

Still is the *New Motion*

The rampant growth of in-store video media has been accompanied by a world of creative issues. The standard TV unit doesn't work. A spot has to be developed in myriad versions for different retailers and diverse markets.

Most challenging of all, our work is measured precisely—in terms of lift. That is, *sales* lift—not recall lift or intention lift. We will be measured by what shoppers *do*, not by what they *say* they might do.

Media Cart has actually tested different approaches to video advertising on real-live shoppers at a 7,000-square foot grocery store we've set up in Dallas, Texas. This process has uncovered some important conclusions that help drive the creative process.

Of course, anyone who has ever pushed a shopping cart down a supermarket aisle can understand why most media at retail just doesn't work.

For one thing, we're just too busy to notice any ads. Even if we do notice them, we're moving too quickly to absorb them. And even if we do absorb them, they usually are not relevant to our needs at the time.

There's just no way we are going to stop, look and listen for 30 seconds while we're hurtling down that aisle, trying to find the Pop-Tarts.

That's not to say that video advertising can't work at retail. It can. It just has to be done differently. Here are some guidelines to developing creative that gets sales action.

Length: Too many marketers have made the mistake of simply cutting their 30-second television ads in half and popping them into store media. While this might succeed in preserving the brand's image, it usually fails to promote its sales. Our testing has found that 10 seconds is the optimum, and maximum, length. That's about as much time as any shopper's gaze is likely to remain fixed on any one thing in a supermarket.

Production: Of that 10 seconds, no more than 3-5 seconds should be full-motion video. You need just enough rolling video to catch attention. Play motion for stopping power against still image for staying

How to create an in-store commercial that will get sales lift.

power. The rest of the ad should consist of a simple, selling message—almost like a text message in its brevity and clarity. Finally, because in-store media has no sound (or shouldn't) you have to replace the sound track with supers. Use them sparingly and make them big for readability. Think of it as a Silent Scream.

Content: Shoppers want one thing from their in-store media: value. Value can be delivered in a number of ways. A spot should do *one* of these four things: 1) *Remind Me:* What did I leave off my list? 2) *Show Me Savings:* What's the price? Is there something extra? 3) *Tell Me News:* Is it "organic?" or "now with calcium?" and 4) *Give Me Ideas:* Recipes or meal solutions.

Here's where the single-minded selling proposition becomes paramount. And make sure you end with that one thing you want the shopper to take away.

That's it. Try to do anything more elaborate and the message will be lost, and with it, any chance of making a sale. It's about down-to-the-wire practicality, not entertainment or puffery.

Retail is a brave new world for creatives.

The territory is open, and the guides are few. Good news? This is an opportunity to be a leader. Bad news? Tighter production budgets. More work. It's probably not the ticket to Cannes. Oh, get over it and let's get to work.

Just remember to make it easy. Easy to watch. Easy to understand. Easy to buy. ■



SOURCE: Media Cart Holdings



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