



be the better local food source

Hyper-Local Targeting, Exciting Engagements

Out-of-home and experiential advertising carries local strength better than other media formats. Even the best performing newspapers can't compare to the 85 percent reach of OOH. With 1/3 of travelers making purchase decisions in the car, OOH offers an effective platform to influence a shopper just before the point of sale, whether they're part of the 70% who grocery shop after work or the 87% who shop on their days off. Plus, OOH makes a more positive connection with the consumer over radio or TV. *(Source: OAAA)*

With beacon technology, our media formats can deliver coupons and other marketing messages directly on the path to purchase, and a beacon-enabled shopping experience can result in personal engagements at the product level.

How can we help you portray your fresh foods on a larger than life canvas?

- mobile billboards
- brand ambassador teams
- beacon coupon delivery
- splash events
- jet pack teams
- food sampling
- pop-up retail
- grand opening events
- retailtainment
- Segway squads

“OOH allows advertisers to connect with people on a more personal level. It's a media form that has been enhanced – not weakened – by the rise of digital.”

// OAAA



a sampling of our grocery retail clients

