

# meijer®

## Digital Playbook

November 2010

# Why we are here today

- ◉ Digital media is an ever-evolving, always-changing medium
- ◉ Our objective of this presentation is to:
  - ▶ Provide you with a resource that enables your conversations and considerations of digital media
  - ▶ Place digital in its proper context—as another tool in the marketing toolbox

# Our Task

To create a resource for Marketing Specialists (or anyone else at Meijer who could benefit) that provides a foundation and consistent knowledge level for digital marketing.

This resource will encompass all relevant digital tools (both existing and emerging) and will be updated on an ongoing basis.

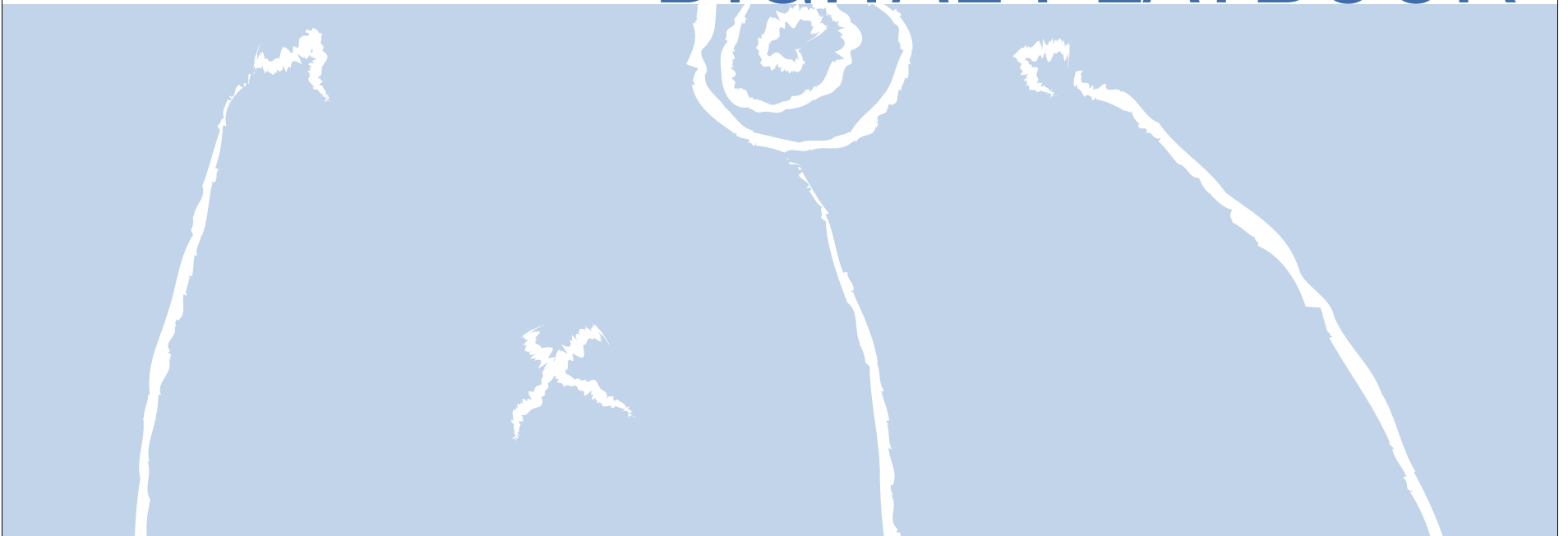
# It starts with POST



Source: Forrester

**meijer**<sup>®</sup>

# DIGITAL PLAYBOOK



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**IN THIS TACTIC:**

**At-a-Glance**

**Description**

**Strategic Overview**

**Tactic Summary**

**Process Overview**



# DISPLAY MEDIA





# DISPLAY MEDIA

We start with a one-page Primer, providing essential information for each tactic.

## WHAT

### Description

*Web advertising units used to drive online traffic to a particular destination*

### Examples

- Banner Ads
- Screen-takeovers
- Paperboys
- Rich Media
- Flash

## WHY

### Primary Objective

- Build brand awareness by placing display media on relevant sites of target audience

### Strengths

- Brand Association
- Niche Audience
- Targeting

### Weaknesses

- Page Clutter
- Click-through Rate

## HOW

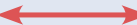
### Works most effectively with

- Display advertisements and paid search
- Offline placements in family of publications
- Integrating social profiles

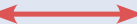
### Key Consideration

- Utilize a combination of Flash and rich media units to capture interest and attention to the ad and increase interaction

### Timeline

- 1 month  3 months

### Budget

- \$10,000  \$500,000

## DISPLAY MEDIA

**Banner Ads:** Graphic web advertising units embedded with a link to drive online traffic to a particular site. Banner ads exist in various sizes and sites differ on which units they allow. As of July 9, 2010, standard sizes are as follows, according to the [Interactive Advertising Bureau \(IAB\)](#):

Medium Rectangle	300x250
Rectangle	180x150
Leaderboard	728x90
Wide Skyscraper	160x600
Half Page Ad	300x600
Button #2	120x60
Micro Bar	88x31

**Screen-takeovers:** Advertisements that expand full-screen when a user clicks on them. Screen-takeovers allow for more creative space which can result in a more impactful message.

**Paperboys:** Interactive ads developed by Point Roll, Inc. that incorporate dynamic information such as featured products, store locations, coupon printing, and viral "send to friend" capabilities.

**Rich media:** Internet advertisements enhanced with graphics and/or audio. Includes programs such as Flash. Commonly referred to as "expandable".

**Flash:** Interactive software developed by Macromedia that allows user interactivity in limited space. Websites must adequately balance usability and interactivity.

## Strategic Overview

### Objectives

#### Primary

Build brand awareness by placing display media on relevant sites of target audience.

#### Secondary

Increase engagement with the brand through rich media.

#### Tertiary

Drive traffic to sites (Facebook, Microsite or Meijer.com, or other pre-determined destination) based on marketing program goals.

### Content Strategy

#### Ad Attractiveness

Display media can have high impressionability, and to move from brand awareness to acquisition focus is needed on the advertising offer itself. This needs to be compelling to your target audience.

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We start each subject with a definition to ensure consistent understanding of the topic.

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Under Strategic Overview, we provide the marketer with an outline of objectives along with information on Content Strategy, Location Strategy and other strategic considerations.

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### Landing Page Relevance

Content of an ad should relate to the sites they are placed on, as well as the landing page to which the consumer is directed. Irrelevant content will reduce overall consumer conversions.

### Location Strategy

#### 1 Store, Regional, All Stores

One of the most commonly used tactics, Display Media is flexible enough to be used by 1 store, or a combination of stores and all the way up to all stores.

### Strategic Considerations

Implement site analytics into display media to collect data for future optimization.

Geo-target display media placements to ensure your budget dollars are spent reaching an active audience, not an audience outside the Meijer marketplace.

Rich media tends to outperform flash, which outperforms static.

### Prioritization of Strategic Objectives

#### Marketing Communication

Disseminate marketing communications via interactive media channels where customers are consuming media.

#### Acquisition

Drive acquisition into various opt-in programs including social media platforms.

#### Retention

Use engagement to enhance brand interactions.

#### Metrics

Utilize metrics and analytics to achieve optimizations in specific mediums as well as in the overall media mix.

The image shows a screenshot of a website's navigation menu on the left and a banner advertisement on the right. The navigation menu includes links for Dynamic Data, Polling, Text/Wireless Alerts, Send to a Friend, Coupons, Downloads, RSS/XML Feeds, Click to Call, and Live Chat, with a Home button at the bottom. The banner advertisement is for Meijer's Mother's Day promotion on May 9, 2010, featuring the Meijer logo and a 'Rollover' call to action to view weekly specials.

**Dynamic Data**

- Polling
- Text/Wireless Alerts
- Send to a Friend
- Coupons
- Downloads
- RSS/XML Feeds
- Click to Call
- Live Chat

Home

**Branding**

- Use functionality such as video, polling and gaming that will keep users interacting for a longer period
- Create an engaging user experience and maximize the user's time on the ad by using several panels

**Direct Response**

- Use functionality such as data collection and sweepstakes
- Consider fewer panels with concise content and clean calls to action

**All Campaigns**

- Always include a strong call to action, such as "rollover to expand" with "rollover" appearing immediately and prominently within the banner
- Ensure hot spots are always accessible; for vertical ads, such as skyscrapers, keep the hot spots above the fold
- Design banner and panel as one integrated experience, making all other panels accessible at all times
- Add sound and video, as well as Flash and interactive features With video, 15 – 30 seconds works best; include player controls (play/pause and mute/unmute), loading messages, and ending calls to action such as "Buy Now," "Click Here," and "Replay".

Higher Rewards  
**meijer**  
Great Prices

happy mother's day  
MAY 9, 2010

Rollover  
to view our weekly specials

### Tactic Summary

#### Strengths/Weaknesses

#### Strengths

##### Brand association

Can be connected with premium brand sites (similar to magazine).

##### Niche audience

Ability to target to niche audience through ad demographics.

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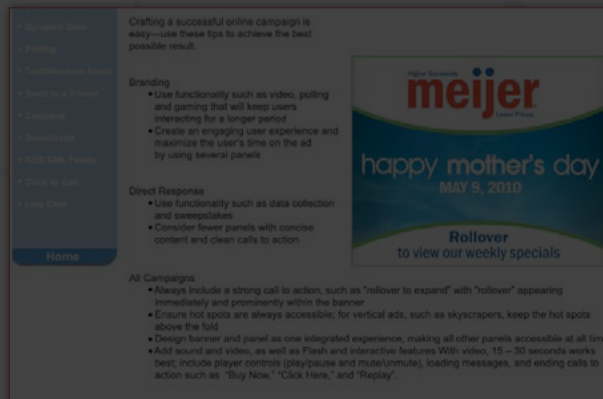
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### Targeting

Ability to target contextual, demographic and behavioral advertising.

### Weaknesses

#### Page clutter

Sites are bombarded with excessive content and advertising.

#### Click-through rate

Consumers typically do not respond (CTR) as frequently as they do to paid search ads.

### Reach, or Frequency Medium

Reach and Frequency. The ability to have mass reach campaigns, tied to frequency caps.

### Relevant/Emerging Trends

#### Incorporation

Getting more mileage out of display advertising means incorporating social elements in every display campaign. Consumers can provide feedback in real time. From laptops or mobile phones, friends can communicate through social networks, but what if that communication happened through display ads? What about ads that let you know if your friends have endorsed the advertised product?

#### Measurability

##### KPIs

- Cost per Click
- Cost per Thousand
- Interaction
- Cost per Action
- Impressions
- Click-Through Rate
- Time Spent on Site
- Conversion

##### Industry Standard Benchmarks

- Click-Through Rate – 0.10%
- Interaction Rate – 2.54%
- Conversion Rate – 1.3%
- Average interaction time – 9.0 seconds
- Expansion Rate – 2.8%

#### Works Most Effectively With

- Display advertisements and paid search have proven to drive >25% lift in conversion.
- Integrated with offline placements in family of publications.
- Social profiles can be streamed into banner creative.



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Measurability, a subsection with Tactic Summary, provides the marketer with context, while Works Most Effectively With ensures consideration of complementary tactics.

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### Itemize the Steps in Using This Tactic

1. What do you want to accomplish with your online display advertising: brand or product awareness, traffic to site, user interaction with your brand or sales?
2. How does your advertising, or non-core content, support, conflict, augment, distract or otherwise contribute to the core content or the main purpose of the distribution channel?
3. What is the best use of the technology at your disposal to achieve those goals?

### Execution Process

- Development Timeline  
1 month  $\longleftrightarrow$  3 months
- Cost Considerations  
\$10,000  $\longleftrightarrow$  \$500,000
  - \$10,000: Static banner campaign
  - \$250,000: Animated or Flash banner campaign
  - \$500,000: Rich media campaign

### Resource Needs

- Media personnel to buy placements, traffic, and track advertisements.
- Creative Director to oversee creative.
- Copywriter to write text for advertisements.
- Designer to lay out advertisements.
- Flash developer to create Flash advertisements leveraging ActionScript 2.0 for vendor compatibility.
- QA personnel to review functionality.

### Best-in-Class Examples/Links



#### Macy's Memorial Day Sale Background

- Macy's has a yearly Memorial Day Sale. It was advertised for online in the form of small banner ads that became screen-takeovers once scrolled over.

#### Implementation

- Similar to the suggested Meijer Coupon Book Screen-Takeover, Macy's advertisement enlarges to allow the viewer to flip through the pages of the coupon book.
- The viewer can click "next page" to see what else is on sale or he/she can click on a specific item and it takes the user directly the item on sale on Macy's website.

#### Observations

- The interactivity of the advertisement gets the user more involved in the sale.
- While not immediately pushing the user to go to the website, being able to flip through the catalogue lowers users' barriers while viewing the ad.



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Process Overview gives the marketer an idea of what it takes to utilize the tactic.



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Best-In-Class provides examples that help the marketer understand the impact the tactic can have on their business.

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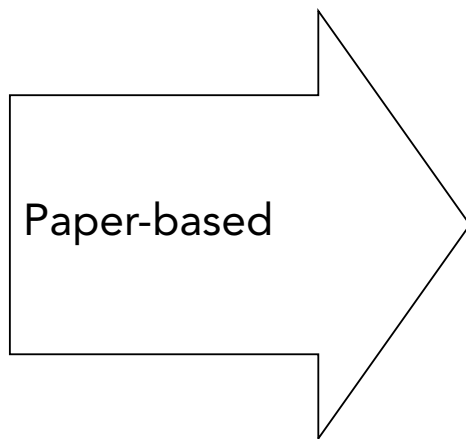
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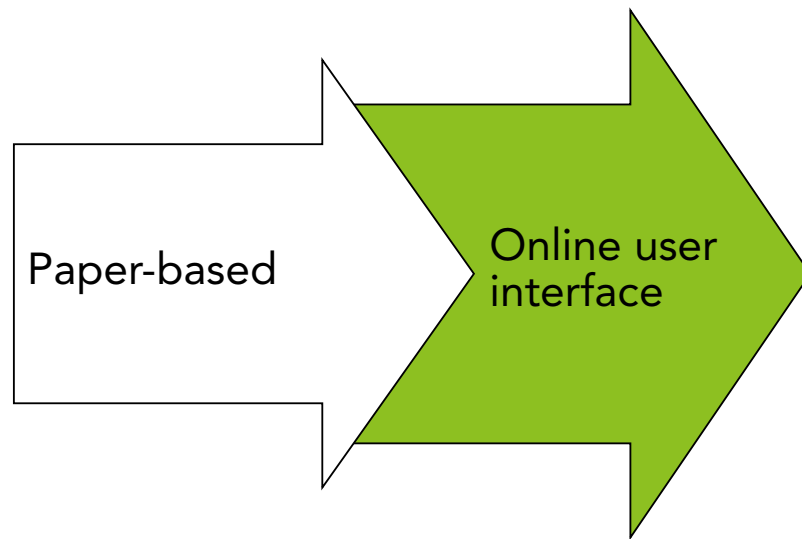




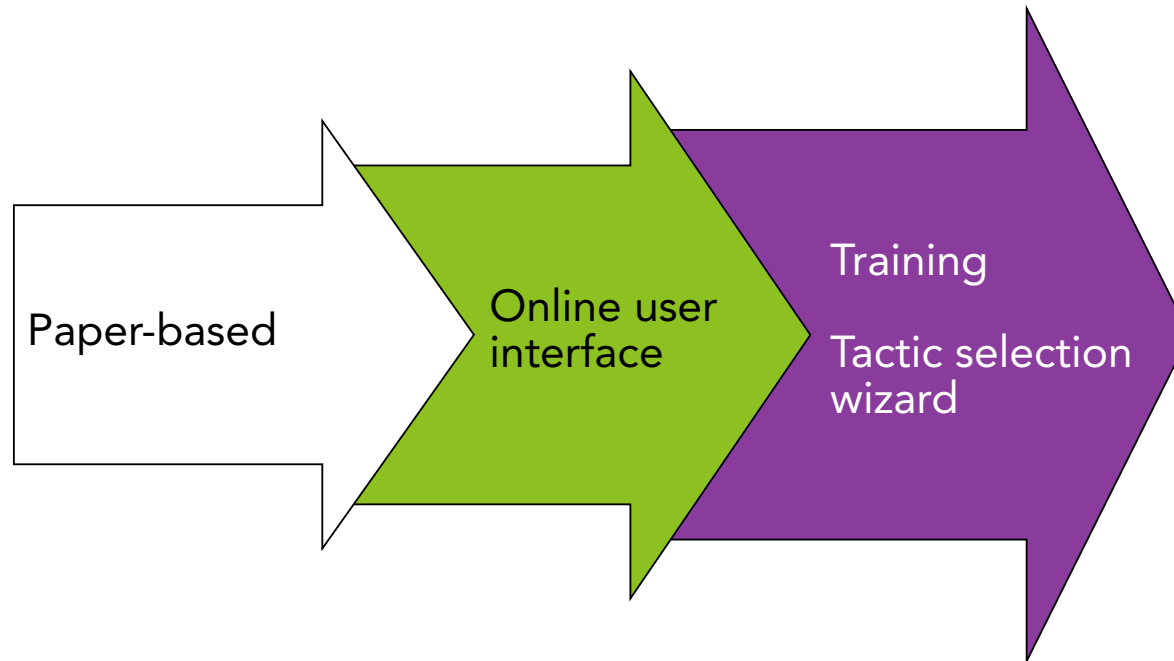
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# Getting Started

- The digital playbook is a resource to help you with conversations about digital marketing
  - ▶ This resource will continue to evolve with technology and Meijer
- When considering digital, always start with the overall strategy, objective and priority audience
  - ▶ Each tactic should be viewed as part of a full strategy that is a mix of off- and on-line media
- Be sure to bring the Digital Media Group into any discussion
- Keep an open mind regarding new ideas...technology is always changing!



**QUESTIONS?**



**THANK YOU!**