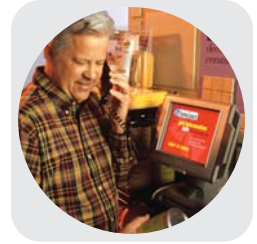
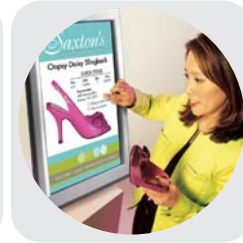


# Retail Media Networks: Influencing Buying Behavior in Real-Time

Engage the consumer at the point of decision with dynamic interactive marketing media.



Self-service. Wireless and web-enabled store services. Radio Frequency Identification (RFID). They represent “game-changing” forces with significant impact on the retail and consumer products industry.

Today, Retail Media Networks (RMNs) possess similar potential to change the competitive landscape for retailers and consumer products manufacturers by influencing consumer sales in a direct, measurable and real-time manner. For retailers, RMNs will create new revenue streams and operational capabilities. For consumer products manufacturers, RMNs will fundamentally change ad spending and effectiveness.

Retail Media Networks distribute content, including paid advertising, instructional content, shopper navigation and news, through a network of digital devices within a store. This integrated set of media and display solutions offers consumers interactive, self-service and rich-media applications that can impact their purchase behavior in real-time. Intel, Micro Industries and Capgemini have developed RMNs to help retailers, consumers and manufacturers interact, create demand, buy products and experience retail store environments in a whole new way.

As RMN deployments increase, retailers and manufacturers will need to articulate an RMN strategy and implement appropriate RMNs to remain competitive. Those who make the right choices will have the opportunity to create significant business advantage and profits.

## WHAT IS A RETAIL MEDIA NETWORK?

A Retail Media Network is comprised of three communication capabilities or modes: broadcasting, narrowcasting and interactive.

- *Broadcasting* is common content delivered to multiple devices across the store. The purpose of broadcast is to create awareness, build interest or generate demand among consumers.
- *Narrowcasting* is unique content sent to individual devices, with the content varying from device to device. Narrowcast ties content to location in the store.
- *Interactive* is shopper-specific and even shopper-requested content sent to individual shoppers. By delivering rich, highly targeted content to shoppers, RMNs have moved in-store media from simply informing customers to developing the customer relationship.

RMNs have the potential to build profitability through three enhanced business functions: dynamic operations, compelling experiences for consumers and in-store advertising.

A Retail Media Network has expanded capabilities far beyond “in-store TV”: sleek flat-panel screens, high-quality audio, interactive capabilities and centralized control over the content and screen operations. Networked video screens strategically located in key zones and viewing areas across stores allow retailers and advertisers to emphasize product features, showcase new products, communicate promotions and demonstrate product uses. RMNs also provide consumers



with news, community information and store navigation aides, and can read loyalty cards, print product information or coupons, and link to customer service representatives.

## HOW YOU CAN BENEFIT FROM A RETAIL MEDIA NETWORK

RMNs allow manufacturers and retailers to reach the consumer while they are in the store and in the buying mode—that is, ready to buy. RMN-based advertising is flexible. It can be tailored to an individual store brand, specific store locations or even single operational events; it can be changed or adjusted quickly to respond to consumer reaction; and can even be tailored to an individual shopper by coordination with a store loyalty program. All of these adjustments can be done in real-time, allowing manufacturers and retailers to make subtle changes, either automated or directed, on the fly to maximize sales and profits as conditions change.

For manufacturers, RMNs increase the effectiveness and efficiency of their advertising spend. In an environment where media is increasingly fragmented, RMNs provide an entirely new, highly effective medium and can even link the manufacturer directly to consumers when appropriate.

For retailers, RMNs allow the creation of new experiences for consumers and enable the continual refreshing of these experiences. With RMNs, retailers can drive 1:1 relationships with consumers and leverage knowledge of consumers' buying patterns and preferences. Store branding initiatives have greater reach and effectiveness, building consumer traffic, satisfaction and loyalty.

In addition, retailers' costs are reduced by RMNs in two ways. First, using the RMN for their own advertising, retailers lower their ad spend while increasing their advertising effectiveness. These benefits accrue while reducing the costs of traditional demand-creation activities. Second, retailers can lower their labor costs by using RMNs to deliver training content to employees, in-store self-help to shoppers, product information, in-store directions, etc.

RMNs also provide retailers with a new revenue stream from in-store advertising by both consumer products manufacturers and other businesses such as financial services firms. And RMNs can deliver real-time measurements of a campaign's or promotion's effectiveness and may even be operated on a pay-as-you-go basis, meaning advertisers may pay for advertising that has a direct and intended result.

## RETAIL MEDIA NETWORKS: HOW TO GET THERE

There is a broad availability of sophisticated, cost-effective devices today, and product evolution continues at a fast pace. When combined and used within an RMN strategy, these solutions can achieve the benefits of an RMN. Retailers don't need to deploy all solutions to achieve early results; there are various entry points to start an RMN deployment.

Intel® technology forms a broad foundation for these devices. Many of these in-store devices are based on Intel® technologies such as XScale® mobile and Centrino® platforms. Intel® mobile platform technologies enable in-store wireless networks to connect stores or communicate with consumers and employees. Intel® Xeon™ processor-based servers power the back-office applications that deliver rich content to the store as well as analyze customer behavior data.

Retail Media Networks Value Propositions	
Consumer Products Manufacturers	Retailers
MAY INCREASE SALES AND PROFITS BY:	
Trade promotion budget linked to sales	Interactive sales and promotions
Reduction in mass advertising outlays	1:1 relationship marketing with consumers
1:1 relationship marketing with consumers	Reduced store labor through customer self-service
Custom promotions linked to sales	Increase consumer loyalty; leverage rewards programs
Localized marketing/promotions	Reduce national advertising costs
Optimize content/campaign investments	A platform for growth; changing formats

**Micro Industries** offers advanced, complete solutions to retailers to provide dynamic, media-rich, self-service applications that entice, engage and enhance the customer's experience. From interactive self-service systems to large-screen format dynamic digital marketing, Micro Industries provides comprehensive and affordable open-standards based solutions. Micro Industries' hardware and software solutions are being used to transform direct-to-consumer marketing and sales at the most respected retailers and consumer goods companies.

**Capgemini** provides strategy, business justification, integration and implementation experience to retailers and consumer products manufacturers who want to transform their businesses. By combining what companies do best with what the consultants do best, Capgemini's Collaborative Business Experience helps retailers and consumer products manufacturers gain the benefits of new enabling technologies such as Retail Media Networks.

Intel, Micro Industries and Capgemini are working with a network of technology providers such as Cisco Systems, HP, Dell, Fujitsu and Symbol to bring retailers and manufacturers the RMN that's right for their business.

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