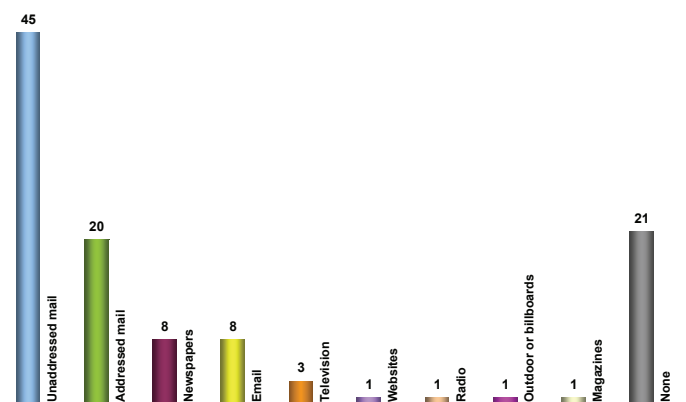




What media should
supermarkets
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from supermarkets via:

45% Unaddressed mail
20% Addressed mail
8% Newspapers
8% Email

Key demographics

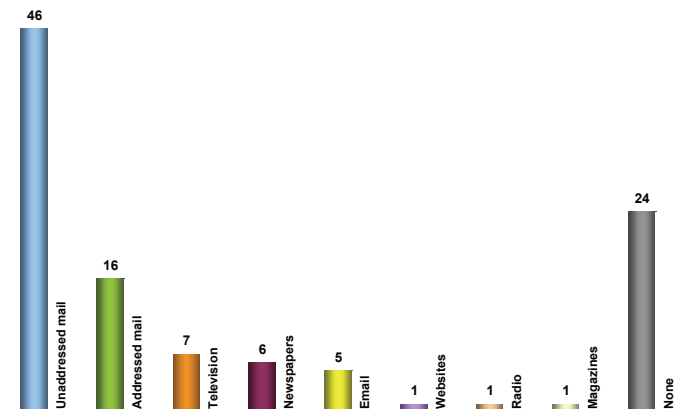
- Despite common perceptions, younger customers show a strong preference for mail, with 46% naming unaddressed mail as their preference, and another 26% naming addressed mail.
- Preferences were consistent across metro, regional and rural locations

Base: Supermarkets customers n = 503

INSIGHTS

Supermarket catalogues (unaddressed mail) continue to be popular with almost half of customers preferring this channel with addressed mail the second preference.

CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from supermarkets via:

46% Unaddressed mail
16% Addressed mail
7% Television

Key demographics

- There are very few differences in preference amongst the demographic groups, with unaddressed mail the overwhelming favourite for marketing communications from supermarkets.

Base: Supermarkets customers n = 501

SPOTLIGHT ON DIRECT MAIL

Addressed mail is the second most preferred channel to both retain and acquire customers, which suggests supermarkets could have an opportunity to communicate in a more targeted, personal way.