

Delivering A Connected Shopper Experience



CAPTIVATE • MOTIVATE
INNOVATE
Supermarket Media Solutions. Branding and Identity Work.

OOH MEDIA SUPERMARKET ADVERTISING SOLUTIONS - SHOPPER TO BUYER PROGRAMS

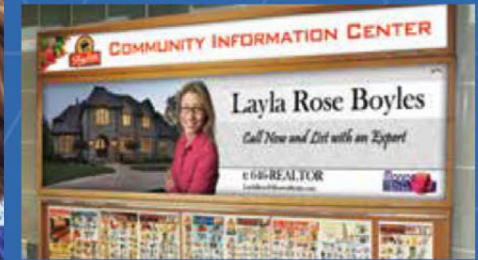
AGENCY MEDIA KIT
WWW.ADCORPMG.COM

Who We Are...

- Leading, independently owned, out-of-home advertising company specializing in the supermarket space.
 - Headquartered in Westchester County
 - Founded in 2006
- Full-service creative agency
- In-house production, signage installation, maintenance services

Our Mission:

Turning Shoppers into Customers



What We Do

- Reach & influence active shoppers at point-of-purchase
- Deliver 'can't miss' print & digital OOH media solutions to a captive audience
- Generate targeted reach and frequency @ scale, with guaranteed exposure

How We Do It

IN-STORE PRINT & DIGITAL SUPERMARKET PROGRAMS THAT CAN'T BE MISSED!



DELIVERING UNMATCHED REGIONAL/LOCAL REACH & FREQUENCY...GUARANTEED!

- Print programs deliver **125 million monthly impressions**
- 1,200 print billboard placements
- Digital programs deliver **30 million monthly impressions**
- **820** streaming video placements



Why Supermarkets?

- CPGs can reach their target at Point-of-Purchase
- 'Must Go' Community Destination
- Regional/Local Reach at Scale
- Ad Message Reaches a Captive Audience
- 'No Choice' Ad Exposure
- Can Reach Shoppers with Ad Message along the 'Path of the Shopper' With Multiple Touch Points
- Multiple Visits to the Store
- High Traffic Volume

Shopper Profile & Behavior

Pandemic/Post-Pandemic

Surge in at-home meals, the spike in e-commerce and the evolution of health and wellness as the most notable pandemic trends.

- 49% of consumers are cooking or preparing their own meals more now than before the pandemic and, as a result, 42% say that they “like or love” to shop for groceries

While online experienced dramatic growth, Americans still love to grocery shop.

- Most consumers have maintained relationships with the same breadth of channels
- Online is just another of the many channels that shoppers use to meet their needs.
- 64% of all U.S. shoppers have purchased groceries online, and 29% of online shoppers are buying digitally every week.

Shoppers are engaging in less visits, but spending more time in-store to stock up.

(FMI, US Grocery Shopper Trends, Grocery Revolution, 2021)

The average time spent grocery shopping is 41 minutes.

(Source: Time Institute, Credit Donkey)

Women are more likely to do most of the grocery shopping.

- According to supermarket statistics, 70% of primary shoppers for multi-person households are female. *(Source: Credit Donkey)*

Consumers are 2.5x more alert when they are out than at home consuming media.

(Outdoor Media Association)



Reach

Northeast Footprint

Metro NY

- Westchester County
- Putnam
- Dutchess/Orange
- Queens
- Staten Island
- Brooklyn
- Manhattan
- Fairfield County
- Long Island
- New Jersey

Pennsylvania

- Berkshires
- Philadelphia
- Montgomery
- Delaware

Massachusetts

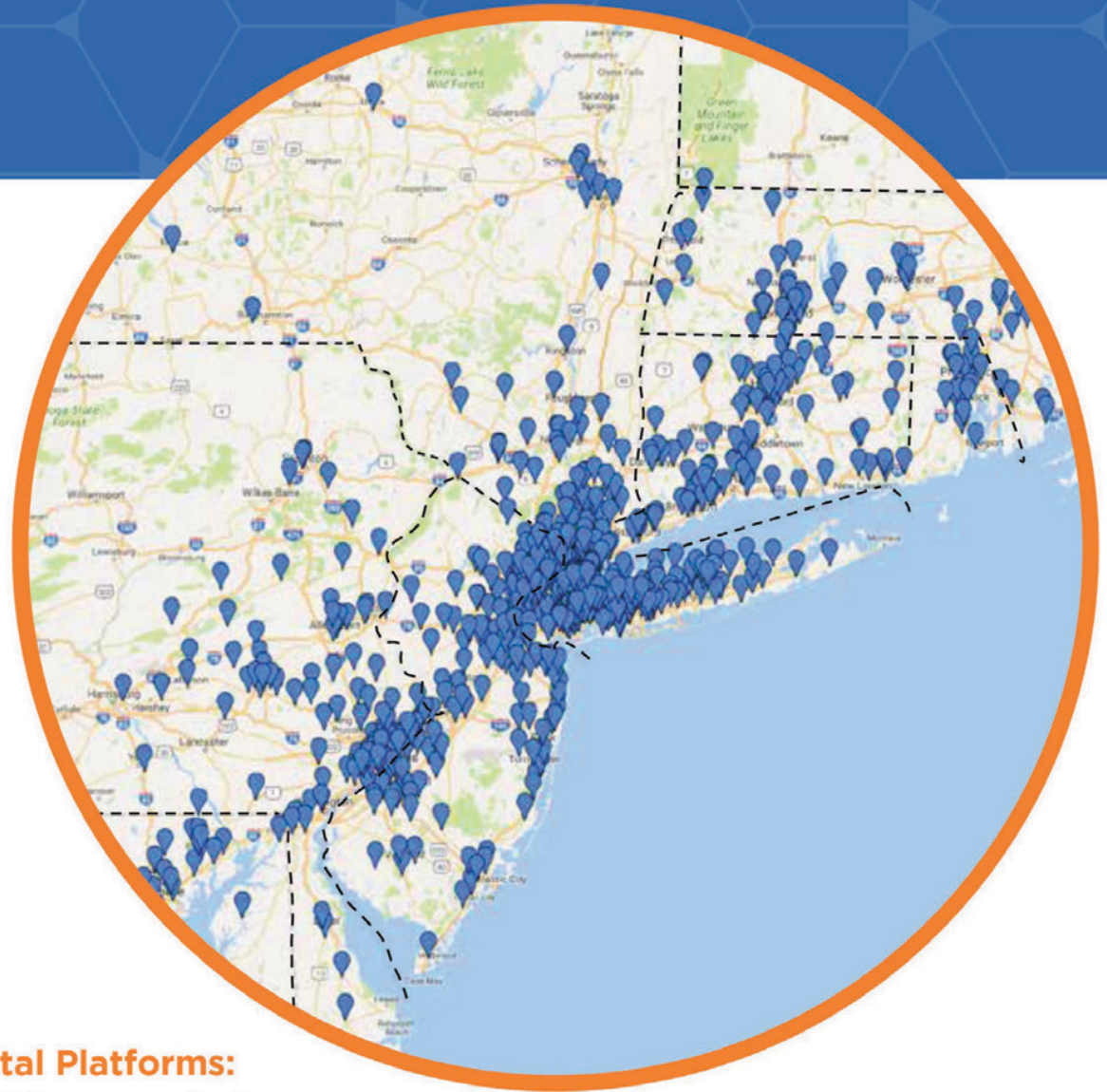
- Hampshire
- Worcester
- Hampden
- Norfolk

Print Platforms:

- 600+ Supermarkets
- 1,200+ Ad Placements
- 125MM Monthly Gross Impressions

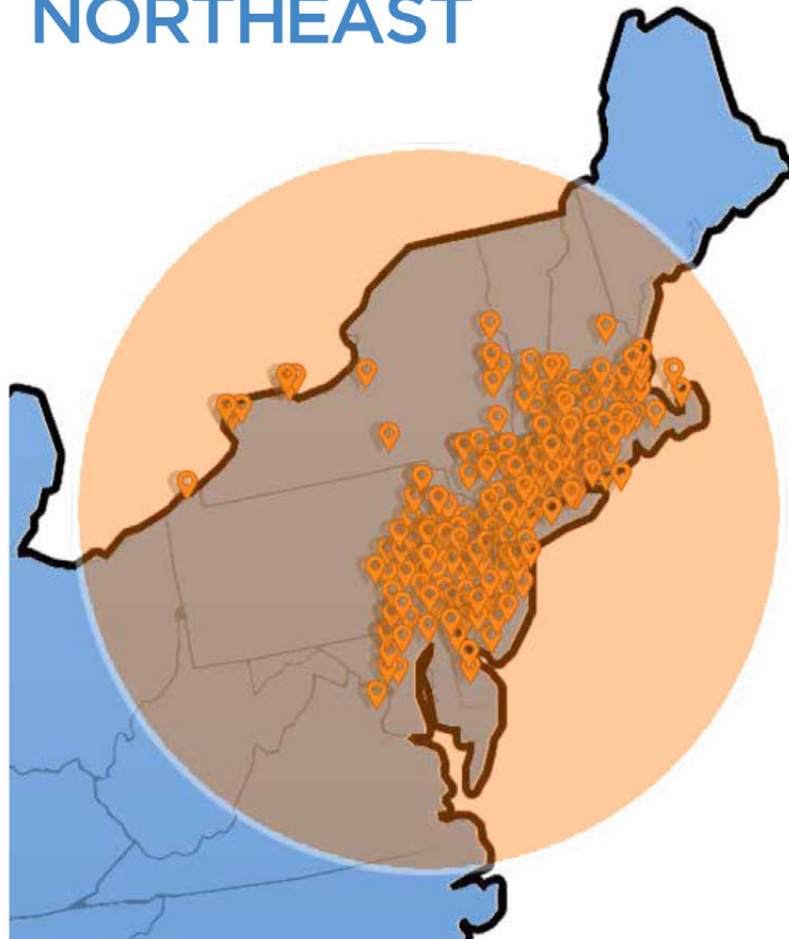
Digital Platforms:

- 160 Supermarkets
- 820 Streaming Video Impressions
- 30MM Monthly Gross Impressions



Regional Reach - Local Market Impact

NORTHEAST



18 Key DMAs Across the Northeast Corridor

- Albany - Schenectady - Troy
- Hartford & New Haven
- Providence - New Bedford
- Boston (Manchester)
- New York
- Philadelphia
- Baltimore
- Washington, DC (Hagerstown)
- Pittsburgh
- Salisbury
- Harrisburg - Lancaster - Lebanon - York
- Wilkes Barre - Scranton - Hazelton
- Rochester
- Syracuse
- Binghamton
- Buffalo
- Erie
- Springfield - Holyoke

Our Retail Partners

Major chains and independents including:

Northeast:

- Shoprite
- Foodtown
- PriceRite
- Key Food
- Big Y
- King Kullen
- Redner's
- Fresh Grocer
- Compare
- DeCicco's
- Uncle Giuseppe's
- C Town

Shoppers:

Average 25-30,000 shoppers per week, per store.



How We Can Help...

National Brands with Regional Initiatives



Regional Brands Where the Need is Targeted, Local Growth



STATE OF NEW JERSEY
DEPARTMENT OF BANKING & INSURANCE



ROTHMAN
ORTHOPAEDICS

Local Businesses with Big Objectives and Not Such Big Budgets!

CENTURY 21

Our Print Display Programs

PRINT DISPLAY PROGRAMS

SHOPPING CART ADVERTISING

You Can't Turn the Page!
You Can't Change the Channel!

WELCOME CENTER ADVERTISING

Location, Location, Location!

MARKET INFORMATION CENTERS

16 square feet of undeniable visibility!

BENCH ADVERTISING

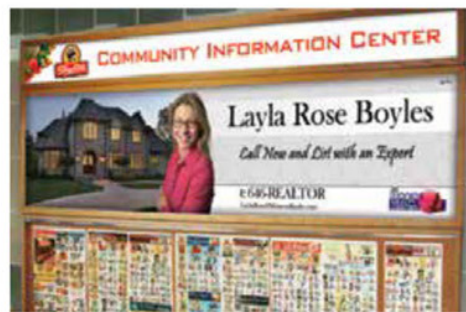
A 2' x 8' banner - at the entrance, exit or interior vestibule for unparalleled visibility!

BRANDBARS

Exclusive message exposure at the register. Can see and hold onto your message!



STRATEGIC AD PLACEMENTS



Currently, our programs offer:

600

Supermarket Locations

1,200

Print Placements

65 MILLION

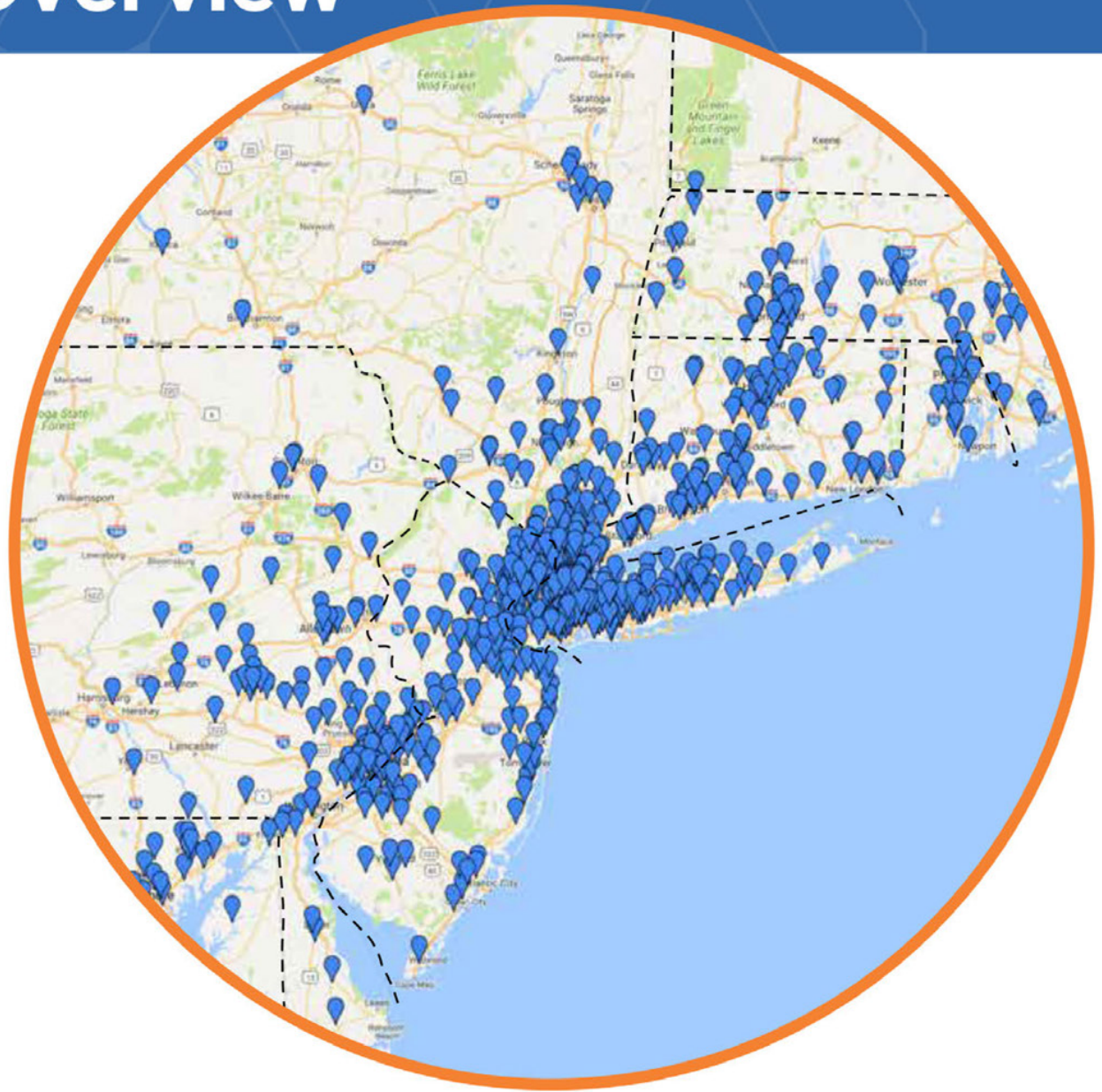
Shoppers Per Month

125 MILLION

Impressions Per Month

Print Program Overview

- *Over 600 supermarket locations*
- *1,200 print placements*
- *65 million average shoppers per month*
- *Delivering over 125 million average monthly ad impressions*
- *Guaranteed exposure with frequency*



shopping carts

**CAN'T TURN THE PAGE,
CAN'T CHANGE THE CHANNEL!**

LOCATION

- Ads are located on either the baby seat portion of the cart or the nose of the cart. (location of ad varies per store)
- Directory and/or billboard placement is available.

VALUE

- Provides continuous advertising*
- Unbeatable exposure to a captive audience at the store level, right at the point of purchase.

BUYING

- Cart ads are sold in percentages (60%-200%).
- Buy can include a mix of billboard and directory sides.

***RESEARCH:** Average shopping trip is 43 minutes.
(The Time Use Institute, 2016)



welcome centers

LOCATION, LOCATION, LOCATION!

LOCATION

Welcome Centers are placed at the entrance or exit of the store.

VALUE

- Serves the multi-purpose of greeting shoppers as they enter the store, distributing both complimentary cart wipes and the store's weekly sales flyer.
- Your brand's message can be one of the first things a shopper notices.*

BUYING

- Ads are sold as full banners (4'H x 2'W).

***RESEARCH:** 50% of all shoppers read printed circulars to find deals (mailing) - 25% used a printed circular in-store. (Retail Feedback Group)



market info center

16 SQUARE FEET OF UNDENIABLE VISIBILITY

LOCATION

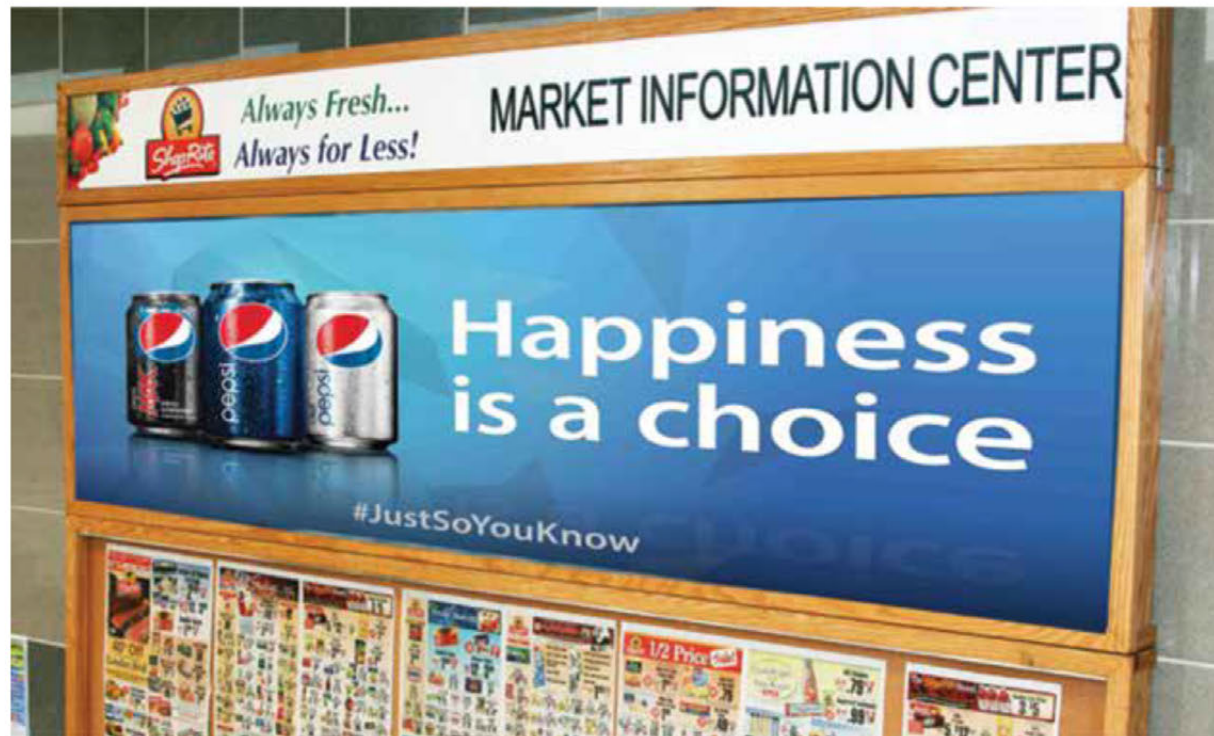
Located on the wall at the entrance or exit of the supermarket.

VALUE

- Allows advertisers to reach every shopper who visits the store with signage up to 16 square feet.

BUYING

- Ads are sold as a full banner (2'H x 8'W).



bench displays

UNPARALLELED VISIBILITY

LOCATION

Adcorp Media Group bench advertisements are located at:

- The entrance outside the market
- The interior vestibule
- Across from the checkouts

VALUE

Oversized ad and location offer unparalleled visibility.

BUYING

- Ads are sold as full banners (2'H x 8'W).



brandbars

SHOPPERS “HOLD ON” TO YOUR MESSAGE

LOCATION

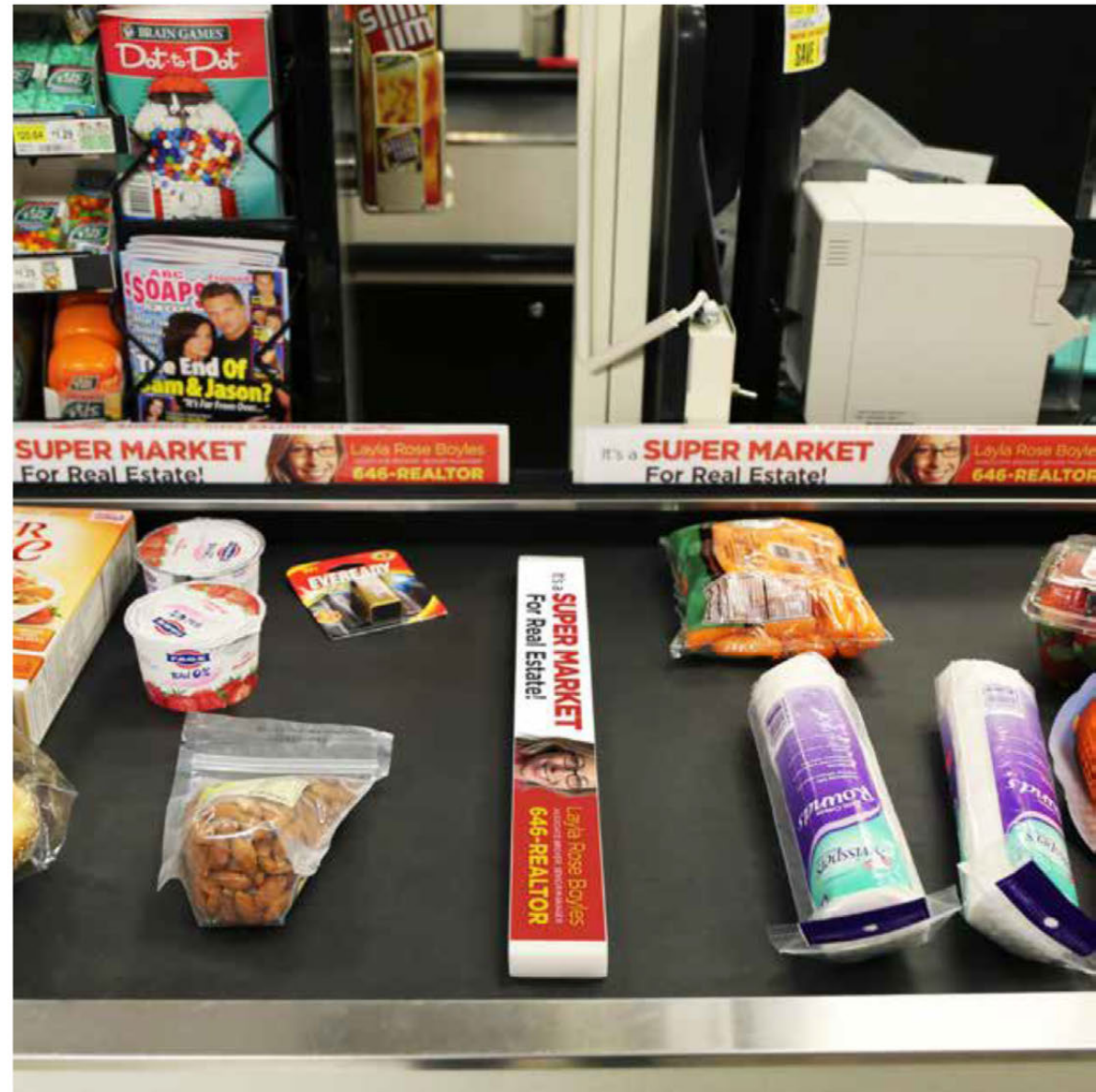
Located at all registers at the supermarket — 2-3 per lane.

VALUE

- Product exclusivity — one advertiser
- All shoppers will see your ads.
- Continuous message exposure.

BUYING

- Includes advertising on both sides of the bar for continuous exposure to all shoppers.
- You own all the brandbars! Buy includes ALL brandbars on ALL registers.



Our Digital Programs

IN-STORE DIGITAL NETWORK

GROCERY TV

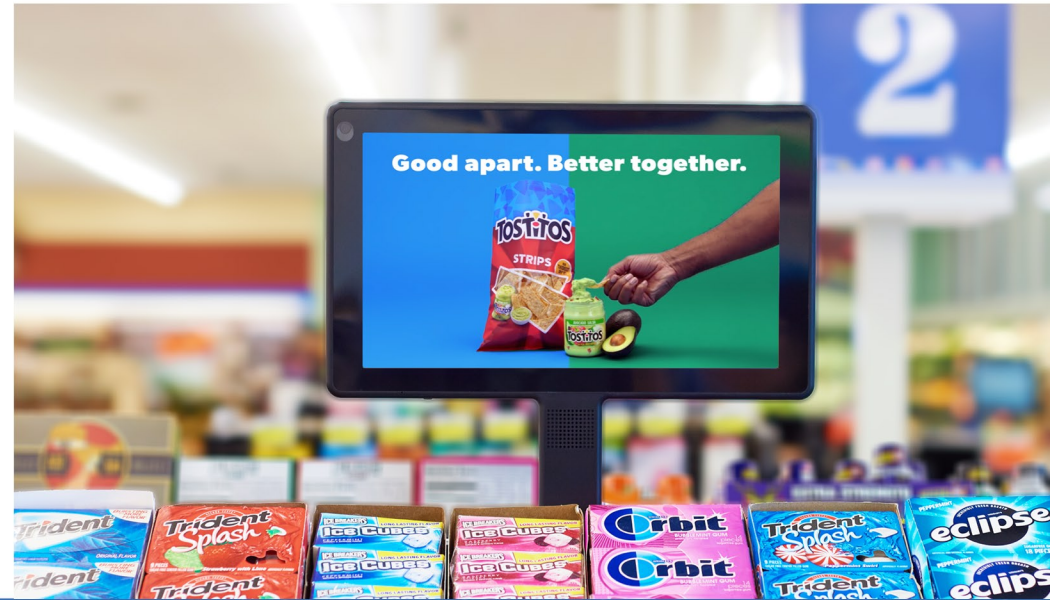
Multiple monitor network along the registers

DELI DIGITAL AT BIG Y

Hi-def screen placed behind the deli counter to allow for message engagement while there is dwell time at the deli

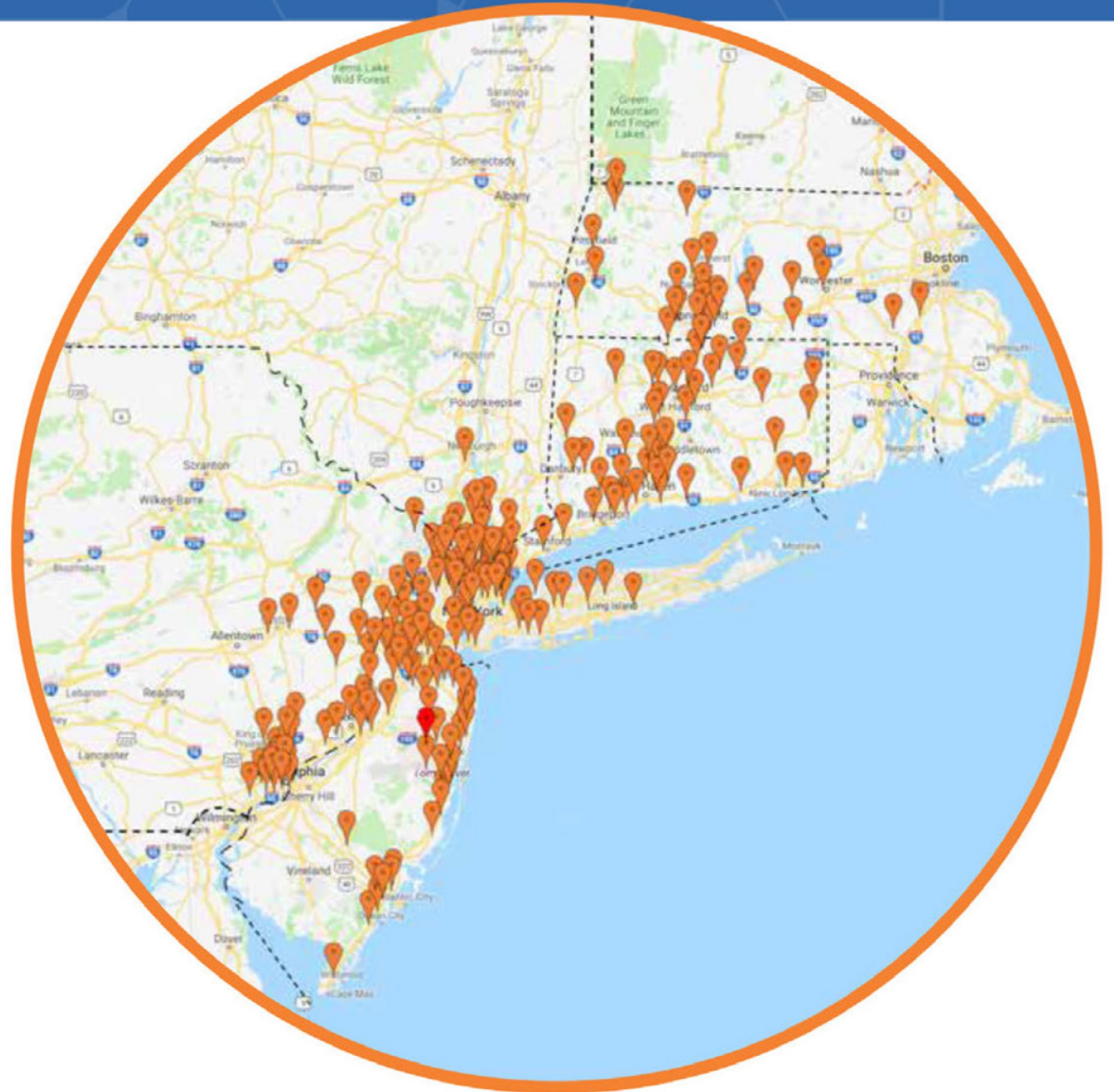


STRATEGIC AD PLACEMENTS



MarketVision Network Overview

- 200+ supermarket locations
- Delivering 24 million average monthly ad impressions per month
- Streaming :15 video in a 4 minute loop (no audio)



marketvision at checkout aisle

MULTIPLE MONITOR BROADCAST



LOCATION

- A bank of screens located at each register above the candy rack.
- Placement of screens allows direct engagement of your message to the shopper while at the register.

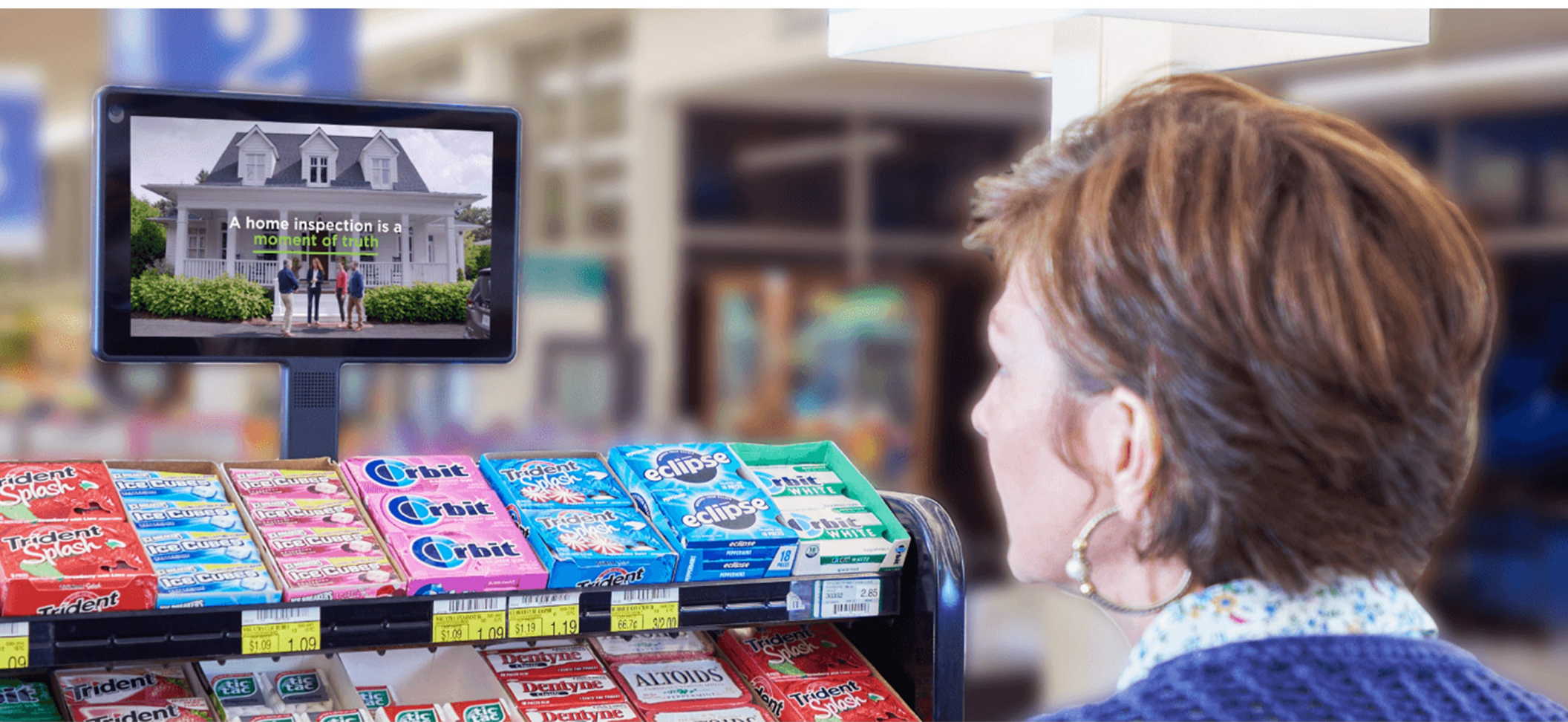
VALUE

- Multiple monitor broadcast network with continuous exposure to shoppers while at the register.
- Network runs a continuous 4:00 minute loop of advertising, store promos and entertainment content.

BUYING

- Ads are sold as :15 spots placed within a 4:00 loop.

***RESEARCH:** 59% of consumers take interest in specific time/day/location OOH ads. (Nielsen)



marketvision @ deli

MESSAGE ENGAGEMENT WHERE THERE IS DWELL TIME

LOCATION

Screen(s) placed behind the deli counter. Program is offered in Big Y supermarkets only.*

VALUE

Network runs a continuous 4:00 minute loop of advertising, store promos, and entertainment through our ChimelIn TV Network.

BUYING

- Ads are sold as :15 spots placed within a 4:00 loop.

***RESEARCH:** Retailers have devoted more space to perimeter departments - Produce (51.6%) and Deli (30.2%). (SN, 2016 Fresh Foods Survey) 'Fresh' is a priority for shoppers. (FMI)



role in the media mix

BRAND OBJECTIVES



STRATEGIC ROLE OF SUPERMARKET MEDIA IN MEETING A BRAND'S OBJECTIVES:

TEST MARKET - MEASURE SALES LIFT

Choose your store or geographic area.

- Product launches/line extensions
- New campaigns

BRAND RECOGNITION

Generate ongoing brand and message awareness.

TRIAL

Large format print vehicles can offer coupons for distribution to induce trial/conversion/call to action.

REACH & FREQUENCY CONSIDERATION

LOCAL PROMOTIONS VIS-A-VIS COMPETITIVE ACTIVITY.

Cross-Platform Programs Along the Path to Purchase



Multiple Opportunities for Brand/Message Engagement

- Powerful and effective OOH communication vehicles.
- General consistent branding.
- Deliver a connected shopper experience.
- Tell a story.
- Campaign flexibility — Different message per product.
- Opportunity for CPG brands to drive shoppers to your point-of-purchase.



adcorp
MEDIA GROUP



BBB Rating: A+



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