



Tag Media did a study on the effect of in-store advertising in established grocery chains and hypermarkets, which reaches an otherwise elusive segment of the middle class market. The study, done by Opinion & Market Research Company, found that brands that advertise on in-store television enjoy higher recall and predisposition.

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February 2009 Consumer Insights  
In-store Television in established grocery chains and hypermarkets, reaches an enviable and otherwise elusive middle class market.

TAG reaches predominantly SEC A and SEC B audience. Consumers REALLY LIKE In-store Television.

TAG Research shows: 76% like In-store Television 89% feel In-store Television is an easy way to learn about new products. 75% find In-store

Television programs featuring product or sale information to be helpful.

Consumer Insights Brands that advertise on InStore Television enjoy higher recall and predisposition.

TAG Research shows: A) 55% notice screens B) 50% engage with screens (20% higher than average) C) 65% notice ads D) 2 to 1

predisposition to purchase for brands advertised on InStore Television

Shoppers agree In-store Television adds value to the store experience.

Consumer Insights Organized retail is growing at 40% pa in large cities and 60% in smaller towns.

Because it completes the 'last kilometer' of consumer experience, InStore Television has the power to connect the dots' in the consumer experience. TAG Ground plus In-store proves this out.

The sample The cumulative sample from 11 individual studies have been used to report these findings. 2805 interviews in all. 65% consisting of women.

CENTRE

n

%

Blore

821

29%

Chennai

918

33%

Delhi

562

20%

Hyd

300

11%

Mumbai

141

5%

Pune

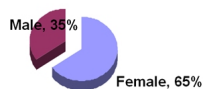
63

2%

Base (All - 2805)

2805

100%

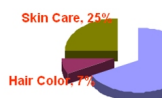


Effect of In-Store Advertising - a consumer research For : TAG MEDIA NETWORK By : Opinion & Market Research Company

February 2008

Categories sampled The 11 studies span FMCG products.

For convenience, we have grouped them under; Consumer Chocolates, Cookies, Mineral Water, Tea. Skin Care Soap, Creams Hair Color



Brands Sampled The brands covered in the 11 studies includes:

	Consumer	Personal	Skin Care	All
3 Boro	180			180
Bonanza	200			200
Clintol			135	135
Colgate			200	200
Kellogg	200			200
Kingfisher	401			401
Lakme			377	377
Oral Care	392			392
Parle Milk & Snek	310			310
Renew		210		210
Wowle	200			200
All	1883	210	712	2805

Consumers shop 35% of the consumers shopping at organized retail stores like Spencers, Foodworld & More (Fabmall) shop by themselves. 45% shop with a partner – Friend or Spouse. 20% were found shopping with their Family or a larger group.

n

%

Alone

978

35%

Family

555

20%

Spouse / Friend

1272

45%

**Base (All)**

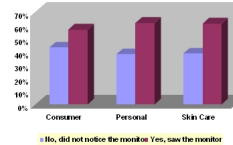
**2805**

**100%**

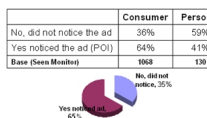
Incidence of viewing in-store monitors 58% reported viewing the monitor.



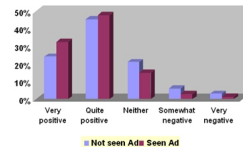
Incidence of viewing monitors Across categories, the incidence of viewing the in-store monitors remain about the same.



Incidence of noticing the Ad (Brand of study) 65% of consumers noticed the ad of interest (brand being studied). Skin care went more noticed than Hair Color at 41%, was the lowest.



Effect of in-store advertising on Overall Brand Evaluation The negative & neutral opinions are observed to shift to positive.

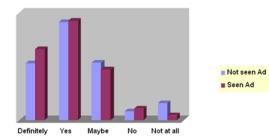


Effect of in-store advertising Consumers observed to be more positively inclined upon exposure to the store. Neutral attitudes are seen shifting towards a more positive stand.

	Consumer		Skin Care	
	Not seen ad	Seen Ad	Not seen ad	Seen Ad
Very Positive	32%	36%	9%	31%
Somewhat Positive	43%	43%	64%	58%
Neither positive nor negative	19%	17%	26%	10%
Somewhat Negative	4%	3%	1%	1%
Very Negative	3%	2%	0%	0%

Effect of in-store advertising; Inducing trial / purchase Significantly greater number bought the advertised brands among those who saw the ad, compared to those who did not notice.

Effect of in-store advertising; Recommend Brand Negative & Neutral attitudes observed to turn positive on exposure.



Effect on 'Intention to purchase' Strong disposition (Very Likely) is significantly higher among those who noticed the in-store ad. The negative disposition (Somewhat Likely & Very Unlikely) is observed to decrease (by 10%) among those who noticed the ad, compared to those who did not notice the ad.

