

## News release

### **ASDA signs up to global Marketing at Retail Initiative**

Supermarket latest to lend its support to in-store Point-of-Purchase measurement study

**Monday, 02 April 2007** – ASDA supermarket is the latest big name to sign up for involvement with the groundbreaking MARI (Marketing at Retail Initiative) study, POPAI UK & Ireland announced today.

The global MARI study which is being delivered in the UK by POPAI UK & Ireland – the trade association for the Point-of-Purchase and retail communication industry – will provide brand-owners and retailers with the ability to measure in-store P-O-P and retail communications in the same way as above-the-line media, for the first time.

Measuring in-store P-O-P and retail communications in the same way as print and broadcast media, the MARI study will deliver information on a number of key metrics such as reach, coverage and opportunities to see (OTS) at shelf, category and store-level, offering valuable insight into what shoppers actually look at across the store in terms of in-store media.

Commenting on the reasons behind the supermarket's decision to become involved, ASDA [Job Title] David Martin said: "This is a significant initiative which will enable both retailers and brands to better understand the importance that in-store P-O-P can play in the marketing mix. We have the chance to establish a new language for the accountability of P-O-P that will allow it to be compared with other media; allowing brands to take more informed decisions on media spend."

He added: "We are increasingly asking brands to buy into in-store media packages, but they are still sometimes unclear about what is the most effective method for them to reach their audience. As a result, the measurement of impact and engagement is a vitally important issue to everyone involved in in-store P-O-P."

The move by ASDA to support the MARI study follows successful initial field trials within Morrisons Supermarkets earlier in the year. The MARI study in the UK has already secured the backing of a number of leading brands Unilever, Coca-Cola and Diageo. Meanwhile in the USA – where the study will initially focus on grocery, convenience, forecourt and pharmacy sectors – sponsors include Anheuser Busch, Pepsi, Frito-Lay and McKee Foods.

Martin Kingdon, Director General, POPAI UK & Ireland, added: "The MARI study will shape the media landscape of tomorrow. For years, measuring the effectiveness of in-store media has largely been restricted to sales uplift. We have been looking into addressing this for some time. This study offers us the first real opportunity to see in-store in its true light, as a medium that attracts shoppers, offers an audience, and builds brands either in conjunction with other media or as a standalone solution."

The next stage of the MARI programme, which uses technology provided by RMS Instore, will see ROI and message effectiveness examined, providing a full picture of the in-store environment allowing brands and retailers to plan their in-store executions with a far greater degree of sophistication than has been the case historically.

**– ENDS – 02 April 2007**

Page1of2

Contact: Phil Day, [philday@popai.co.uk](mailto:philday@popai.co.uk), 01455 554 848

**Page2of2**

**For more information, please contact:**

**For POPAI UK & Ireland ([www.popai.co.uk](http://www.popai.co.uk))**

Martin Kingdon, [martin@popai.co.uk](mailto:martin@popai.co.uk), 01455 554 848, 07771 727539

Phil Day, [philday@popai.co.uk](mailto:philday@popai.co.uk), 01455 554 848

**Notes to Editors:**

- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
- POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.
- The inaugural POPAI UK & Ireland Awards.07 will recognise excellence in creative design and manufacture of P-O-P within traditional and digital markets, as voted for by an independent panel of judges from Brands & Retailers. The POPAI Awards 2007 dinner will take place at the Marriott Hotel, Grosvenor Square, London on Tuesday October 23rd 2007