



1. Electrons Strike the Shopping Aisles!

Digital out of home! Wow, I'm out of my mind with all this tech talk. That phrase is totally over the top! Sounds like something from a paper in someone's MBA class.

But that's how we talk these days. And really, things are changing fast as electronics slip even deeper into supermarkets, department stores, drug stores and hardware stores ... all kinds of retail environments.

Pick up Bar graph
from page 1.

The big brands hope to make hay as they push back against growing competition from store brands and private labels that compete solely on price.

And everyone knows, that competition is stiff in today's tight economy.

Check the chart to see just which factors sway consumers when they're in the store, walking through the aisles and standing in front of the shelves. Information Resources, Inc. laid this out really nicely.

The big question is this: If these are the four areas that drive in-store decisions, how do marketers bring digital media to bear?

Other questions follow: How are big brand marketers using digital media at the point of sale? What are the benefits of digital point-of-sale media?

Some of the big consumer package goods (CPG) companies are moving into this arena assertively – among them Procter & Gamble, PepsiCo, Unilever and Kraft Foods.

Their goals are direct:

- drive sales,
- strengthen brand loyalty,
- interact with consumers.

These big brands:

- buy into in-store video networks offered by retailers,
- place interactive kiosks in stores, and
- experiment with video screens on shelves, shopping carts and checkout aisles.

All these strategies work to enhance the key in-store decision-making factors identified in the Information Resources chart above.

As the CPG marketers learn from their current work with digital media in stores, they'll get much better at influencing decisions even as consumers reach for the shelves.

And that's the idea ... to influence individual shoppers while they're in the immediate act of shopping for individual products.

Progress in this new arena will move forward for one reason. CPG brands will strive to survive, no matter what. And competition from store brands and private labels is not going to let up.

Next week's Rev it Up Blog — "Where Electrons Buzz Today"