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## Real ROI?

We commissioned The Seed to conduct research into the understanding of the Shopper Media space and perceived effectiveness. The results illustrated a lack of understanding of, and confidence in, the ROI that Shopper Media delivers.

The changing media and economic landscape has brought about the necessity for all media investment to deliver a quantifiable return for brands. In particular, the past 18 months has seen clients (agency and direct) demand greater accountability from media suppliers and insist that all spend delivers a strong return on investment (ROI).

This increasing emphasis on accountability is an important progression for a media industry which has gotten away with outlandish claims for far too long.

The fact remains that accountability and ROI mean different things to different people. The key is to ensure that comparable metrics are analysed.

### Comparing apples with apples

Shopper Media is commonly understood to be media that targets shoppers at multiple touchpoints in and around the retail environment. Given Shopper Media's proximity to the point of purchase (POP), delivering a strong ROI should be a key selling point of Shopper Media. However, because of this, clients often raise the bar higher for Shopper Media.

While I encourage this scrutiny, the key is in providing ROI metrics that are directly comparable to mainstream above-the-line (ATL) media. There is no doubt that

TV, magazines, radio, online and outdoor all play a part. However, typically the only accountability or ROI analysis shown for these media is eyeballs/impacts or awareness tracking.

How do we define 'effectiveness' in the Shopper Media sphere? Is it the level of awareness of the media? The influence the media has on shoppers compared to other POP material? Or is it more quantifiable measures such as cost versus reach and frequency, or cost versus sales achieved?

Real ROI is achieved when shoppers are converted to buyers. TV may drive shoppers to your category, but it won't necessarily convert them into buyers. Shopper Media leverages marketing spend where it counts.

Shopper Media is not about eyeballs and audience potential, but engaging and activating shoppers. That's not to say Shopper Media does not have audience potential. Over eight million grocery buyers visit Australian supermarkets on average 2.5 times per week.

However, awareness tracking loses its relevance in the retail environment. A shopper wouldn't know the difference between a wobblers and a shelf unit, particularly given shopping tends to be a habitual behaviour which doesn't involve a lot of cognitive processing. Ironically in most awareness studies we've conducted, all shoppers claim to have seen campaigns on TV despite the campaign having only been in the retail environment.

Shopper Media dovetails with mainstream ATL communications to leverage and boost latent awareness, and drive brand selection at the POP. Detailed cost analysis reveals that in-store media has a competitive CPM rate (cost per thousand impressions). Furthermore, our research shows that by redeploying a portion of your TV budget to shopper media,

you can achieve an increase in schedule delivery for the same cost, and effectively close the communications loop.

However the most logical comparison for Shopper Media would be to analyse the effectiveness the media has in achieving the ultimate goal for manufacturers – converting shoppers into buyers! This data should then be compared with the sales uplifts achieved through other ATL mechanisms.

### Delivering value via strategic effectiveness

Maximise the value you receive from your Shopper Media campaign by strategically planning and tailoring your program.

Increase your ROI by specifically targeting your campaign – plan where you activate your campaign (ie. regions) by matching local demographics with your target market. Another option is to use supermarket hot spots for complementary placement.

Looking at a shopper heat map for 'Soccer Mums', we see recipe bases have moderate foot traffic, while fresh meat has high foot traffic. The Soccer Mum shopper wants value – the best at a reasonable price. She's time poor, so she wants it fast and healthy. This is an opportunity to drive foot traffic to your brand with in-store activity in the fresh meat section.

Regardless of your medium, the ROI you can expect from your campaign is intrinsically linked to the creative. Ensure your campaign creative leverages the environment, incorporates a clear product shot, provides a strong call-to-action, and offers the shopper a clear solution. A clear product shot and strong branding are important as it closes the communications loop by providing a visual link between your marketing communications and your product on the shelf. 🛒



### Shopper heat mapping

TorchMedia has developed proprietary supermarket heat mapping technology, which maps 'hot spots' in a supermarket down to category level, based on Nielsen Panorama data.

Heat maps can be generated for

specific shopper groups, based on the concentration of foot traffic throughout the store. We can, for example, look at the Soccer Mum shopper segment, or we can focus on very specific user groups, such as light purchasers of potato chips and soft drinks.

From these heat maps, we can see the other top categories that these groups are purchasing each month, and estimate the shopper's movements through the store.

This innovation gives planners a greater level of understanding

of how people move through the store and importantly, what the hot complementary placement opportunities are.

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