

A photograph of two women in a retail setting. The woman in the foreground has long brown hair and is wearing a blue denim shirt, carrying a brown paper shopping bag. She is looking down at a smartphone held by the woman behind her. The woman in the background has blonde hair and is wearing a dark blue sweater, smiling as she looks at the phone. The background is softly blurred, showing what appears to be a store window.

HIGH IMPACT MOBILE CAMPAIGNS DRIVE IN-STORE VISITATION INTENT

Campaign Date: December 2014 - January 2015



Boxing Day is one of the busiest days of the year for retailers, with high competition for in-store foot traffic. With people switching off during the holiday period, it made sense for one of Australia's biggest retailers to invest in a smartphone advertising campaign during a time where traditionally, traffic on other devices sees a cyclical decline. Advertising on *The Sydney Morning Herald* and *The Age* m-sites during the holiday season proved to tick the boxes for this retailer, driving a significant increase in advertising recall and strong upward shifts in online research intent and in-store visitation intent.

CAMPAIGN OBJECTIVES

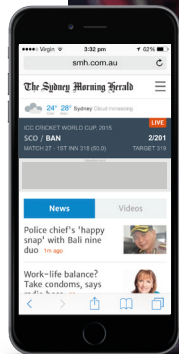
- Drive intention to research potential purchases online
- Drive in-store visitation intention

CREATIVE EXECUTION

The campaign ran across a number of premium placements on *The Sydney Morning Herald* and *The Age* m-sites including front page banners and medium rectangles

RESEARCH METHODOLOGY

A control / exposed methodology was utilised with a survey launching upon exposure to the campaign. Respondents in the control group were recruited prior to the campaign commencing but during a window between major campaigns running on Fairfax Media's m-sites. The control audience was weighted to match the key demographics of the exposed sample. (n=5,152)

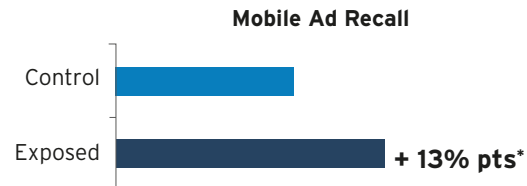


MEASURABLE RESULTS

MOBILE AD RECALL

Research showed that premium advertising on *The Sydney Morning Herald* and *The Age* m-sites generates superior cut through for advertisers, with mobile ad recall showing a significant uplift of **13%** points among those exposed to the campaign. This was **three times higher** than Millward Brown's Online Retail MarketNorms[^].

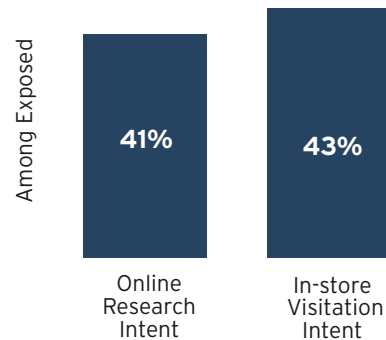
With the campaign executed during a particular strong retail sale period, it was important to understand whether creative messaging associated with 'sales' drove stronger ad recognition by price conscious consumers. Interestingly, there was significant uplift in ad recall by both those who were motivated by sales (**+12% pts**) and those who weren't motivated by sales (**+13% pts**), highlighting that both messaging and creative are equally important in driving mobile ad recall.



RESEARCH ONLINE, VISIT OFFLINE

The convergence of the online and offline retail landscapes can be supported through m-site advertising. After campaign exposure, **two-in-five (41%)** people intended to research the advertised retailer goods online.

Furthermore, the research showed that m-site advertising has a direct link in driving uplifts in in-store visitation intent, with **two-in-five (43%)** of those exposed to the campaign intending to visit the retailer in-store. This strong directional uplift of **4% points** was close to **three times higher** than Millward Brown's Online Retail MarketNorms[^].





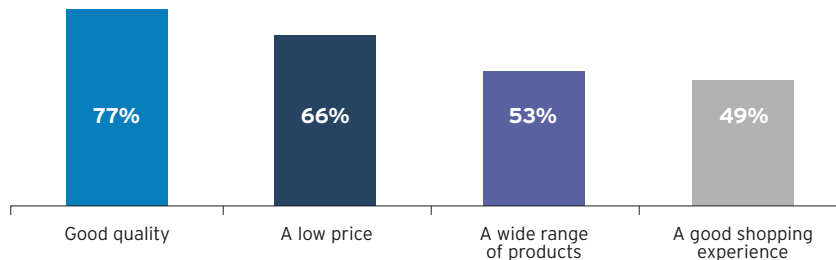
REACH AN AUDIENCE WHO VALUES QUALITY OVER PRICE WITH FAIRFAX MEDIA'S M-SITES



With an increasingly competitive marketplace, there is heightened competition for retailers to build awareness and drive consumer traffic in-store and online. This research piece uncovered the key factors that impact consumers' retailer choice; majority (**77%**) stated high quality products as being the most important factor, however price sensitivity featured highly and was ranked the second most important element by over **two-thirds** of respondents

Of particular importance to retailers is the fact that a good shopping experience ranked as an important factor by half of respondents. With consumers having increased access points through digital and bricks-and-mortar channels, retailers need to ensure a smooth shopping experience across all channels.

Important factors impacting store choice



Source: Millward Brown Ad Index Retailer Campaign, January 2015. * Represents statistically significant differences at 90% confidence levels. *Millward Brown's Online Retail MarketNorms refers to 59+ online retail campaigns collected over the last 3 years. Although the research methodology is comparable, these campaigns ran on desktop platforms globally so are not directly comparable to the Australian mobile case study as there are substantive differences in advertising options and consumer responses between the platforms.