

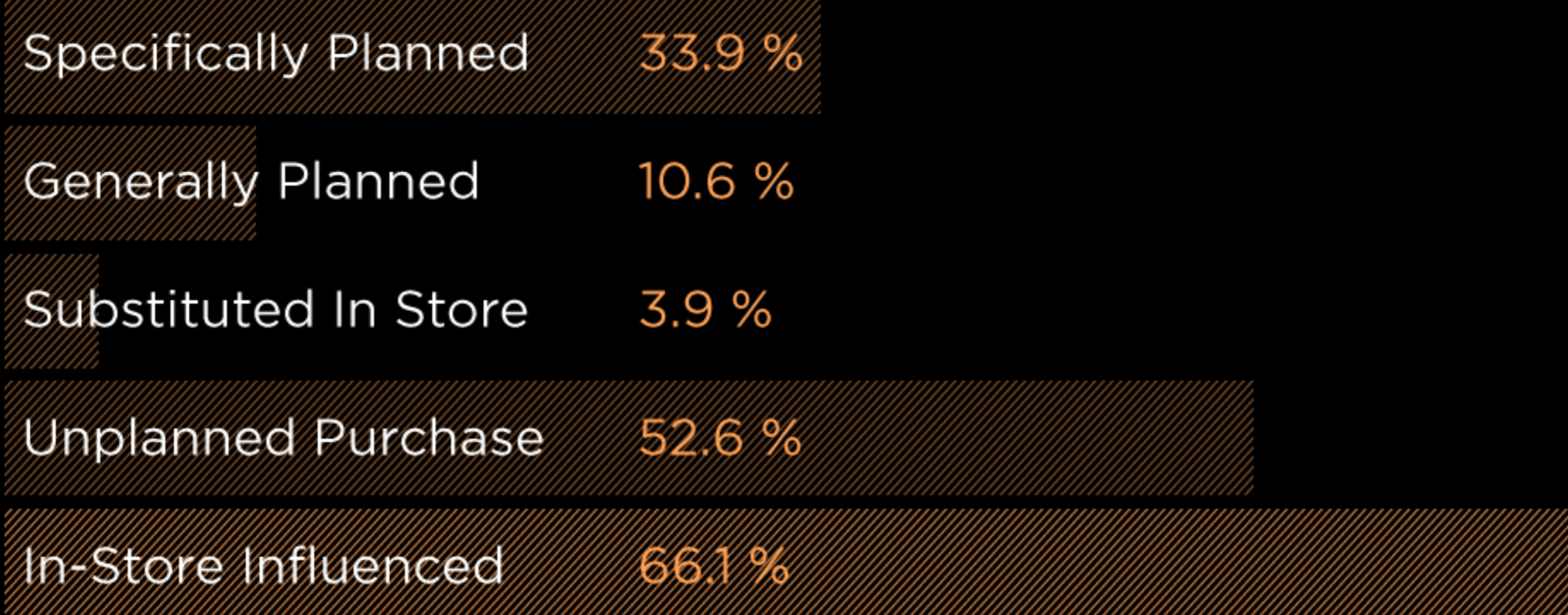
POP SIGNS SELL

Over the past thirty years, research into the effectiveness of Point of Purchase (POP) Advertising has focused on answering three key questions:

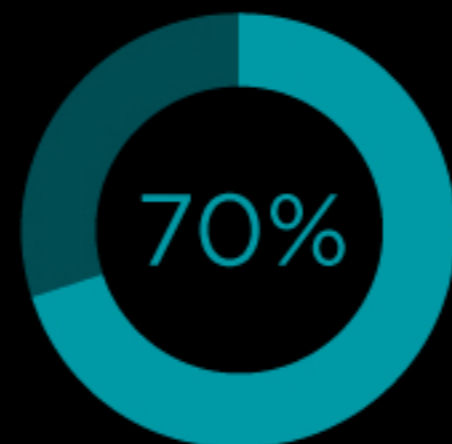
1. Do consumers recall POP messages?
2. Does POP generate a sales lift?
3. What type of POP generates the best results and is most cost effective?



MOST RETAIL DECISIONS ARE MADE AT THE RETAIL SITE



Sales increases from POP averaged 9.2% across stores with lifts as high as 97.1% from one material.



70% of buying decisions are made on impulse.



Adding the right POP to the existing shelf presentation or incremental display drives significant additional sales.

TO CAPTURE THIS POTENTIAL, RETAILERS SHOULD:

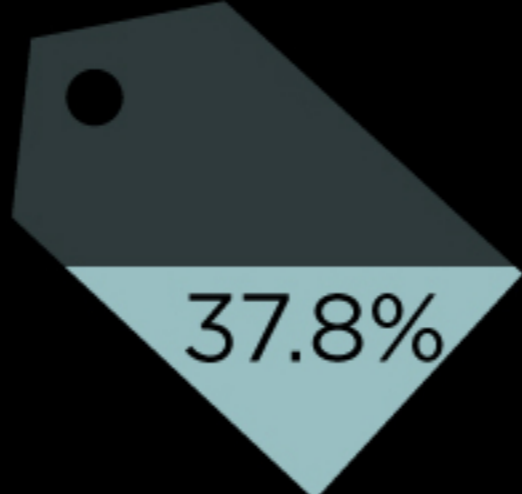
- Optimize the mix of POP materials used
- Learn what works for their brands & categories
- Track POP execution at regular intervals



CONSUMER RECALL STUDY OF IN-STORE ADVERTISING



40% of shoppers recalled seeing advertising



In-store advertising was present for 37.8% of products purchased.



Of those purchased items with in-store advertising, 28.8% were recalled.



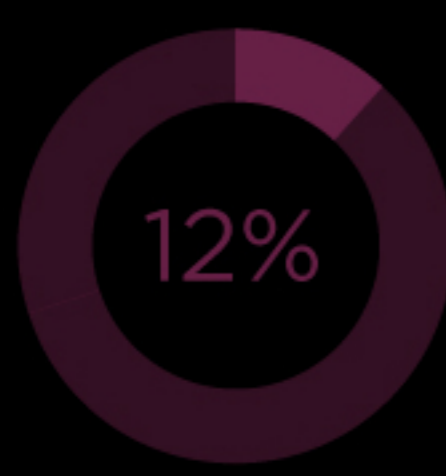
Shoppers had better recall when ads communicated retail savings or provided an incentive to purchase



Cigarette, carbonated beverage and coffee advertising was recalled most often by shoppers.



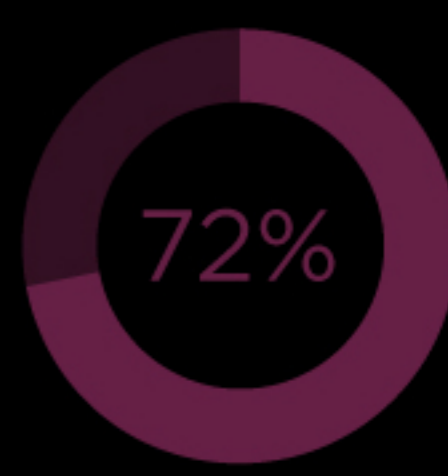
POP on the outside window, in the food service area or at the register provided the best overall recall.



Drove by



Pulled up



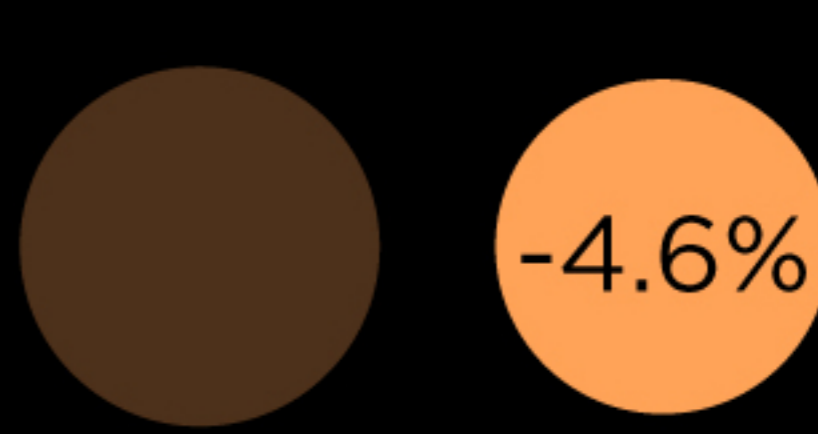
Walked in Store



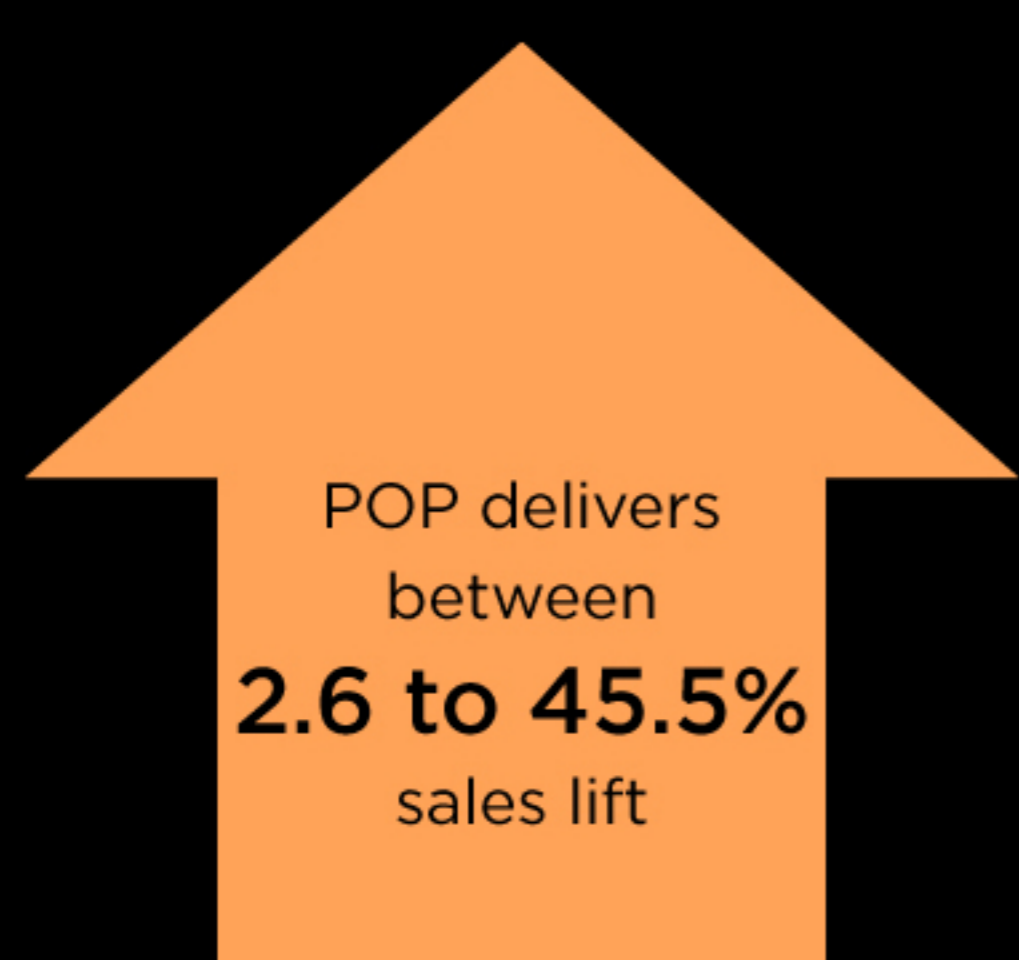
SIGNS SELL MORE MERCHANDISE



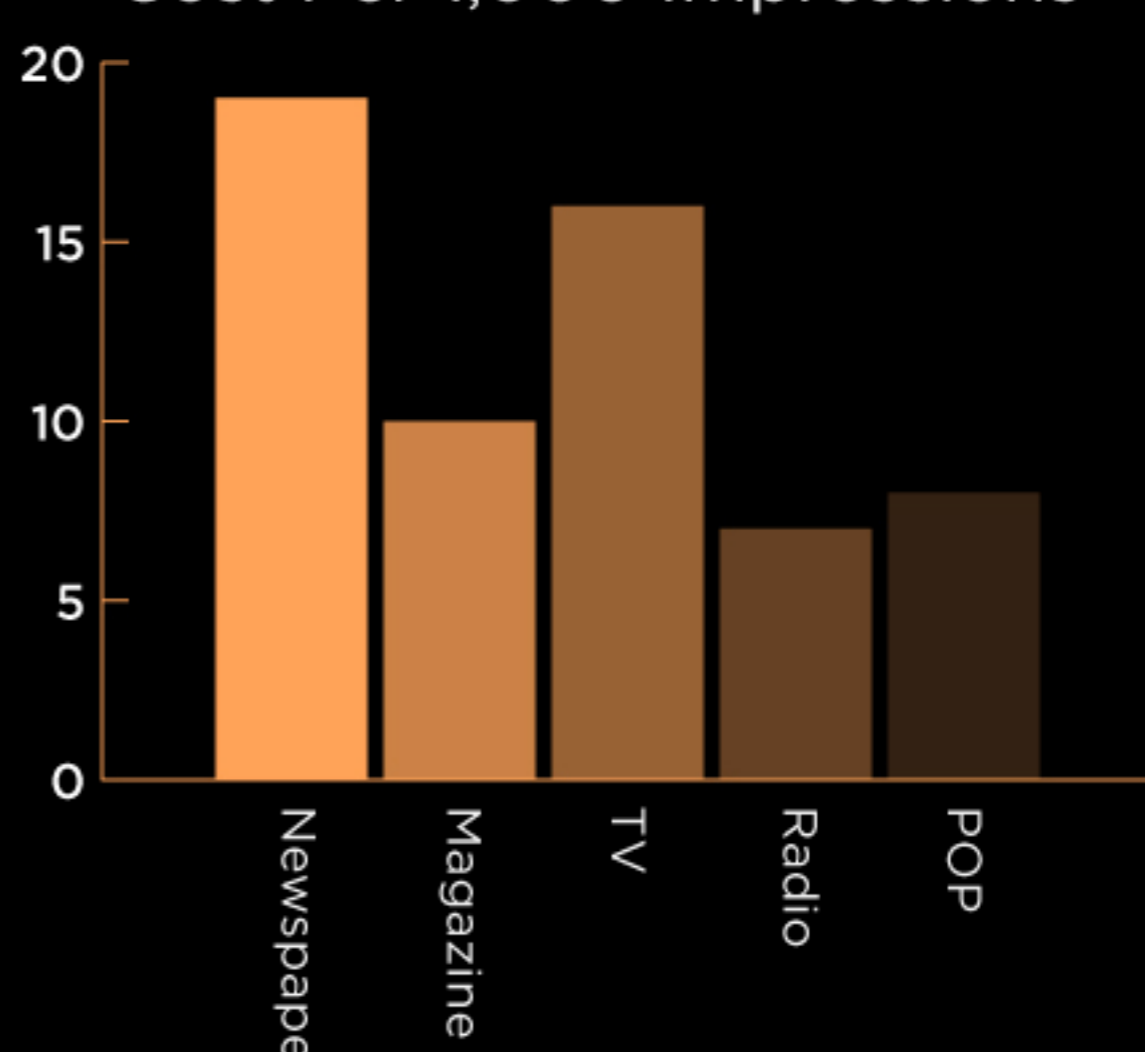
Total merchandise sales went up 15.7% from previous month in the stores with signs



Total merchandise sales declined 4.6% from previous month in stores without signs



Cost Per 1,000 Impressions



When comparing POP costs to other forms of media, POP is very cost effective.

POINT OF PURCHASE SIGNAGE IS EFFECTIVE IN PROVIDING SALES LIFT.



We make retail betterSM

SOURCES:
 Topical Marketing Report Information Resources Inc. (Sign of The Times Magazine)
 Dupont Store Exit Studies (Sign of The Times Magazine)
 Convenience Channel Study by POPAI (Point of Purchase Advertising International)
 Media Dynamics, Morgan Stanley and PCI Research