

NEWS AMERICA MARKETING.



IN-STORE COMMUNICATION

Connecting with consumers at point of purchase is extremely critical as over 76% of all purchase decision are made in-store.* News America SmartSource In-Store Communication can help you maximize traffic with in-store signage and coupons.

News America is the leading marketing service company. Their mission – to deliver value to consumers how, when and where they want – is achieved through exceptional targeting insights, results analysis and unrivaled media portfolio.

*Point of Purchase Advertising International POPAI, 2012

PROGRAM OPTIONS

News America provides multiple in-store signage options for manufacturers to promote their products, driving incremental sales for you. You can choose from the two signage programs below, based on your store's needs and policies:

Full Program

Coupon Machine
Shelftalk
Shelftake One
Floortalk
Smartsource Shelftalk w/ Tearpad
Shopping Carts

Limited Program (excludes Floor talk)

Coupon Machine
Shelftalk
Shelftake One
Smartsource Shelftalk w/ Tearpad
Shopping Carts



CONSUMER MARKETING + DIGITAL



WHY CHOOSE UNFI?

News America helps promote consumer interaction and increase store sales, through the following features:

- Shelf-edge call to action
- Program is completely turn-key, no store labor is required. Highly trained, News America merchandising reps install all signs
- Enhance consumer's shopping experiences by offering an average of \$5.88 in instant coupon savings per week
- FREE Program to UNFI Retailers

CONTACT YOUR CONSUMER MARKETING ACCOUNT MANAGER

Subject to credit approval. Some services may not be available in international markets.

Pacific Region Terry Stadheim | Terry.J.Stadheim@UNFI.com
Central Region Dave Haworth | William.D.Haworth@UNFI.com
Southeast Region Lee Cox | Lee.M.Cox@UNFI.com
South Region Rafael Ventura | Ralph.Ventura@UNFI.com
Atlantic Region Lisa McDonald | Lisa.H.McDonald@UNFI.com



ADVERTISING AND PROMOTIONS PROGRAMS



SMARTSOURCE COUPON MACHINE
Offers savings incentives to shoppers at a pivotal moment in the decision-making process
14% Median proven sales lift*




SMARTSOURCE SHELF TALK
Positioned at the shelf delivering advertising messages at the most important point of decision. May also include coupons
7% Median proven sales lift*



SMARTSOURCE SHELF TAKE ONE
Distributes product information, sweepstakes forms, cash-back rebates and other non-coupon premium offers
7% Median proven sales lift*



SMARTSOURCE SHOWCASE 
SmartSource Shelftalk with Tearpad Delivers recipes, rebates, and product details to inform the at-home product experience
7% Median proven sales lift*



SHOPPING CARTS
Keep brand messages in front of consumers throughout their shopping trip to drive aisle traffic
7.3% Median proven sales lift*



SMARTSOURCE FLOORTALK
Eye-catching floor advertising that navigates consumers to the category
7.3% Median proven sales lift*

*median sales lift % by in-store tactic 2004-2017: IRI store census data and GfK MPT,
*results reflect the performance of all the tools combined within that tactic

STORE INFORMATION

Full News America Program Limited News America Program

Please indicate "Yes" or "No" for each:

	Yes	No
Store carries Fresh Meat.....	<input type="radio"/>	<input type="radio"/>
Store carries Produce.....	<input type="radio"/>	<input type="radio"/>
Store has sales of approx. \$39k+/per week.....	<input type="radio"/>	<input type="radio"/>

*All sign-ups pending serviceability check based on product distribution and geographical location.

CONTACT YOUR CONSUMER MARKETING ACCOUNT MANAGER

Subject to credit approval. Some services may not be available in international markets.

Pacific Region Terry Stadheim | Terry.J.Stadheim@UNFI.com
Central Region Dave Haworth | William.D.Haworth@UNFI.com
Southeast Region Lee Cox | Lee.M.Cox@UNFI.com
South Region Rafael Ventura | Ralph.Ventura@UNFI.com
Atlantic Region Lisa McDonald | Lisa.H.McDonald@UNFI.com

CONSUMER MARKETING + DIGITAL



FAST FACTS

53.6%

of consumers say in-store signage and coupons influence shopping decisions.

33.6%

of consumers don't plan meals and buy on impulse

*Source: UNFI (Legacy SuperValu) Consumer Research Study, 2016

