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For Immediate Release

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In-store Marketing Q&A with Tom Staltare

According to a comprehensive research study conducted February – March 2008 by OgilvyAction New York, more than two-thirds of packaged goods shoppers make their purchase decisions within the store. Digging a little deeper into the numbers reveals that the level of in-store purchase decisions varies significantly based on the product category in question and the retail channel being shopped. That finding affirms the growing realization among marketing professionals who are moving from cookie-cutter to customized solutions for effective marketing campaigns within the retail environment.

Some retailers might look to off-the-shelf signage solutions because they are cheaper and are less of a strain on company resources. However, more and more retailers are realizing the need for control and customization when it comes to their signage and in-store marketing communication campaigns. Enter Tom Staltare, Director of Windsor Marketing Group's MarketSURE program. Tom is an industry thought leader, whose retail marketing insights and consulting have been utilized by the nation's top grocery, liquor and big box retail outlets.

MRP - Hi Tom thanks for joining us today. It seems retailers are increasingly aware of the impact in-store marketing will have on their bottom line. What do you see as the next trend proactive retailers need to stay on top of?

Tom – Reaching consumers with your message is growing harder every day. Retailers and brands are finding it more difficult to pin down their customers. Large radio and television audiences have fractured and are spending more time online, watching cable and satellite television, and listening to satellite radio. Add the DVR phenomenon to the mix and retailers are left scrambling to reach their customers. However, there is good news. The point of sale is more critical than ever to retailers. We understand today more and more decisions are being made at shelf and secondary display level. Retailers have enormous influence over what products will sell in their store.

MRP – What's the biggest challenge for retailers to reach their customers?

Tom – The biggest challenge I foresee for most retailers, given the state of the economy, is increasing basket size and convincing customers to plus up and add on purchases. How do you do that? We've found the best way to increase sales is for retailers to gain more control over and increase the monitoring of their in-store signage programs.

MRP – How do you see retailers reaching their customers as audiences continue to split?

Tom – TV, radio, internet – they will all find a way through technological advances to reach target audiences. I can't really speak to that. But, I can speak to the power of in-store marketing programs. Everyone may not watch TV or listen to the radio, but everyone goes to the store. We all need to buy groceries, try on clothes, have our cell phones serviced, etc. And every time a customer enters your store, as a retailer, you have an opportunity to tell them a story with your in-store marketing communications. Moreover, the research shows the more customized your messages are, the more your register will ring.



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MRP – What pitfalls can a midsize retailer expect to face when planning out their in-store marketing campaigns?

Tom – That’s a question we asked ourselves at Windsor Marketing several years ago. We found that for retailers the biggest problem is in the overall management of their in-store communications. Large retailers often manage one vendor to supply art, another to provide printing services —offset, screen and digital. A third vendor supplies hardware, a fourth to handle kitting, and a fifth oversees warehousing and fulfillment. That’s when we developed our MarketSURE solution. MarketSURE offers an online platform that gives clients access to an order entry system, accounting instruments, warehouse storage, fulfillment center, marketing and tracking tools, all in one. Early adopters have already seen dramatic bottom line results.

MRP – Explain exactly how MarketSURE clients can expect to save.

Tom – MarketSURE is a one-stop fulfillment shop for retailers. It is a fully integrated system that handles everything in an in-store marketing campaign. It allows you to manage your printing, collating, kitting, warehousing and distribution of in-store communications materials all online, all under one umbrella. Clients see savings through volume discounts on larger runs, lower shipping costs through consolidation, reduced storage costs and lower administrative costs as clients receive just one purchase order and one invoice to process per month.

MRP – With customization being paramount, can customers use MarketSURE to tailor their in-store messaging by location?

Tom – Yes – anywhere, anytime, any item. For example, a district manager can sign into their MarketSURE account and ship a grand opening kit to one of her stores. While she is on, she can have packs of item/price signs sent to a different store. The point is, once your programs are created and entered into the MarketSURE system, you have the control to put it where you need it, when you need it and customize accordingly.

MRP – In addition to customization, what have you found retailers are looking for?

Tom – They are looking for customization, control and speed. They want the exact signs for a specific location. They want to monitor the entire process. And, they want it delivered yesterday. Our motto for MarketSURE is to work at the speed of retail. We guarantee all shipments received by 3:00 PM EST ship the same day.

MRP – How does the MarketSURE interface work?

Tom - To get started, retailers place an order online. Several marketing parameters including store locations, sign usage, history, costs, artwork and contract information are plugged into the MarketSURE system. The software then triggers the order entry process, warehouse execution and



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information processing. Retailers get automatic e-mail confirmations regarding orders, ship dates, and reorder points. Every month, a MarketSURE Report Folder is generated, comprising one consolidated invoice and usage reports that will help retailers evaluate inventory levels and other details of their in-store communications programs.

MRP – What would you say is one of the biggest costs when it comes to signage programs?

Tom – A lot of people think it's in the print process, but one of the biggest wasted costs is in the storage and fulfillment of the signage itself. MarketSURE is supported by a new 150,000 sq.ft. facility for warehousing and fulfillment. It allows us to store and distribute in-store marketing collateral for our clients, costing them just pennies a day.

MRP – Tom – thanks for your time today.