

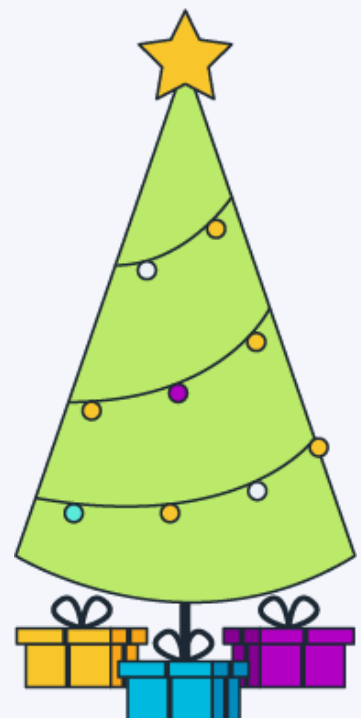
**Grocery TV**

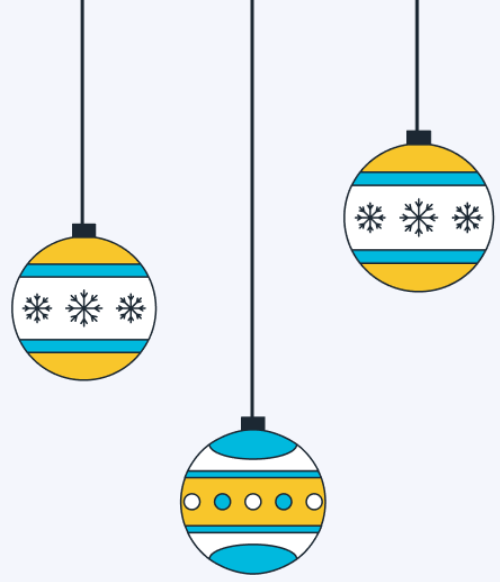
CONSUMER INSIGHTS SURVEY

# What Advertisers Should Know to Target their Audience in the Supermarket this Fall

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Data and insights from  
800+ shoppers across the  
U.S. paired with tips +  
strategies for your brand's  
advertising success.





# Introduction

**Are people still shopping in person? What types of advertising campaigns do consumers want to see right now? These questions are top of mind for marketers looking to reach their audience in stores this holiday season.**

People might feel comfortable going on vacations and dining at restaurants one moment, then decide to mostly stay home and order food deliveries online instead.

In the early days of the pandemic, brands and agencies pressed pause on many of their advertising campaigns and started reevaluating their budget priorities. Due to the delta variant and the recent rise of COVID-19 cases, the advertising industry hit yet another wall.

However, brands aren't pulling money out of ad campaigns this time around. Marketers have become more flexible with their strategies after experiencing the ups and downs of the pandemic.

Despite this preparedness, there's still the question of how consumers will feel as the holidays approach. We conducted a survey with over 800 participants across the U.S. to gain insight into their shopping habits, holiday plans, and advertising preferences.

Our goal is to give you key takeaways and actionable advice to help run successful campaigns this fall.

# You'll Find Key Decision-makers at the Supermarket

We saw a huge shift towards e-grocery and curbside pickups last year. As COVID-19 variants make their way through our communities, you might ask yourself: Will consumers cut back on in-person shopping trips this fall?

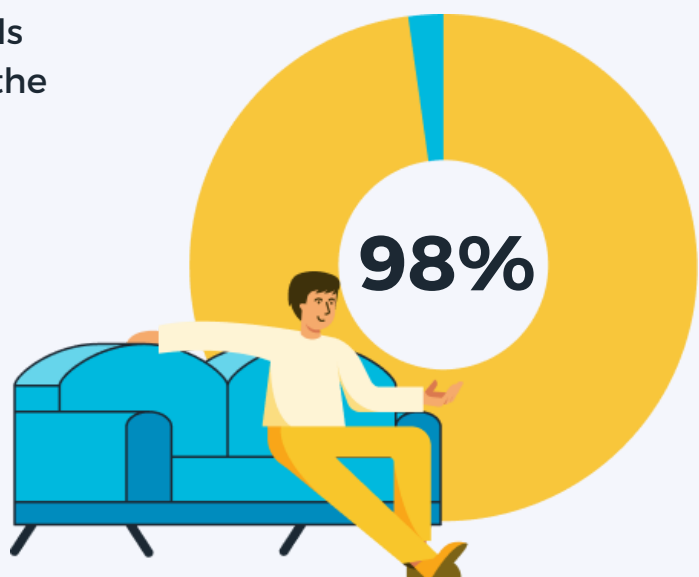
The majority said they still shop for groceries in person regularly, and 35% actually said they plan to do **more holiday shopping** in physical stores compared to last year.

Grocery stores are unique, brand-safe spaces that bring entire communities together. Whoever your target audience may be, odds are you can easily reach them at the supermarket.

We also learned that 98% of grocery shoppers **make purchase decisions for their household** in areas like finance, insurance, auto, real estate, education, and entertainment.

That means even if your brand isn't carried in the grocery store, you can still feel confident that you'll be reaching people who could be your customer.

One strategy that brands use to make an impact is contextual creative— which incorporates elements related to where their ad is playing (like the grocery store). These brands run **engaging campaigns** that range from building awareness and market share to product launches and seasonal offers.



# Time to Advertise in Stores: Social Gatherings and Grocery Trips are On the Rise

The delta variant is a clear reminder that this pandemic isn't behind us, but most people across the country are ready to spend this holiday season with their loved ones in person.

COVID-19 concerns might slow down long-distance vacations and large events this fall, but social gatherings with friends and family will boost grocery trips. Holiday meet-ups often call for hearty meals, festive drinks, and party favors galore.

Grocery is the highest traffic retail channel, and on top of that our data revealed that about 76% of people are **visiting multiple grocery stores** during each shopping trip. Their reasons include:

- Finding specific brands (50%)
- Finding more affordable prices (50%)
- Finding fresh produce (19%)

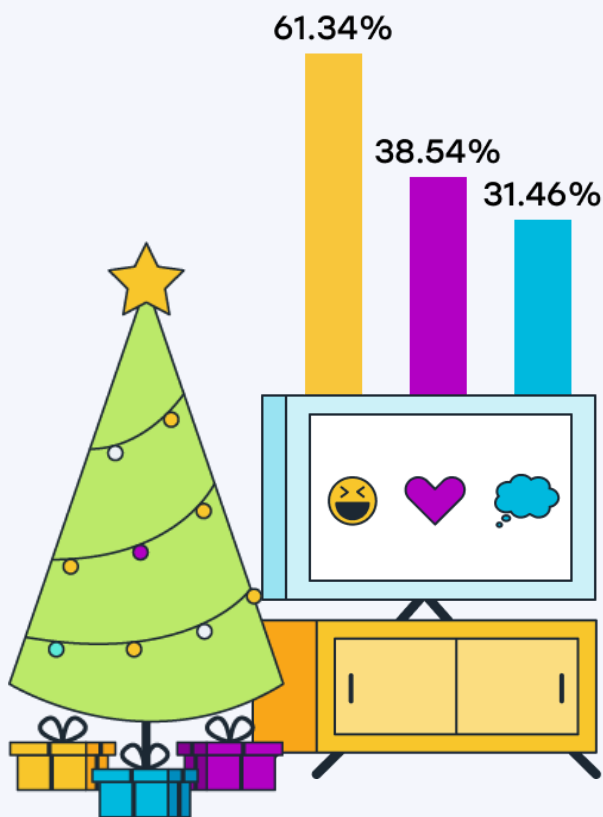


We also expect to see larger groups among grocery store traffic this fall. In 2020, we were all discouraged from sending more than one person per household to buy groceries. That seems to be shifting now— with over 55% of people saying they **go on grocery trips with others**.

Brands looking to stand out from the holiday advertising noise have ample opportunity to get in front of shoppers during their routine supermarket runs.

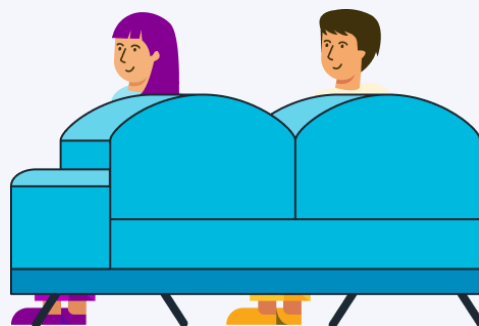
# Keep Tabs on Your Audience's Feelings

There's a tangible excitement around reuniting for the holidays, but there are some key worries among consumers as well. General wellness and financial concerns are top of mind, with 31% saying they plan to buy **more health products** and 42% saying they plan to buy **fewer luxury items**.



Our team recommends considering people's desire to meet with loved ones as well as their lingering concerns when deciding what messaging and tone to use within holiday ad campaigns.

In fact, peoples' views are always changing, so crafting relatable campaign creative can be a challenge. Our data revealed that people prefer to see holiday ads that are mostly **humorous, heartfelt, or nostalgic**.

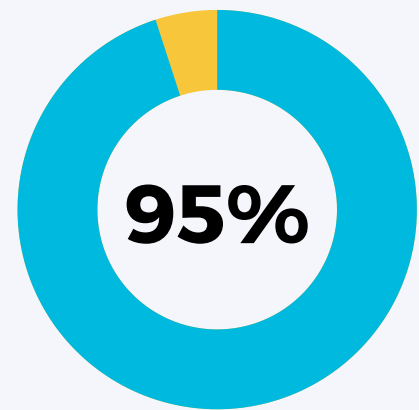


# Consumers Visit Multiple Retail Stores Per Day: Reach Your Audience Along the Purchase Journey

We know grocery stores have high foot traffic, but what about other errands in your audience's routine?

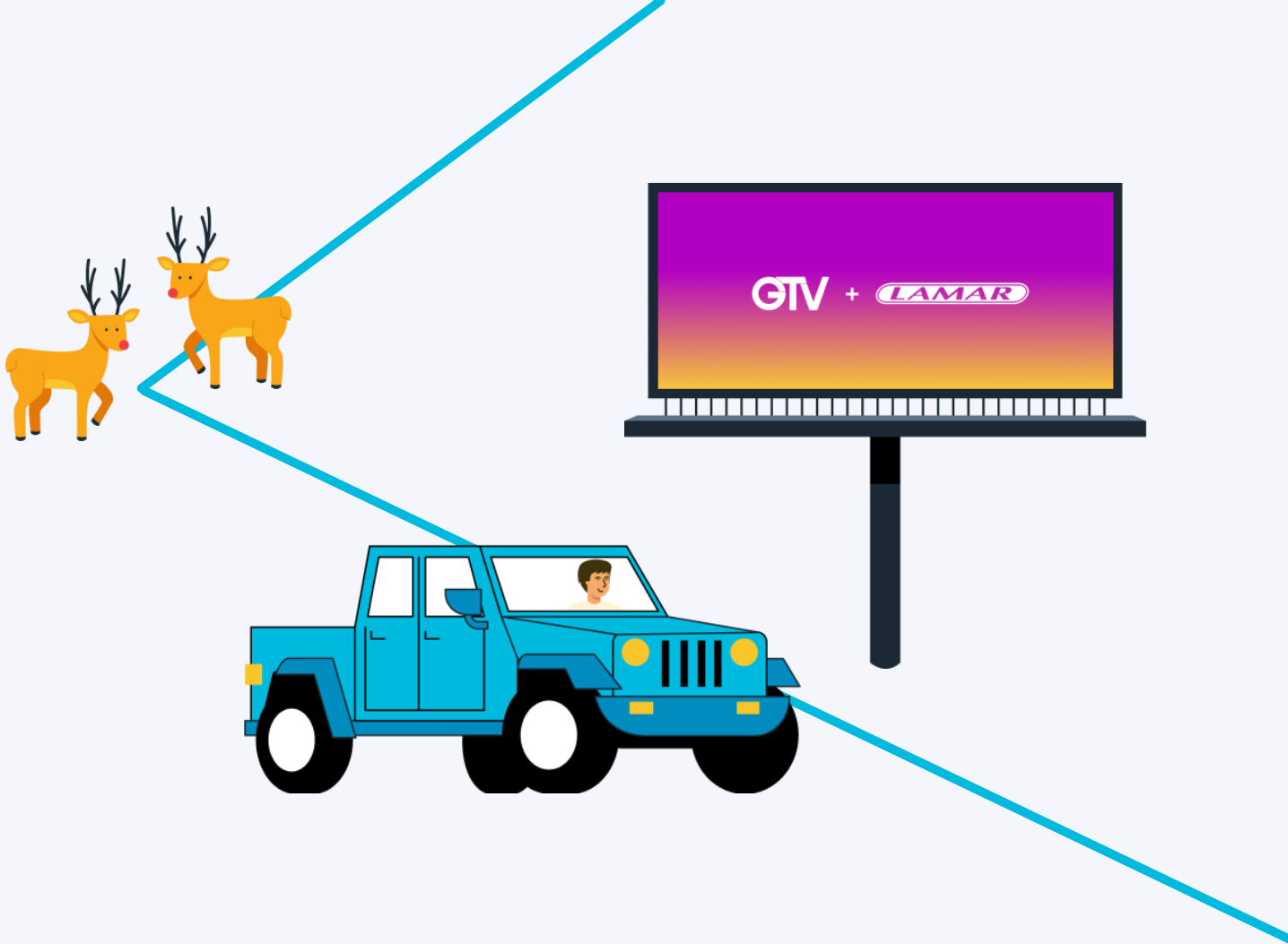
We learned that 95% of people **plan to complete other errands** when they go grocery shopping— that includes visiting retail types like convenience, pharmacies, and home improvement stores.

The holidays make schedules busier than normal, so we expect to see rising traffic among these stores as we head towards 2022.



plan to complete other errands when they go grocery shopping





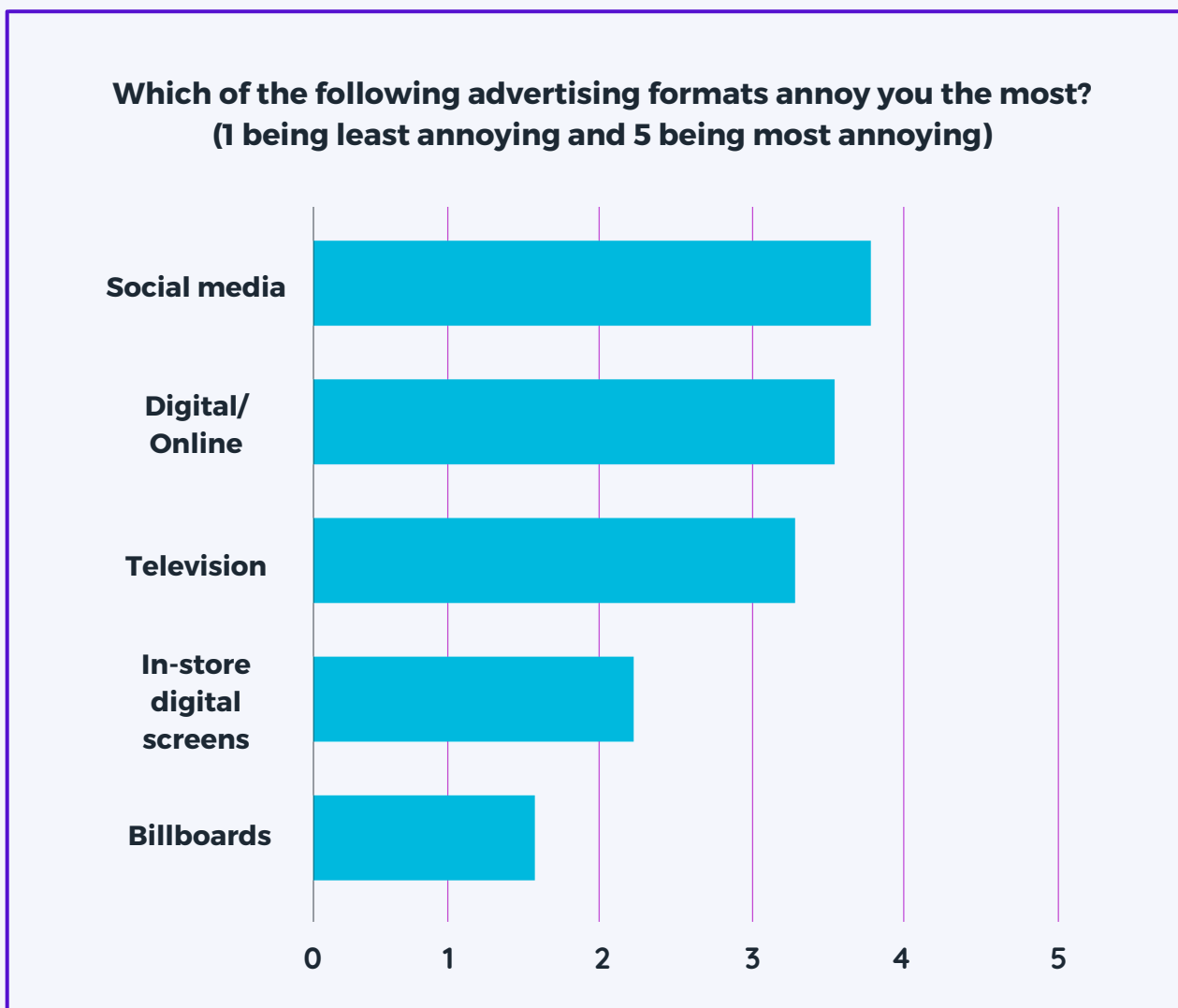
These frequent store visits create opportunities to reach people throughout their day. Brands can use repeated exposure to break through the holiday noise and establish meaningful connections with their audience.

This strategy not only boosts recognition but also sets the stage for future purchase decisions.

# Consumers Respond Well to Digital Out-of-Home (DOOH)

We know holiday shoppers will be out and about in retail spaces, but what's the most effective way to reach them? Given that people are bombarded with around 4,000 to 10,000 ads each day, it's important for brands to think about how they're reaching audiences.

Out of five advertising channels, consumers said that **billboards and in-store digital displays** were the two they found the least annoying.





Online advertising is an effective platform for most campaign strategies, but our data shows that adding Out-of-Home (OOH) displays to your media mix is also necessary if you want to keep audiences engaged with your brand.



**59%**

are likely to buy a product they saw on an OOH ad

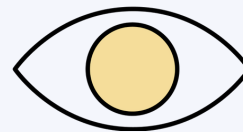
DOOH, in particular, gives advertisers a chance to reach audiences in person using digital technology and measuring capabilities similar to what they're used to online.



**64%**

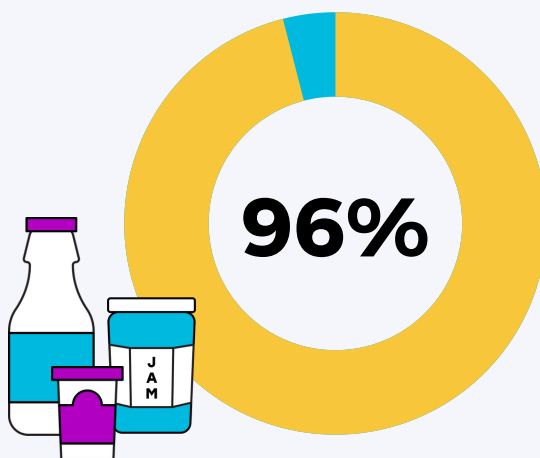
remember brands from OOH ads on a regular basis

Based on our research, we know that in-store digital promotions have a quantitative impact on shoppers' brand awareness and recall as well as conversions.



**76%**

notice OOH advertising on a regular basis



### The impact of in-store advertising

96% of consumers have been influenced by in-store promotions

THANKS FOR READING!

## Let's Reflect on What We Know

Here's what we can confidently conclude after looking at the data:



- Despite new COVID-19 variants, most Americans still have the desire to shop in person (especially in grocery stores)
- There are still health and financial concerns among consumers
- Consumers plan to do more in-person shopping and get-togethers with their loved ones compared to 2020
- Most people visit multiple retail locations during their grocery run
- Consumers are more willing to engage with OOH advertising and in-store displays than digital/online, TV, and social media
- Shoppers prefer to see ads that are humorous, heartfelt, and nostalgic during the holidays

We hope these insights are helpful as you prepare ad campaigns this holiday season. Our team at Grocery TV will continue to monitor store traffic and consumer behavior to inform brand advertising strategies.