repertoire

Fruit & Vegetables

Shopper wants

Products that are available

To know where to find the product

To know how to use the product

ATL support

Appropriate use of retail media channels

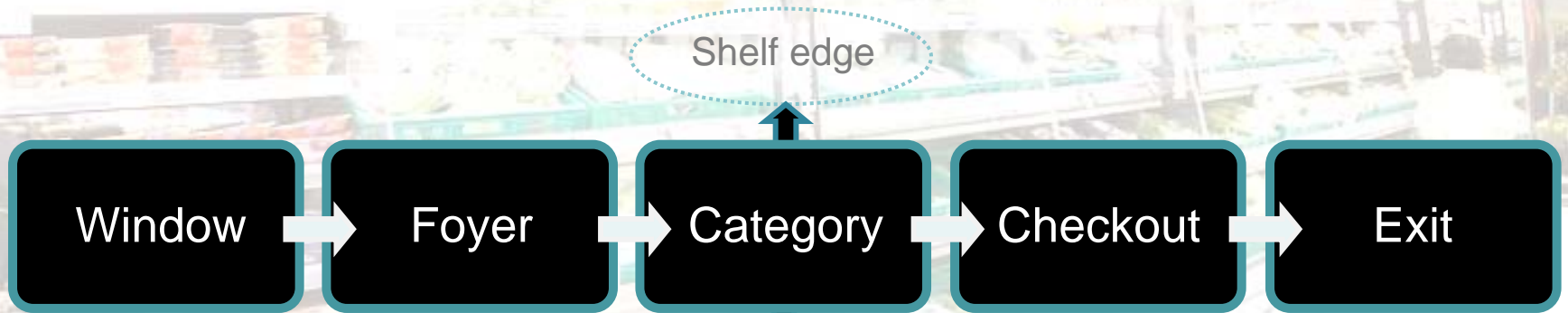
Education

Shopper Journey



Start of shopping mission

End of shopping mission



Move shoppers round the store

Why Retail Media?

Effective

Reach the consumer at key moments in shopper journey

- When planning
- When in store
- At point of purchase

Efficient

Low cost of entry and high return – upto 70% sales uplift

Leverages main campaign

Accountable through EPOS

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ATL & Retail Media



Audience & Influence



Avg. Adults – 8,524,312



Avg. Readership – 4,845,870



Avg. Readership – 7,712,848



Avg. Weekly Reach – 3,248,000

The **co-operative** Avg. Weekly Transactions – 19,900,900

Audience & Influence

• CORONATION ST. •

AB	11%
C1	23%
C2	25%
DE	41%

16-24	7%
25-34	9%
35-44	14%
45-64	34%
65+	29%

The **co-operative**

AB	24%
C1	29%
C2	20%
DE	27%

16-24	5%
25-35	14%
35-44	20%
45-64	35%
65+	26%

Planning Tools

ATL Industry Standards



The right media for your campaign



Planning Tools

The co-operative media centre

The **co-operative** media

unlocking co-ordinated marketing in over 3,000 stores

Home | Retail media | Case studies | Estate info | Calendars | Channels | Ratecards | Planning | After sales

About us | Glossary | FAQs | Suggestions | My details | Contact us

Home | Logged in: alan.meech@co-operative.coop | Campaign basket (1 item)

See our available options for commissioning research into the effectiveness of your Shopper **Marketing activities**

See our latest research...
Discover the effectiveness of shopper marketing...

A wealth of options!
Media channels which can support your campaign...

Research is at your fingertips
See our range of options...

Till Screen Digital Signage
Are you embracing digital out of home media?

the 5 easy steps
I want to know the best way to achieve a great campaign...

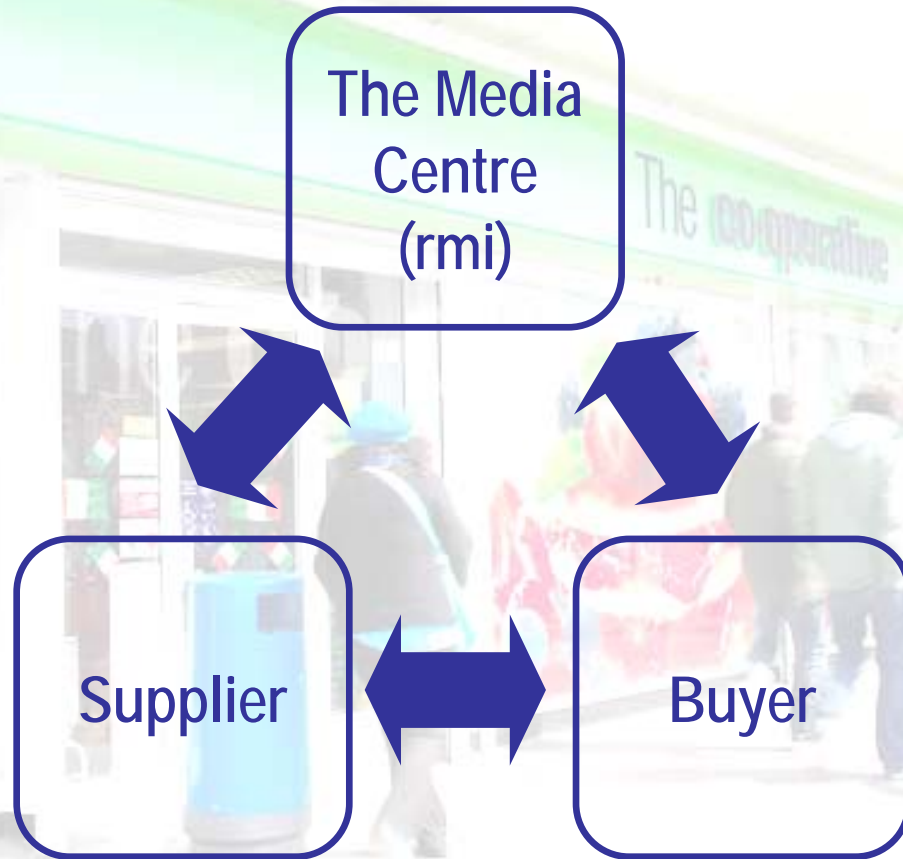
5
find out more ▶

campaign builder
I'd like to experiment building a campaign

find out more ▶

Here are a selection of recent activities within our portfolio of stores which are updated on a daily basis. (Click on any image to view full screen).

Relationship



Relationship

- Plan ahead
 - Be open
- Shared goal
- Best practice
- Work together

Questions Please