

GRAB THIS!

74% of grocery purchase decisions are made in store

IT'S NO SECRET, talking to your shopper in store will increase your sales and optimize your overall campaign results. **GRABERTISING** is the most effective in store medium with **PROVEN** high recall (88% unaided) and measured sales results.

WE GUARANTEE:

- ✓ 1st interaction with the Shopper at the store (80% of shoppers take a cart).
- ✓ Intrusive “Between the Hands” delivery of your message.
- ✓ Constant exposure throughout shopping trip (28 minutes on average).
- ✓ A front-and-centre uncluttered environment with no fragmentation.
- ✓ Drive Impulse traffic to your product (80% of shoppers do not shop the whole store).
- ✓ High quality printing and presentation protects your ads from the elements.
- ✓ Quick, easy and dependable execution with turnkey program support.
- ✓ Couponing opportunities on handle – rebate at check out (select banners).
- ✓ Cost Effectiveness “All-Inclusive” rates with no hidden costs.
- ✓ Credible Measurement of your campaign results with retailer supported data.

