



# Are You Prepared to Drive Impact with *Holiday Shoppers?*

**Break through the Holiday clutter & separate your brand by reaching target shoppers — at the moment they prepare to shop! Leverage impactful programs with Grocery Shopping Network:**

- Own YOUR category during the critical November and December Holiday shopping period
- Ask about our 5 to 1 ROI Guarantee based on in-store transaction data
- Optimize current media plans

## **Awareness, Buzz, Loyalty, and Measureable Lift**

- Create Loyalty: Exclusively own your product aisle and generate demand with custom recipe executions
- Create Buzz: Incentivize influential Power Shoppers with coupons or special offers
- Create Awareness: Place exclusive reminders in the aisle where consumers are building a list for their next shopping trip
- Create Measurable Lift: Campaign ROI Reporting will demonstrate the effectiveness of your Holiday investment

## **GSN's Two Digital Advertising Platforms**



**Reach 7.9MM Shoppers on Grocery Store Chain Websites**



**Target Your Brand Shoppers By Neighborhood**



### **Reach Holiday Shoppers with high impact ad executions:**

- Category Exclusives!
- Incentive/Promotion with Coupon Programs
- Recipe Integration
- Get on the Holiday Shopping List

### **Premium Shoppers around Kroger/ Walmart locations:**

- Leverage Brand Purchase Data from 50MM Shoppers
- Precise Neighborhood Digital Targeting
- Reach your Target Shoppers near any Walmart, Kroger or other retail location
- Digital Placements on Premium Publisher Sites



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