

Engage Grocery Shoppers

WHERE THEY MAKE PURCHASE DECISIONS - AT HOME

82%

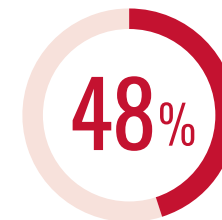
of shoppers will change the stores they shop at to take advantage of weekly specials. Now more than ever, consumers are making their product and store selection before ever leaving their home. Make sure they see your circular to influence purchases and drive traffic.

2020 CONSUMER INSIGHTS

Consumers are now making fewer trips to the grocery store, but they're spending more per visit. Many are taking more time to comparison shop and/or create a pre-written list before shopping. It's critical to get your circulars in the hands of consumers to blunt competitors and drive traffic and loyalty to your stores.



of consumers are making fewer trips to physical grocery stores since COVID-19



of consumers are still comparison shopping and looking for deals



of consumers are more likely than they were previously to use a pre-written grocery list



82%

OF OUR AUDIENCE OPENS AND READS THEIR MAIL AT THE FIRST OPPORTUNITY



\$184

AVERAGE WEEKLY GROCERY SPEND SINCE COVID-19 (\$25 increase)

THE NEED FOR INFORMATION

Communication from retailers through advertising messages is critical for staying top of mind with customers, maintaining sales, proactively communicating, and securing customer's share of mind.

60% OF SHOPPERS PREFER TO RECEIVE THEIR CIRCULARS IN A PRINT FORMAT



60% OF SHOPPERS ARE FEARFUL TO SHOP AT A GROCERY STORE OR FEEL A SENSE OF PANIC OR ANXIETY WHILE SHOPPING



84% OF CONSUMERS APPRECIATE THE WAY SOME BRANDS HAVE CHANGED THEIR ADVERTISING AND TONE DUE TO THE PANDEMIC.



DIRECT MAIL DRIVES SHOPPERS

Grocery circulars are a tested and proven method that keep the right buyers informed of inventory, sales, and safety protocols which is invaluable during this time.



75%

of shoppers rely on advertising circulars to compare prices.



60%

of shoppers prefer to receive their circulars in print format.

MSPARK'S SHARED MAIL PROGRAMS DRIVE TRAFFIC BY BOOSTING CIRCULAR REACH. WE OFFER STRATEGIES TO INCREASE DISTRIBUTION BY STRATEGICALLY TARGETING YOUR BEST CUSTOMERS TO INCREASE STORE TRAFFIC AND INCREASE ROI.

READ HOW GROCERS LIKE YOU HAVE BENEFITED FROM ADDING SHARED DIRECT MAIL TO THEIR MARKETING MIX.

SUCCESS STORY

GROCERY CHAIN

Objective: After seeing major success from an initial mailing, a grocer facing significant competition in market decided to change their marketing strategy from newspaper and television to shared mail.

Mspark Approach:

- ✓ Saturate ZIP Codes around store location, reaching 150,000 households
- ✓ Utilize strong weekly offers to drive traffic throughout the month
- ✓ Incorporated gas & pharmacy offers with each mailing to further incentivize consumers

Offer Types:

- Milk Mondays
- Special savings in meat department
- Prepared food specials of the week

Results:

11% - 40%

INCREASE IN SALES WHEN THE MSPARK PIECE HIT THE MAILBOX

Sources: McKinsey & Company COVID-19 US Consumer Pulse Survey; BrandSpark 2020 US Shopper Study; C+R Research; Supermarket News; FMI U.S. Grocery Shopper Trends 2019; 2K19 Valassis Coupon Intelligence Report; Prosper Insights and Analytics (2020)

ABOUT MSPARK

Mspark, a national media distribution company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988. Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With a distribution footprint of over 27 million households, the Mspark team takes pride in being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.

READY TO GROW YOUR BUSINESS?

