

Supermarket TV Announce Campaign Effectiveness

Feb 2009

In-store signage improves sales...

Supermarket TV announce that research from Nielsen indicates an average sales increase of 14% for advertisers,

'Positive reactions from entrepreneurs, shoppers, and advertisers actually already gave away that Supermarkt TV was a bull's eye,' according to Diana Niemer, product manager with Supermarket TV. 'It's great that the figures from the widely respected research firm Nielsen now bear this out. This isn't only an enormous confirmation for us and the supermarket entrepreneurs. The twenty-five top brands that stuck out their necks to advertise on this relatively new medium have been rewarded for their trust in Supermarket TV and in POSTV'.

Nielsen has furnished its own scan for Supermarket TV. Each advertiser on Supermarket TV thereby receives an objective report based on this scan. The scan always encompasses four weeks prior to the broadcast dates and two weeks during the action period. The shops with Supermarket TV are compared to to a control group with triple the number of shops to keep the analysis as reliable as possible.

Niemer: 'The average sales increase for advertisers on our network is 14%. This rise is 25% for advertisers of sweets & snacks! The impulse character of these articles plays a role here and the strength of our programming is that we can also utilize editorial content commercially. Advertisers have already adopted the various recipes and our weather forecast'.

In September 2007, POSTV began to approach independent entrepreneurs of the business concepts PLUS, C1000, Super de Boer, MCD, and Jumbo for Supermarket TV. The first twenty-five supermarkets were equipped with screens in March 2008. Less than one year later, the Supermarket TV network spans more than 200 connected supermarkets at 1,000m2 LFA average. Supermarket TV is now being broadcast in eighty supermarkets with various business concepts and 120 co-op and super co-op shops. Supermarket TV reaches three million shoppers weekly.