

15 BENEFITS of TRADE ADVERTISING



1 COMMUNICATION

- Better to over-communicate vs. under communicate-reach the vast retail audience
- Avoid "Why didn't I hear about this?"

2 GAIN SHARE

- You have to get products ON the shelf, before you can get them OFF the shelf.
- With highly impulsive categories, distribution and in-store real estate is more than half the battle. (Approx. 83% of purchase decisions are made in store).

3 TARGETED

RETAIL CHANNEL NUMBER OF STORES

Grocery Stores ¹	37,716
Convenience Stores ²	152,794
Convenience Stores (chain)	56,533
Convenience Stores (independent)	96,261
Drug Stores ³	44,761
Drug Stores (chain)	25,066
Drug Stores (independent)	19,695
Discount Stores (mass, discount, club) ⁴	21,480

Plus alternate channels: Vending, Foodservice, Military, Commissaries, PX's, Theaters, Entertainment Venues, College Stores, etc.

Sources:
¹Progressive Grocer Annual Report April '15
²Convenience Store News State of the Industry Annual Report June '15
³Chain Drug Review State of the Industry Report April '15
⁴Chain Price Annual Report May '15

4 REACH / MULTIPLE BUYING LEVELS

- Buyer, Merchandise Manager, VPs, Presidents.
- 59% of trade publication readers pass along/ share issues with more than one person (with a range of 1 to 8 additional people)

5 EFFECTIVENESS- ROI on TRADE MAGAZINES?

- \$12 in sales for every \$1 invested.

Source: Fairfield Research, 2001
<http://www.fairfieldresearch.com/publications/TradeMagazinesStudy.aspx>

6 LOW COST PER CONTACT

\$TRETCH YOUR BUDGET!

- Reach key decision makers at an average cost per contact of only \$0.24. That's 1,370 times less than the average sales call.
- Adcomm's media purchasing average is between 8-13 cents per contact!

Source: 2008 Customer Business Information Panel Business Information

7 CONSISTENCY

- Penton Media (Supermarket News) has done studies for over 10+ consecutive years showing direct correlation to trade ad spending and Clear Company Strategy rankings in Kantar Retail PowerRanking

8 CONTROL- CONTROLLED MESSAGE CONTENT AND TIMING

- Trade Advertising provides marketers with the 6 second message that sales teams need
- Provides the flexibility of communications down to specific dates/times to strategically time messages for key sell in

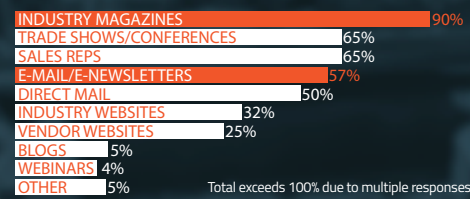
9 FREQUENCY

- The more impressions your company/brand can make the more top-of-mind you will be
- Trade advertising allows you to improve your share of voice vs. competition with ongoing communication

10 COMMITMENT

- Your sheer presence in trade publications goes a long way in developing industry perceptions of leadership, commitment, innovation and your brand

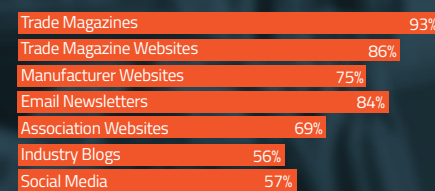
11 RELIABLE- USEFUL FORMAT – RETAILING EXECUTIVES USE TRADE MAGAZINES and E-NEWSLETTERS to KEEP UP with INDUSTRY & TRENDS



Source: Supermarket Industry Executive Study, Beta Research, 2007

12 CREDIBILITY- TRUSTED RESOURCE

9 out of 10 operators use a combination of print and digital media to obtain insights when asked what were the most useful media tools...



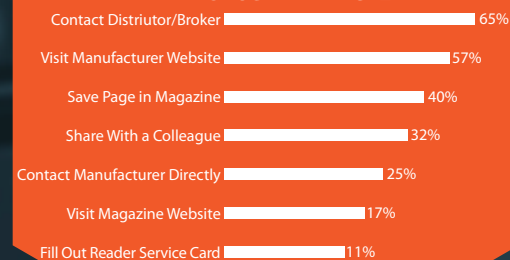
Source: Wainright, LLC, Media Consumption Study, June 2015

13 AWARENESS

- Advertised products increase buyer awareness by **250%** over those that weren't advertised

14 LEADS

ACTIONS TAKEN UPON SEEING A NEW PRODUCT IN A MAGAZINE



Source: Wainright, LLC, Media Consumption Study, June 2015

15 SALES SUPPORT

TRADE SHOW COMMUNICATIONS

- PRE SHOW/ PRE SALE
- AT KEY TRADE SHOWS/SALES MEETING
- POST SHOW/ POST SALE

NOW YOU CAN:

- Drive sales of new products and services with buyers
 - Introduce new flavors/varieties/packaging
 - Educate buyers on your position in category and share success stories
- Convey new merchandising ideas and seasonal offerings
 - Communicate your points of difference
 - Communicate programs and promotions
- Open new markets/new channels of distribution
 - Demonstrate your dedication to the industry and your proactive approach
- Provide constant and consistent communication
 - Become and/or remain category leader
 - Increase your percent share in the category
 - Target key volume accounts