

# Arbitron Digital Out-of-Home

## Research for PRN | Rite-Aid 3D Kiosk

### Executive Summary



# Executive Summary

- Methodology
  - 361 interviews with shoppers aged 18 or older; 9 Rite Aid stores in Los Angeles; between May 14, 2012 and May 23, 2012
  - 76 observations among shoppers appearing to be aged 18 or older who stopped at kiosk
- Top Findings
  - The **kiosk is noticed** by nearly **1 in 4** Rite Aid shoppers
  - The **3D screen** is noticed by **more shoppers** than the touch screen
  - More shoppers who used the kiosk could **recall at least one brand advertised**
  - Opinions and attitudes about the 3D kiosk among users is **strongly positive**



# Key Findings



- Kiosk Viewership
  - **78%** of those who noticed the kiosk said they **plan to stop** by it during their **next visit to Rite Aid**
- Time Spent
  - Averaged **47 seconds** in front of kiosk
- Touch Screen Exploration/Coupons
  - **75%** of all people who **look/listened** to the touch screen **touched the screen** to get more information about an item
- Secondary Audience
  - **51%** of those who stopped in front of the kiosk had **another person** with them



# Key Findings (continued)

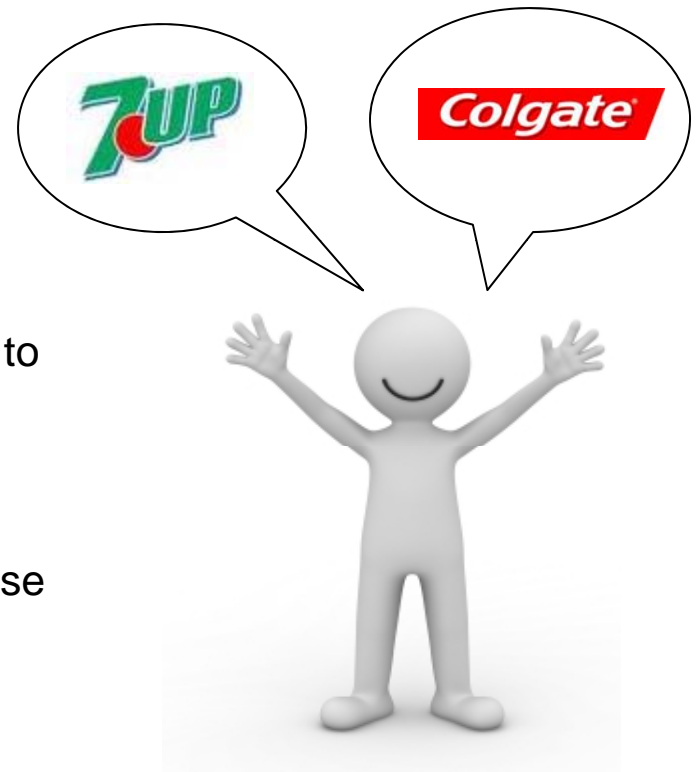
- Kiosk Satisfaction
  - **73% (3 in 4)** of those who noticed the kiosk **liked it**, and also found:
    - 86% **entertaining**
    - 84% **informative**
    - 84% **interesting**
    - 76% **persuasive**
- 3D Screen Satisfaction; those who saw the 3D screen felt:
  - 94% **grabbed** your attention
  - 92% **enjoyed** looking at it
  - 90% **drew** them to the kiosk
  - 72% made them **want to use** the touch screen



# Key Findings (continued)

- Benefits to Advertisers

- **85%** of those who looked/listened to the touch screen **recalled at least one ad** appearing on the kiosk
- Individual ad recall per brand ranged from 19% to 57% with an **average ad recall per brand of 37%**
- **81%** of those who recalled an ad on the kiosk rated its **influence on their decision** to purchase the brand a 4 or 5 out of possible 5



# Key Findings (continued)

- Influence of Kiosk Advertising
  - **81%:** how **influential** do you think the advertisements on the kiosk are in your decision to purchase any of those products
- Rite Aid Messaging on Kiosk
  - **92%:** how much **influence** do you think these messages will be in your decision to shop at Rite Aid in the future
- Coupon Satisfaction
  - **96%** thought printing of the coupons were **easy**
  - **94% prefer printing coupons from the kiosk** rather than looking through a printed store circular



# Appendix: Additional Information



# PRN: Delivering Engagement and Results

- Engagement. Average 69%
- Purchase Influence. Up to 76%
- Ad Recall. Up to 60%
- Sales Lift. Up to 183%. Average > 50%



Source: Premier Retail Networks, Inc., 2012



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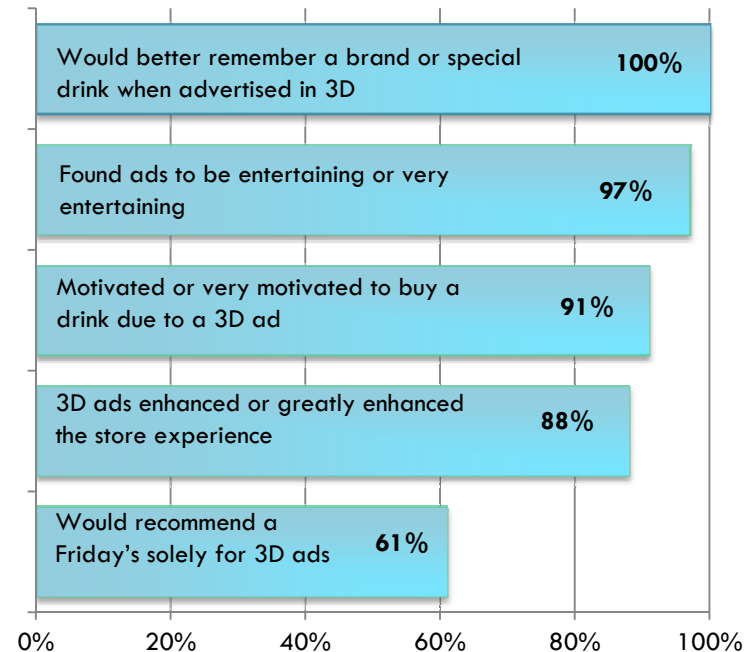
# More Success: Coupons, Promotions, & Campaigns

- Coupon redemption averaged 17% vs. the industry average of 1.5%
  - As high as 43% for some promotions
- On average, users printed 1.6 coupons per visit
- Little Caesar's Promotional Coupon
  - 170% Sales Increase



## T.G.I. Friday's Stats

When surveyed about 3D Holographic advertisements, T.G.I. Friday's patrons responded:



Source: Worldwide Marketing Trends