



## Point-of-Purchase

According to Point of Purchase Advertising International, marketing-at-retail is "the point where products meet the consumer who has the capability and desire to buy." It is the last opportunity for brand marketers to influence the consumer with their marketing campaigns." Anyone who's instinctively taken advantage of an in-store "50% Off" promotion can attest to the persuasiveness of point-of-purchase marketing. The operative word in the quote above is "desire." Radio drives desire and is, therefore, the perfect partner for a POP campaign.

A 2004 report by Point-of-Purchase Advertising International, involving the country's largest drug store chains, concluded that at-retail advertising generates 6.5 percent in incremental sales. But the research also found that a greater sales increase - in some cases three to four times greater -- comes from adding advertising to promotion programs. Advertising makes a POP promotion three to four more times more successful!

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### Advantages

**Placement:** P-O-P advertising can be placed almost anywhere in stores – next to merchandise, on shopping bags, at the checkout counter, even suspended from the ceiling or laminated into floor tiles.

**Targeted:** P-O-P is most effective when it is positioned to reach a clearly defined consumer target closest to the time of purchase.

**Effective:** Place-based advertising directly affects sales, brand switching, portfolio purchasing and multi-unit sales.

**Influential:** P-O-P advertising gives retailers the opportunity to influence consumers in a competitive environment.

**Incremental Sales:** P-O-P advertising can persuade shoppers to purchase additional quantities of a product, or to buy related products that are merchandised together.

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### Disadvantages

**Limited Reach:** By definition, place-based advertising only reaches that small group of consumers walking past displays, waiting at the checkout counter, or carrying their bags to the car. Moreover, studies show P-O-P marketing works best when geared toward younger, single, less-affluent shoppers.

Product-Oriented: Place-based advertising influences what products consumers may buy, but not where they will buy them. Though often effective for improving product sales, place-based media inherently are limited in their ability to attract new customers, build traffic, and improve market awareness for retail advertisers.

Consumer Perception: Many consumers report that in-store TV monitors, electronic signs, and in-store broadcasting have little impact on them as they shop they also claim that these devices blend into the environment.

Limited Targeting: Despite its key placement, general-reach, place-based advertising such as in-store television delivers limited results and can be prohibitively expensive.

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### **Plus Radio**

Excellent Reach: By adding Radio to your place-based promotions, you can greatly enhance the frequency and impact of your campaign. Radio reaches consumers everywhere – at home, in the car, at work and on the street. On a typical day, 71% of adults 18+ listen to the Radio. *(Radio Marketing Guide, 2009)*

Product and Retailer Oriented: Radio is a synergistic companion to P-O-P advertising. If you want to promote a specific product or service, Radio can deliver the customers you want, and even offer on-site broadcasts that are proven marketing winners. By using a combination of Radio and P-O-P advertising, you can “sell the store” as well as increase average unit sales.

Personal Connection: The Radio Advertising Effectiveness Laboratory (RAEL) study shows Radio listeners connect with their Radio station and its advertisers. Create an image and awareness for a product before consumers see the Point-Of-Purchase, making the POP more effective.

Targetable: Place-based media targets highly likely potential prospects...and Radio will expand the targeted reach and message frequency of your program. Because each format attracts a specific segment of the population, Radio can help you influence your best prospects effectively and efficiently by age gender, race, income and lifestyle.