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## **MEDIA RELEASE**

# **GROUNDBREAKING RESEARCH PROVES EXPOSURE TO DIGITAL ADVERTISING IN SHOPPING CENTRES SIGNIFICANTLY IMPROVES INTENTION TO PURCHASE**

August 5<sup>th</sup>, 2010

Val Morgan Retail Media, Australia's leading digital retail network today announced the results of ground breaking research which proves that digital advertising in shopping centres significantly increases intention to buy, demonstrating the power of digital advertising on the path to purchase.

The research, conducted by Australia Online Research (AOR), was designed to identify the impact of digital advertising on key brand measures amongst recent shoppers across six demographically matched shopping centers in Sydney and Melbourne.

The research found that shoppers who recalled seeing digital advertising in centres were almost 50% (47%) more likely to intend to purchase the brand, and had a more positive perception of the brand across key measures.

"We know from previous research that our digital network has high impact amongst shoppers. This new study has conclusively proved, across a range of campaigns, its effectiveness in driving future purchase intention. It demonstrates to advertisers the value of our digital format in their advertising mix." Val Morgan Retail Media MD Anthony Deeble said.

AOR conducted online research among 600 shoppers, interviewed at home up to 48 hours after shopping at the centre. Four advertising campaigns were tested covering a range of product categories, including FMCG, telecommunications, finance and entertainment.

The research showed high recognition (32%) of digital advertising amongst shoppers, with a 57% increased cut-through measured over static panels in the same centres.

74% agreed key advertising messages were communicated strongly in the Val Morgan Retail Media digital format.

The format was proven to be particularly effective amongst current non-users of the brands advertised, creating a 63% uplift in intention to buy.

“A third of shoppers recalled seeing the digital advertising up to two days after shopping, with 3 in 4 agreeing the advertising effectively communicated key messages. This high recall coupled with strong communication shows our digital network is the most powerful in-centre advertising format. It was particularly effective amongst current non-users of the brand – illustrating the valuable role it plays in encouraging brand trial, reaching shoppers whilst on the path-to-purchase.” Anthony Deeble said.

As well as uplifts in intention to purchase, brand attributes of liking, advocacy and value rating were also improved amongst those who recalled seeing digital advertising in the shopping centre.

“We used a new approach for the study interviewing shoppers online at home up to 2 days after shopping; this provided an extremely rigorous test of the effectiveness of digital in-centre advertising.”

“The key findings, demonstrate that exposure to the digital advertising, across the 4 campaigns, created uplifts across all key measures, with particular success in increasing intention to purchase, by 47% on average. Diagnostics showed that these increases were partly due to the strong communication of the core messages for the brands”. Australia Online Research CEO Brian Fine said.

Anthony Deeble added “Both digital and retail advertising are the fastest growing segments of the out of home market. This research clearly demonstrates the impact and effectiveness of our format and its strength over static panels. The research adds further support to digital being a ‘must have’ component of any retail schedule.”

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### **About Val Morgan Retail Media**

Val Morgan Retail Media is one of Australia’s largest digital shopping centre networks with over 400 digital screens and 30 super screens in 75 shopping centres nationally. It provides highly targeted solutions to align advertising messages close to the point of purchase. Val Morgan Retail Media is an operating division of Val Morgan Cinema Network

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