

# HOW PROGRAMMATIC IN-STORE AUDIO AMPLIFIES POINT-OF-PURCHASE ADVERTISING

- ▶ Programmatic in-store audio extends digital campaigns to the 'last mile'
- ▶ Retailers leverage paid audio ads to influence customers while they shop
- ▶ CPG brands report significant sales lifts from point-of-sale audio



# Power Of Point Of Purchase Advertising

**L Manion**



## **Power Of Point Of Purchase Advertising:**

*The Power of Point-of-Purchase Advertising* Robert Liljenwall, 2004-03      Analytical Dictionary of Retailing Jeanne Dancette, Léon F. Wegnez, Christophe Réthoré, 2000      Printing Art, 1940      **The Power of Point-of-purchase Advertising** Ben Menin, Arthur E. Benning, Lee Edwards Benning, 1992-01-01 From an apple grower's sign at the Farmer's Market to an interactive television monitor at the cosmetics counter point of purchase is one of advertising's most powerful yet undervalued selling tools With 66 percent of all buying decisions made in store P O P has the ability to influence consumer purchasing like no other media vehicle available today The Power of Point of Purchase Advertising can help put this dynamic advertising vehicle to work for you Written by three industry experts it is the first A to Z review completely illustrated with outstanding P O P examples and designed to help you plan and implement a cost effective program no matter what you have to sell The book discusses every type of P O P advertising vehicle in detail from store signage and packaging to the latest in electronics laser technology and holography You'll get expert advice on handling the marketing creative and operational aspects of introducing a P O P program including determining budgets and establishing long range goals and strategies coordinating P O P with other advertising vehicles selecting the right P O P vehicles and materials understanding design and production options choosing vendors managing P O P in the field and evaluating program results The authors provide numerous examples of successful and award winning uses of P O P by corporations like Richardson Vicks Alpo Ford McDonald's Bacardi and others These advertisers experienced real sales increases some as high as 200 percent by allocating advertising dollars to P O P And because P O P is less expensive than traditional media like print and television they were able to do so at a fraction of the cost Even if your company is small or just starting up The Power of Point of Purchase Advertising can help you experience the same kind of success This ground breaking book gives serious marketers a competitive advantage the ability to influence consumers at the point when they are most ready to buy      *Advertising & Selling and the Advertising Agency*, 1945      **Competition in Marketing** Taylor W. Melon, Charles Milton Whitlo, 1964      **Marketing**, 1957      **Admap**, 2007      **Marketing Information** Hiram C. Barksdale, Jac L. Goldstucker, 1995      **Printers' Ink Monthly**, 1933-06      **Advertising Agency**, 1958      Advertising & Selling, 1947      **Business Periodicals Index**, 1992      **Journal of Integrated Marketing Communications**, 2005      Profitable Footwear Retailing William A. Rossi, 1988      **Sales Management**, 1962      *Food Business for Manufacturers and Packers*, 1965      *Marketing/communications*, 1958      Advertising Agency and Advertising & Selling, 1954      **Brookmire Bulletins** Brookmire Economic Service, Inc., New York, 1924

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