

“ THE INSTORE NEWSLETTER ”

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Get prime media coverage in-store with Primedia Instore

The largest fast-moving consumer goods (FMCG) blue-chip corporations in South Africa have been provided with unrivalled in-store media solutions from PRIMEDIA Instore for more than 28 years, today PRIMEDIA Instore has an impressive footprint, spanning more than 1 000 key trade outlets nationwide.



PRIMEDIA Instore provides innovative in-store media solutions to meet any client's detailed and specific in-store promotional challenges; ranging from in-aisle media, fridge media, till media, trolley media, leaflets, coupons and sampling, and impactful illuminated media.

“ With a footprint of more than 1 000 wholesale & retail stores nationwide ”

PRIMEDIA Instore assistant brand manager Teele Mapetla says: “PRIMEDIA Instore delivers on the promise of accountability by providing its clients with scanner data verification reports for every campaign run in-store using our media,” he says. “What's more, PRIMEDIA Instore provides daily verification of every installation we execute in-store, making the company answerable for the running of all its in-store campaigns.”

Mapetla points out that advanced Tobii Eye Tracking, Mymobility and MapInfo technology provide PRIMEDIA

Instore with a competitive advantage and improved value-added service. He also notes that PRIMEDIA Instore has a dedicated national sales team with a wealth of experience and skill in understanding shopper insights. “With a footprint of more than 1 000 wholesale and retail stores nationwide, each region is briefed regularly on managing installations, maintenance and removal activities of campaigns for clients. PRIMEDIA Instore endeavors to service stores a minimum of once a week.”



PRIMEDIA Instore was originally founded in 1982 as CartAd (Pty) Ltd and, since 1996, has been fully-owned by Primedia Ltd. “Our stability, credibility and accountability remain unparalleled,” Mapetla concludes.

★ ★ ★
★ PRIMEDIA
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we close the sale

“ NEW TECHNOLOGY HELPS ADVERTISERS KEEP A CLOSER EYE ON THEIR TARGET MARKET ”

South African businesses are now able to dramatically-improve their marketing and advertising strategies, with the introduction of advanced eye-tracking technology, available in the local in-store media environment through PRIMEDIA Instore.

The revolutionary new Tobii Eye Tracking System is a valuable tool in assisting corporations in improving the effectiveness of their advertising campaigns, by keeping track of the eye movement and eye fixation patterns of consumers reading their message.



PRIMEDIA Instore assistant research manager Makaya Makaya points out that this state-of-the-art technology, developed in Sweden, measures elements that

engage and hold the consumer's attention, making it an invaluable tool for market research.

"Shoppers and potential customers only focus on an advertising message for a few seconds, which makes it vitally-important for the advertiser to get their message across, and grab the reader's attention straight away," he explains.

Makaya notes that Tobii Eye Tracking is able to determine the reader's exact focal point on the artwork; thereby, identifying precisely whether the intended core message is being communicated properly. "Advertisers

are sometimes not aware of the fact that their artwork may be too cluttered, or that their main message is not located in the ideal region of the artwork," he continues. "Tobii Eye Tracking provides a value-added service, which quantifies exactly what shoppers are looking at, and provides scientific proof of where improvements can be made."

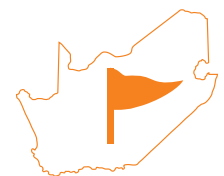
PRIMEDIA Instore makes use of the exclusive technology at its testing facility in Johannesburg, where market testing is carried out on between 10 to 20 participants, who look at the screen designed to track the movements of the eyes, while the test subject reads the message on a monitor.

"Tobii Eye Tracking identifies the participant's visual responses to the sections of the advertisement that they like and dislike. This provides PRIMEDIA Instore with valuable knowledge and insight to assist clients in meeting their final objectives more quickly and efficiently, by determining test results in real-time," says Makaya.

Tobii Eye Tracking technology has already benefitted more than 1 000 corporations worldwide by offering a new level of accuracy to what people actually observe, and Makaya is confident that it will bring the same advantages to the South African market too.

He concludes by adding that Tobii Eye Tracking Technology is adapted to measure the effectiveness of advertising in a wide range of media, including; online, newsletters, e-mail campaigns, computer gaming, physical products, print ads, TVs and shopping shelves.

“ GET YOUR BRAND ON THE MAP! ”



In an increasingly-competitive business environment, advertisers need to go the extra mile to ensure that their brand is performing well in the market. An innovative, yet cost effective way of doing so is by making use of MapInfo, a geographical information system (GIS) tool which details market penetration on an inter-active map.

MapInfo is a powerful Microsoft Windows-based mapping and geographic analysis application, designed to easily-visualise the relationships between data and geography, and ultimately assist business analysts in gaining new insights into their markets, as well as to share information-rich maps and improve strategic

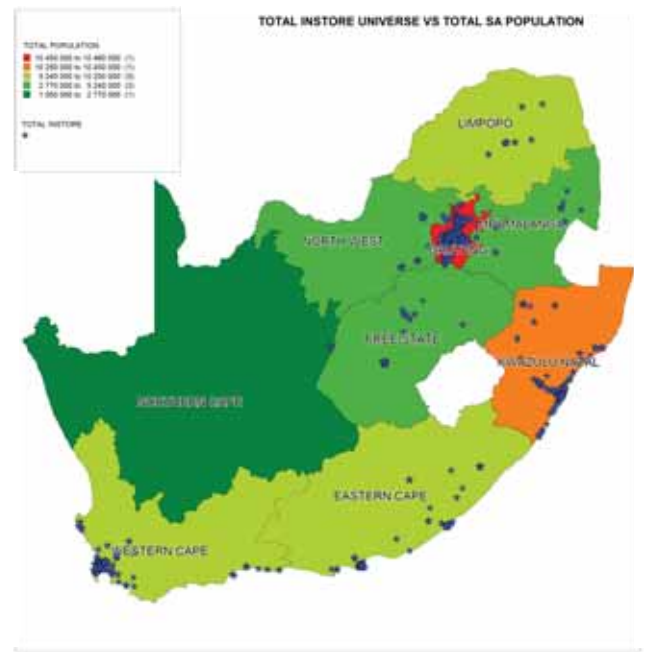
decision-making.

Similar to a weather map, the inter-active technology of MapInfo helps PRIMEDIA Instore clients to determine geographical strengths and weaknesses of their brand in order to establish new marketing and advertising strategies.

"If the client's brand is not strong in a particular geographical region, MapInfo can help to determine why that is the case, by scrutinising a number of variables such as demographics, store numbers or advertising reach," explains PRIMEDIA Instore assistant

research manager Makaya Makaya. "With the help of MapInfo, PRIMEDIA Instore can effectively and efficiently put together a strategic geographical marketing plan to assist clients in increasing market share." Makaya points out that by utilising MapInfo, PRIMEDIA Instore clients can profile and segment their customers. "MapInfo enables clients to utilise census data in order to obtain specific shopper demographics in terms of age, race, education, income range and grants-receiving. This allows the client to find stores that are within areas of their specific target market, ultimately identifying sites where revenue potential will be highest."

Makaya concludes by adding that through MapInfo technology, PRIMEDIA Instore is ultimately able to map every convenience and retail store in South Africa, with the demographics of their surrounding areas, which assists clients in undertaking accurate market research and competitor analysis.



PRIMEDIA INSTORE PROVES THAT IT HAS THE MOBILITY TO EXCEED CLIENT EXPECTATIONS

PRIMEDIA Instore is committed to providing the highest-quality retail promotional solutions to its clients. In order to ensure the best value-for-money, the company has adopted innovative Mymobility technology to keep track of all projects.

"Mymobility technology ensures that PRIMEDIA Instore provides a consistent, professional and innovative service to all of its clients. We receive real-time information on all media adverts that have to be maintained, serviced or removed from the store," says PRIMEDIA Instore national operations manager Milford Nkuna.



He points out that each installer at the company is provided with a personal digital assistant (PDA), which contains the Mymobility software. "The Mymobility software in the PDA unit enables each installer to access an 'installation schedule', which allows

them to view the store that they are scheduled to work at on that given day."

Milford notes that PRIMEDIA Instore installers set up promotional media campaigns in up to nine stores per day, and he points out that the Mymobility software is able to provide them with a precise summary of the

tools and media material that they will require for each specific job. "This technology enables the installation team to be well-prepared for each specific job. What's more, it helps them to determine what store they can start at, and calculate the most efficient route."

Once the installation team arrives at a store, they can access information from the PDA, which will inform them which in-store media must be installed, maintained or removed and for which specific brand product. This ranges from illuminated media, in-aisle media and fridge media, to till media, trolley media or leaflets, coupons and sampling.

He explains that PRIMEDIA Instore clients are provided with peace-of-mind that their campaigns are being executed efficiently and effectively at all the designated retail outlets services by the PRIMEDIA Instore installation teams.

Milford notes that after installation, a media installer will take a photograph from the PDA, and forward it on to the PRIMEDIA Instore web solutions system. "The sales-support team can then easily access the visuals by requesting a picture report which is then forwarded via email to the client. This provides the client with real-time information, and proof that their campaign is up-and-running in the store of their choice, and it ensures that PRIMEDIA Instore has a high degree of accountability for the highest level of service delivery," Milford concludes.

“INNOVATIVE INSTORE MEDIA”

Primedia Instore has spent the last 27 years talking to shoppers nationally – in low end and high end retail and wholesale outlets.

www.primeinstore.co.za



we close the sale