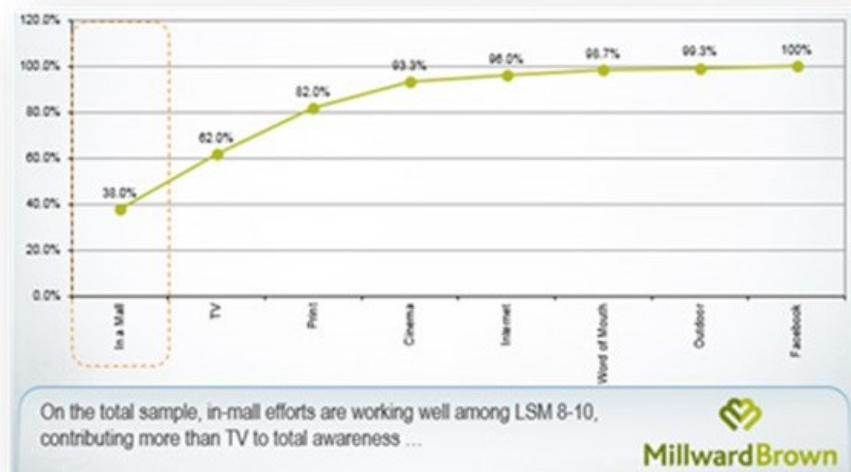


In-mall media proved as effective as TV

Independent research company, Millward Brown, conducted a recent case study that showed in-mall media to be as effective as TV advertising.

Research conducted on a campaign for an entertainment brand with mall presence, showed that in-mall media contributed 38% to total awareness amongst the LSM 8-10 group, contributing more than TV and print. Further analysis also revealed positive influence on decision-making and drove a healthy Return on Investment (ROI), directly growing attendance and usage figures.



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This particular case study outlined the effect and contribution of various advertising channel platforms, including in-mall media, to the awareness amongst user and non-user groups of the entertainment brand.

Deshendri Smit, Primedia Unlimited's Mall Division executive head of sales, says, "Over this research period, while only making up 10% of the overall media spend, in-mall media accounted for a 12% increase in sales and audience attendance."

Across the total sample, considering all the advertising platforms during the campaign, in-mall advertising platforms contributed 21.3% of the total awareness; this was second only to television. However, in the LSM 8-10 demographic split, mall media delivered 38% of the overall awareness, beating television and contributing 16.5% amongst the LSM 6-7 grouping, again, second only to television.

"The power of in-mall media had the greatest impact amongst the 'non-user' group," says Smit, demonstrating the power of in-mall media to drive awareness among new and lapsed users.

Brand Health Tracking revealed that in-mall advertising positively influenced decision making by a further 6%.

The power of proximity to point of purchase makes in-mall media a prime channel for brand custodians with in-mall presence or distribution. "Now is the time for marketers and advertisers to make bold decisions and stand out in the tough economic climate," encourages Smit.