

xarevision
more vision. more share.

In-store space is a mass medium

xarevision
more vision. more share.

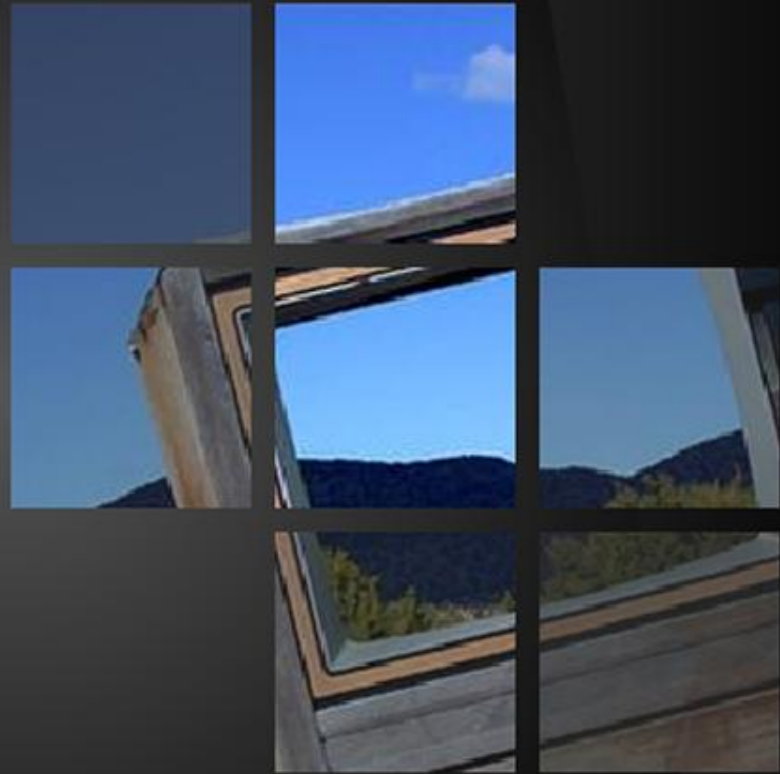
CONTINENTE





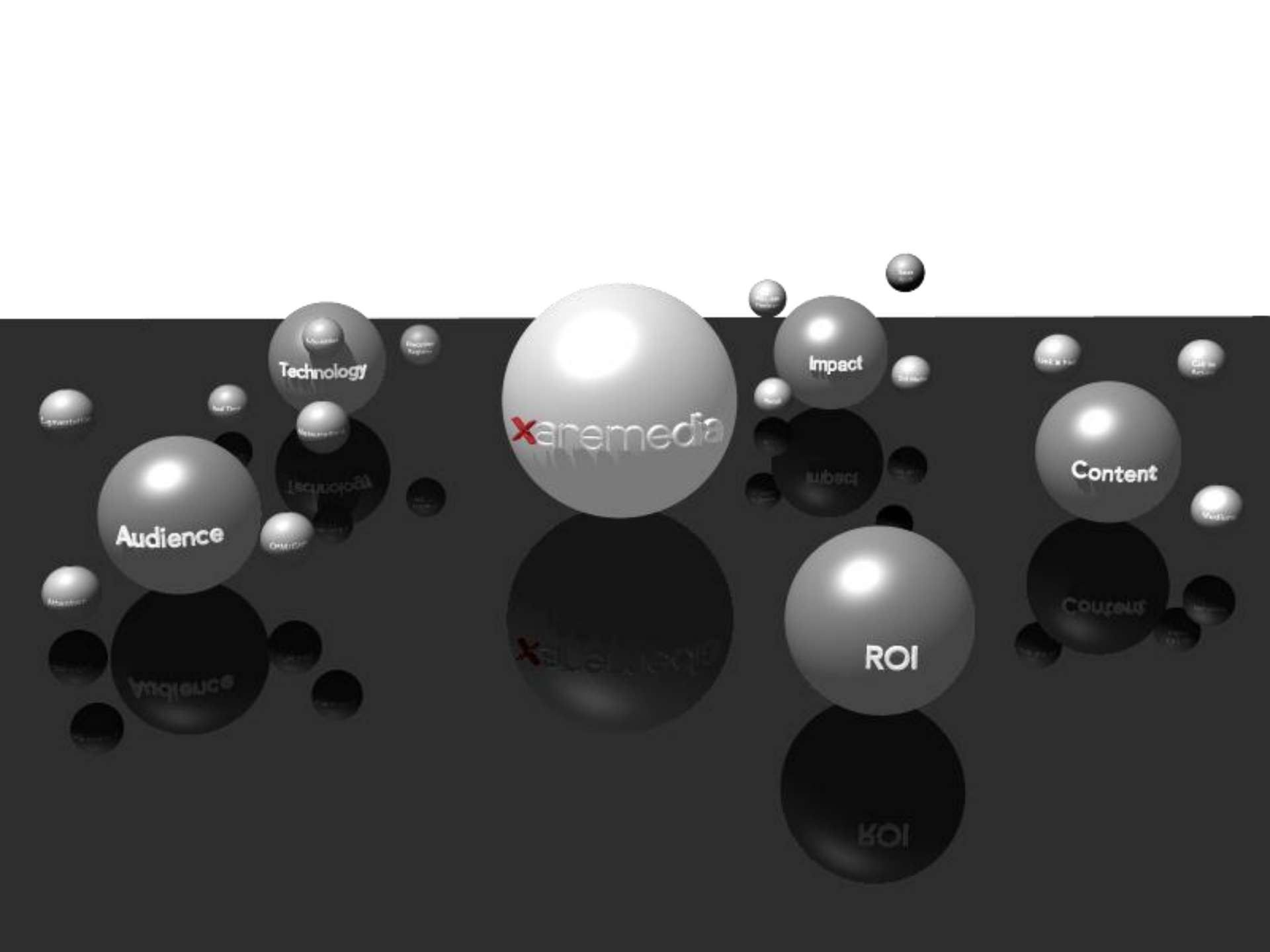
Portugal's biggest in-store digital signage network and one of the country's most seen networks

In traditional media,
publicity stops
entertainment



70% of publicity on TV,
gets 1% recall





xaremedia

Audience

Technology

Impact

Content

ROI

Content

ROI

Technology

Impact

xaremedia

Audience

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Segmentation

Measurement

Execution
Registry

Audience

CPM/GRP

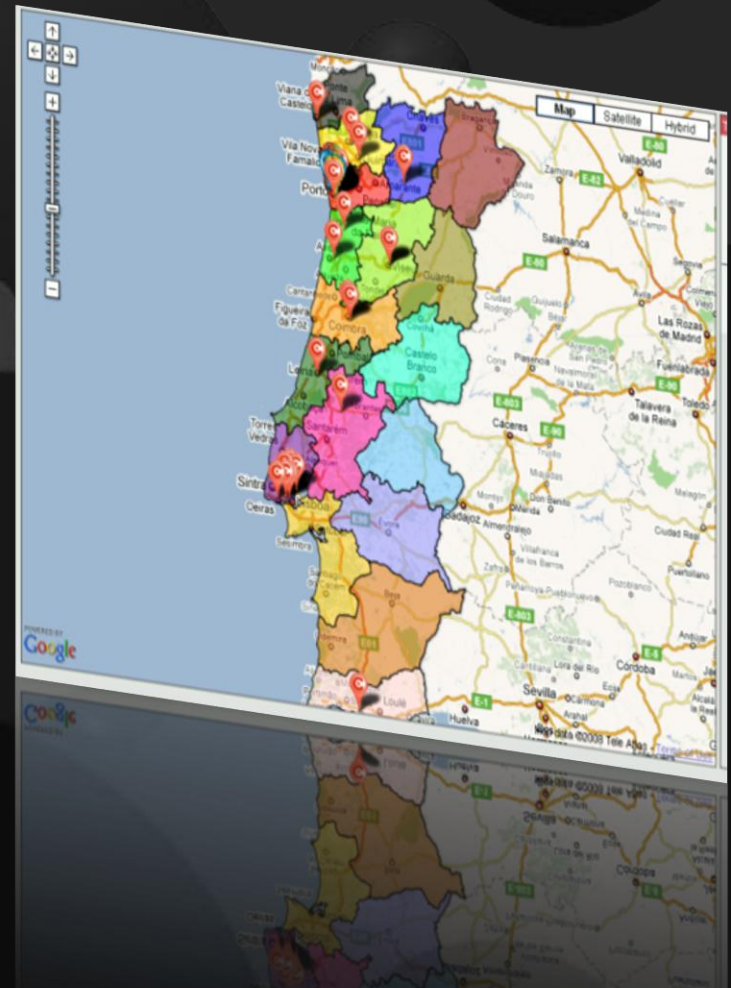
Attention

globe
Event

Segmentation

- **Installed in the 29 biggest “Continente” retail stores**
- **5,8 million visitors/month certified**
potentially 29 million contacts per month; 1,8 million service tickets
- Known demographic characterization
- 10 large screens per store
- 15 hours /day broadcast, 3 million insertions/fortnight in the network
- **Guaranteed attention through integration with queue management system** , screens located at greatest concentration and dwelling spots
- 29 Stores: **Amadora, Antas, Arrábida, Aveiro, Barreiro, Braga, Cascais, Coimbrashopping, Colombo, Fórum Coimbra, Gaiashopping, Guia, Guimarães, Leiria, Loures, Loureshopping, Maia Jardim, Maiashopping, Matosinhos, Montijo, Oeiras, Portimão, S. João da Madeira, Santarém, Seixal, Telheiras, Vasco da Gama, Viana do Castelo e Vila Real.**

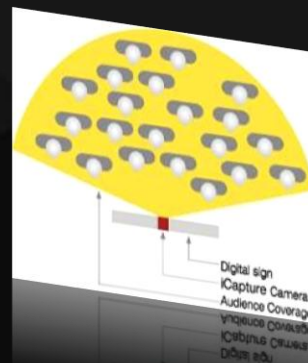
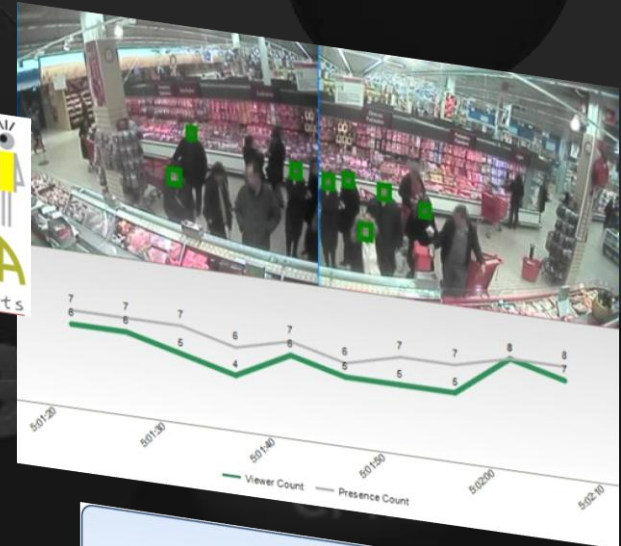
National network



Segmentation

Medição de audiências efectivas

- Implementation of cameras and counting systems that differentiate possible viewers from effective contacts (*eye-contact*)
- Xarevision was the first, possibly still the only one, in Portugal, to use the best audience metrics systems, from Trumedia (recognized by Nielsen as having an error <10%).



Segmentation

Capturing attention

- Attention span of each shopper varies between 20 to 30 seconds, in 7 seconds segments.
- 65 to 75% are women
- Peak times at Fridays, Saturdays and Sundays, increase audience ratings



(data relating to one service point, measuring only **effective eye-contact**)

Look & Feel

Call to
Action

Content

Mediums

Look & Feel

Content relevance

- In any medium, *content is King*
- Relevance is achieved through
 - Integration with queue management system,
 - entertainment, and
 - value offered to the Client.
- Content includes: news, sports, recipes, weather, promotions, trailers, SMS QUIZES, etc.
- Partnerships:



CONTINENTE

Publicidade

ATENDIMENTO

Talho	77
Charcutaria	77
Queijos	77
Peixaria	
Inteiro	77
Amanhado	77
Congelados	77
Bacalhau	77
Take Away	77
Padaria / Pastelaria	77

Para a rua 400 mil chilenos **P** O Chile está em greve. Mais de 400 mil c



xare vision

SKIP DESAFIA:
DIVIRTA-SE EM FAMÍLIA
GANHE A MÁGICA

3€ DE DESCONTO

5€ DE DESCONTO

Vale 5€ SKIP
 na compra de um SKIP 500
 2400 l 500 Litros

LEVE JÁ O SEU SKIP PÓ ACTIVE CLEAN 500
 Vale de 22 de Outubro
 a 22 de Novembro de 2010

Água de Nascente

EARTH

Support of WFP

Vale 1€
 na compra de 1 embalagem
 de 1.5L de ÁGUA DE NASCENTE

9 513662

Sun

Vale 3€ Sun
 na compra de uma embalagem Sun 4L
 52 ou 85 Pastilhas

VÁLIDO DE 22 DE NOVOBRO A 6 DE DEZEMBRO DE 2010

9 513662

Becel pro-activ

O ANTI-COLESTEROL DE QUEM AMA O CORAÇÃO

Vale 1€ Becel
 na compra de 1 embalagem
 de Becel Pro-Activ 100g

9 513662

TASSIMO

Muito mais que um grande café

Vale 0,40€
 na compra de uma cápsula
 de Nescafé para a máquina
 de Nescafé para a máquina
 de Nescafé para a máquina

9 513662

Máquina disponível nas lojas Worten e câpsulas nos hipermercados Continente e Modelo

Deliciosas Recetas

Nestlé

Retire a sua senha de atendimento e ganhe

0,40€ de desconto

Vale 0,40€
 na compra de uma tablete de
 de Chocolate para a Culinária Nestlé

9 513662

na compra de uma tablete de Chocolate para Culinária NESTLÉ

Válido de 6 a 10 de Dezembro de 2010. Cliente limitado de lojas.

Maggi

directo ao forno

PROVE JÁ!!!

NOVA VARIEDADE

Experimente também as variedades para frango:

À SUA ESPERA DOS MOLHOS E TEMPEROS

PROVE JÁ!!!
 A sua espera no comércio
 dos Outubro a 31

25% de desconto imediato

Vale 25%
 na compra de Compal Fresh 1L de qualquer sabor

20% de desconto

Vital

Na compra de Compal Clássico 1L de qualquer sabor

LEVE 4 PÁGUE 3

Na compra de Compal Clássico 1L de qualquer sabor

9 513662

1.5€ DE DESCONTO

Vasenol

Vale 1,5€
 na compra de Vasenol Gel de Banho 750ml Derma Care

9 513662

na compra de Vasenol Gel de Banho 750ml Derma Care

COCKTAILS CASTELLO

Vale 0,50€

0,50€
de desconto

Na compra de um pack de 6 garrafas da nova Água Castello Finna

Promoção válida de 20 a 31 de Dezembro de 2010

Vale de
3€
de desconto imediato

na compra de
Vanish Pó 1Kg
ou Gel 2Lt

Promoção válida de 20 a 31 de Dezembro de 2010

em Detergente para Máquina de Loiça

Finish All in One 42 e
Quantum 30 pastilhas

DESCONTO
25%
EM CARTÃO

APROVEITE JÁ!

Promoção válida de 20 a 31 de Dezembro de 2010

Scotch-Brite

0,20€
de desconto imediato

Na compra de
qualquer produto
Scotch-Brite

Vale 0,20€

na compra de qualquer
produto da marca Scotch-Brite

Promoção válida de 17 a 30 de Janeiro de 2011

DESCONTO
+25%
DESCONTO

NA COMPRA DO PACK
CHAMPÔ 250ML
+ COND. 250ML
de qualquer variedade

Herbal
essences

* DESCONTO NAQ
NO PREÇO DA EMBAL.
Promoção válida
17 a 30 de Janeiro de

Vale 0,20€
na compra do pack
CHAMPÔ 250ML
+ COND. 250ML
de qualquer variedade

Promoção válida de 17 a 30 de Janeiro de 2011

Knorr

TIRE A SUA SENHA DE
ATENDIMENTO E GANHE

0,50€
de desconto imediato



Vale 0,50€

na compra de 1 Sopa Fresca
Knorr de qualquer variedade

na compra de 1 Sopa Fresca Knorr de qualquer variedade

Promoção válida de 31 de Janeiro a 13 de Fevereiro de 2011

0,35€
de desconto
IMEDIATO

Na compra de
qualquer pack
de 1,5L ou 5L
da gama Luso lisa

Promoção válida de 01
a 15 de Fevereiro de 2011

LUSO
Água Mineral Natural



Vale 0,35€

na compra de qualquer pack
de 1,5L ou 5L da gama Luso lisa

Promoção válida de 01 a 15 de Fevereiro de 2011

GANHA
2 BILHETES DE CINEMA

NA COMPRA DE 3 CAIXAS DE 24 UNIDADES SAGRES

GANHA
2 BILHETES DE CINEMA

NA COMPRA DE 3 CAIXAS DE 24 UNIDADES SAGRES



VIM MARCAR PONTOS NA
MAIOR PROMOÇÃO
DE SEMPRE

para os clientes que aderiram à
nova campanha de fidelidade
e se inscreveram no programa de
recolha de pontos de um SAGRES

Promoção válida de 01 a 31 de Fevereiro de 2011

inscrever-se no programa de fidelidade SAGRES

Multiple mediums



Under development :
connection with



Broadcast Yourself™

Content adaptation and workflow

- Client/agency provides base material and determines campaign target
- Xarevision adapts the content to the Xaremedia network mediums without extra costs
- After the approval of all involved, the campaign starts and finally the execution reports are produced

Campaign submission

Content adaptation

Approval

Execution

Reports



Automation

Execution
Registry

Technology

Real Time

Real Time

Management, Distribution and Execution

- All content management and distribution is automated, applying campaign rules and demographic targeting
- Each medium and screen is georeferenced and can be individually addressed (north/south campaigns, week/weekends, afternoon/evening, etc.)
- Each campaign is a *session*, with communication material, specific target and execution reports
- Network *uptime* is guaranteed due to all points being critical to Sonae



Sales
Uplift

Purchase
Decision

Impact

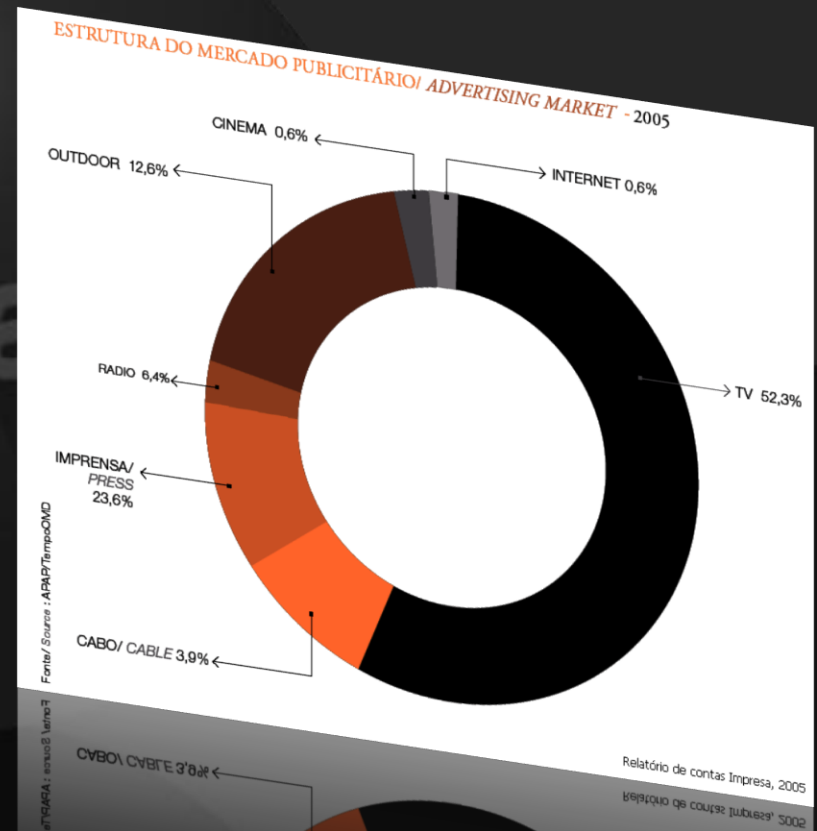
Old Media

Recall

Sales
Uplift

New media vs Old Media

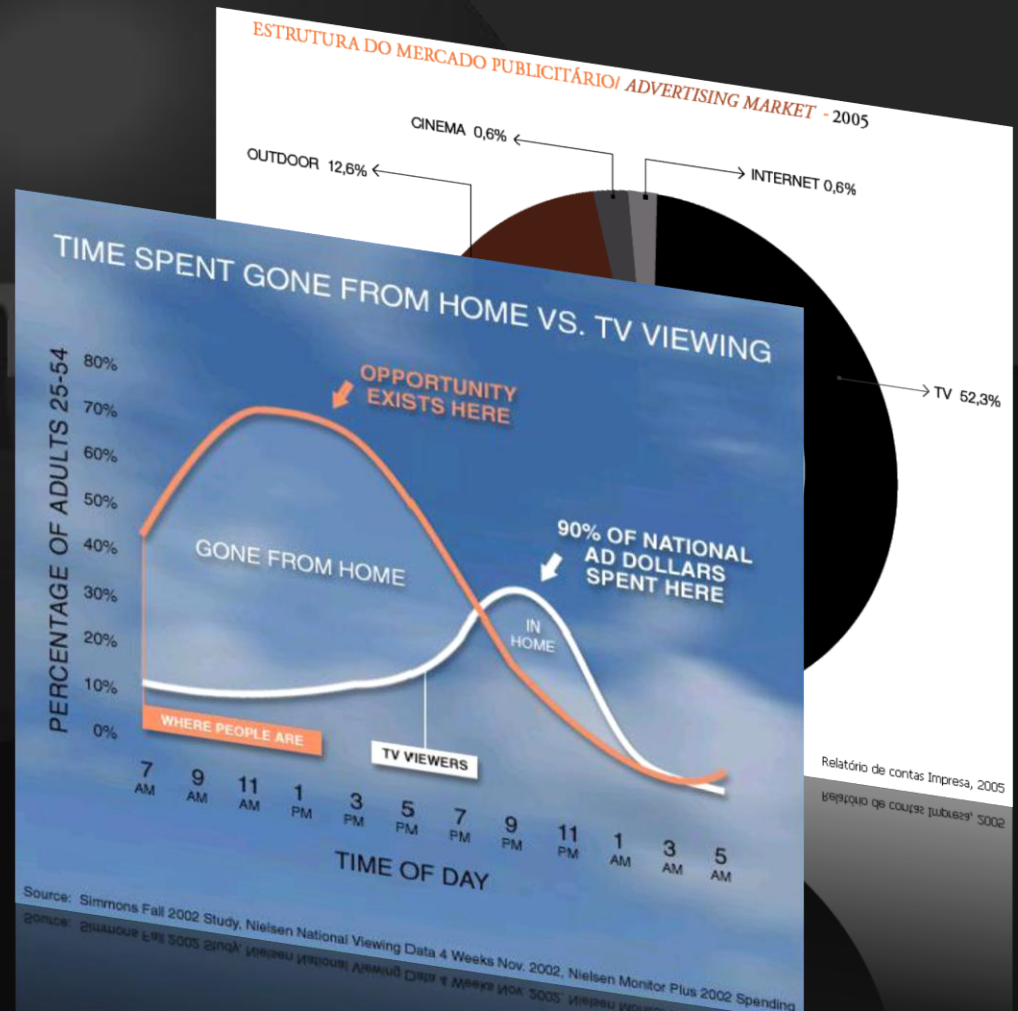
- The saturation of conventional mediums reduces effectiveness.
- Investment in 1000 outdoors at national scale, one week duration, ranges from 60-100K€ - what impact?



Sales
Uplift

New media vs Old Media

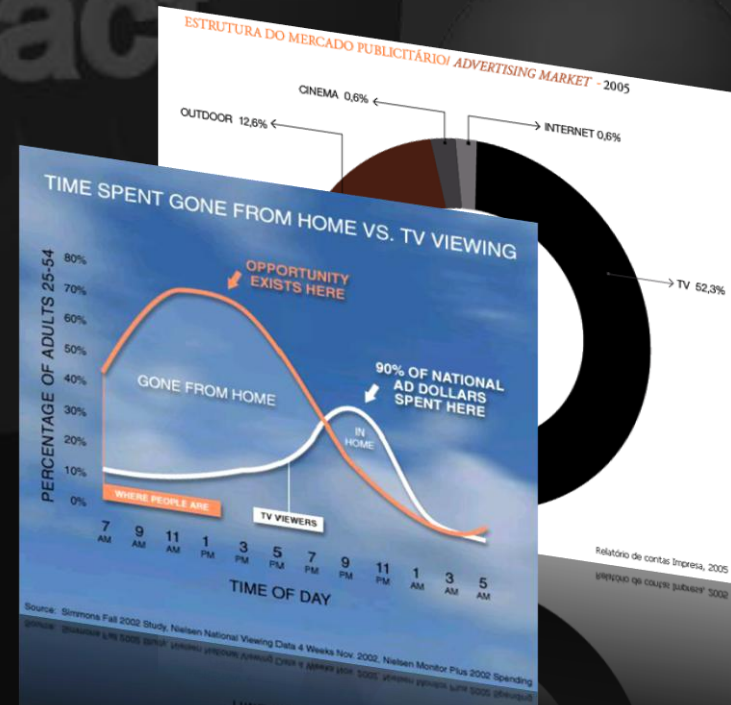
- Investment focus in *prime time* is contrary to the desired effectiveness.
- According to Marktest: 70% of TV publicity -> 1% of recall.



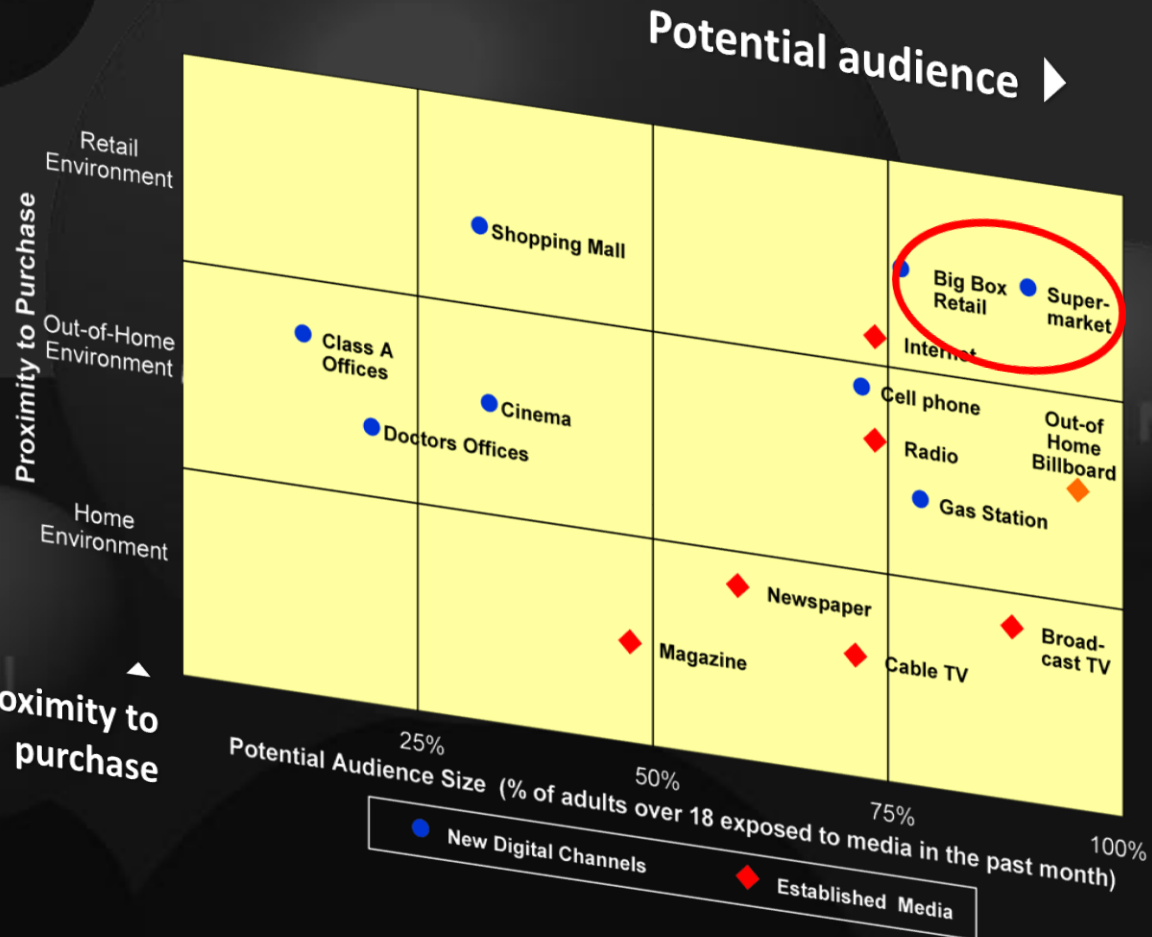
Sales
Uplift

New media vs Old Media

- In conventional mediums, publicity stops entertainment.
- In these mediums movement itself improves the impact 7x.
- In **xaremedia** networks, publicity entertains the audience.



Potential audience vs. Proximity to Purchase



Sales Uplift

Purchase Decision

Media

Recall

Proximity to purchase

Third-party studies

POPAI (2003): 70% of purchase decisions are taken in-store

Nielsen/OVAB Germany (2009):

What medium did you notice in-store:

- Screens 66%
- Radio 25%
- Posters 23%
- Shopping carts 20%
- Floor stickers 3%

Do you remember what you saw on the screens:

- 50% spontaneously mentioned a brand
- 32% general information
- 30% weather
- 28% in-store activities information

Same test as above, but induced:

- 77% mentioned a brand
- 55% general information
- 54% weather
- 60% in-store activities information

Intention of purchasing a certain product:

- Products with on-screen publicity had a response 5-15% greater than non-advertised products

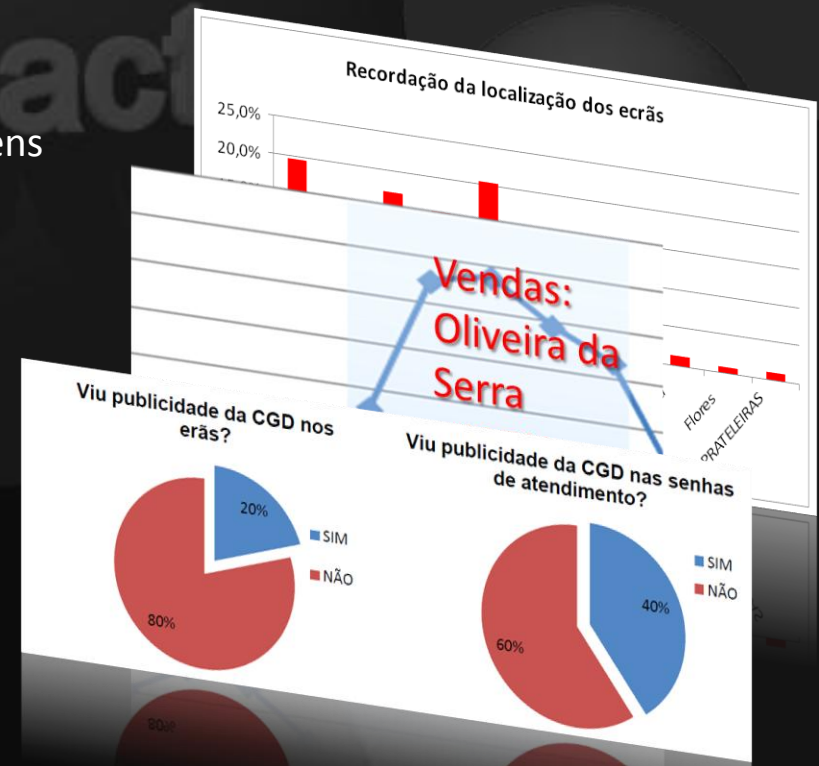
Sales
Uplift

Xaremedia case study – Continente Gaiashopping

Purchase

- Place: “Continente Gaiashopping”
- Brands: Procter & Gamble, UNICER, Danone, Campo Frio, Sovena, Metro do Porto, STCP, Casa da Música, Fundação Serralves, Câmara Municipal de Gaia, Banco Espírito Santo, Credifin, Teatro Nacional de S.João, Caixa Geral de Depósitos, among others
- Results:
 - 83,4% shoppers saw at least one of our screens
 - Trademarking: increments up to 427%
 - Brandmarketing: recall between 20% and 40%

Impact



remex

ROI

Look & Feel

Co

Co

Look & Feel

Site Weq's

Return of Investment

Brand marketing :

- About **29,9 milhões** potential contacts per fortnight
- High **recall, entre 20 a 40%**
- Increase of investment profitability in other mediums (induced recall)
- Reduction of the “filter” effect applied by all of us to publicity in conventional mediums
- Wow factor – new medium; unexpected place
- **Segmentation and adaptation** (georeferencing, schedule, etc.) allow personalized communication

Return of Investment

Sales:

- The possibility of a strong **call to action in-store**, when the shopper is out of home, available to go to the product or service's point of sale ("test-drive next door", "do a credit simulation in the store", "special discount this weekend", "promotion X, only today, here at Y"), it will induce sales uplift among shoppers who, otherwise, might not even know about the offer
- Verified **sales increase** starting at 8% and up to 400%
- Defense of the **market share** before other brands and retailer brands, at the marketplace (one of a kind opportunity)
- Even after the campaign end, the residual effect lasts
- Capture the interest of **new customers** through impulse shopping
- Truly **excellent medium to communicate one-time promotions**, due to tactical, logistic or strategic reasons

*Sales unit: spots 12x / hour, 15 sec., 15h/day, 14 days , 290 screens, 730
800 insertions,
29,9 M potential contacts, **unbeatable CPM***

ROI increase in comparison to other mediums is guaranteed!

Return of Investment



Castello Finna - Fim de ano 2010
(Castello Finna 6x25cl)



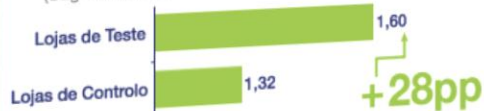
Vasenol - Fim de ano 2010
(Vasenol 730ml Aloe Fresh)



SUN - Julho de 2011
(Sun Pastilhas Extra Power 52 unidades)



Sagres - Agosto 2011
(Sagres Branca)





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