



Instore Advertising Solutions

Powered by

Retail

An izone Africa Brand



About Quickmart

Quickmart is a homegrown supermarket established in 2006 with our first branch in Nakuru town. We've later grown and so far have a total of **46 branches** in **12 counties** across Kenya.

Quickmart experiences an average of **4,000,000** footfall a month in all Quickmart stores. Quickmart attracts a wide variety of shoppers across different target markets and demographics.

In partnership with Izone Africa, we are introducing Retail+ as our instore advertising solutions. These solutions are meant to create a lasting customer experience, giving brands a platform to advertise their products through **Digital, Static** and **Experiential** platforms with the objective of growing sales, brand affinity and customer loyalty.

Retail

Solutions Overview

We are introducing a full suite of digital, static advertising solutions and experiential store stands. We are embracing the digital age by introducing interactive digital solutions that will transform customer's shopping experience and can be integrated with database driven web and mobile applications. In addition, we are expanding our static advertising platforms

to include pillar, shelf headers, escalators, wall branding and overhead banners , giving your brands a wide variety of solutions to connect with your target consumers.

To improve store customer interaction we are introducing experiential marketing zones and assets that will be consistent across all branches giving your brands more marketing opportunities to drive brand activations. The solutions are:

Digital Advertising Solutions

- Digital Shelves
- Lift and learn
- Digital Smart posters
- LED Screens
- Smart Boxes
- 3D Hologram Advertising
- Digital Advertising Consoles

Static Advertising Solutions

- Category Headers
- Pillars Backlite and Wrap
- Wall Branding
- Escalators Branding
- Tills Branding
- Overhead Banners

Experiential Store Stands

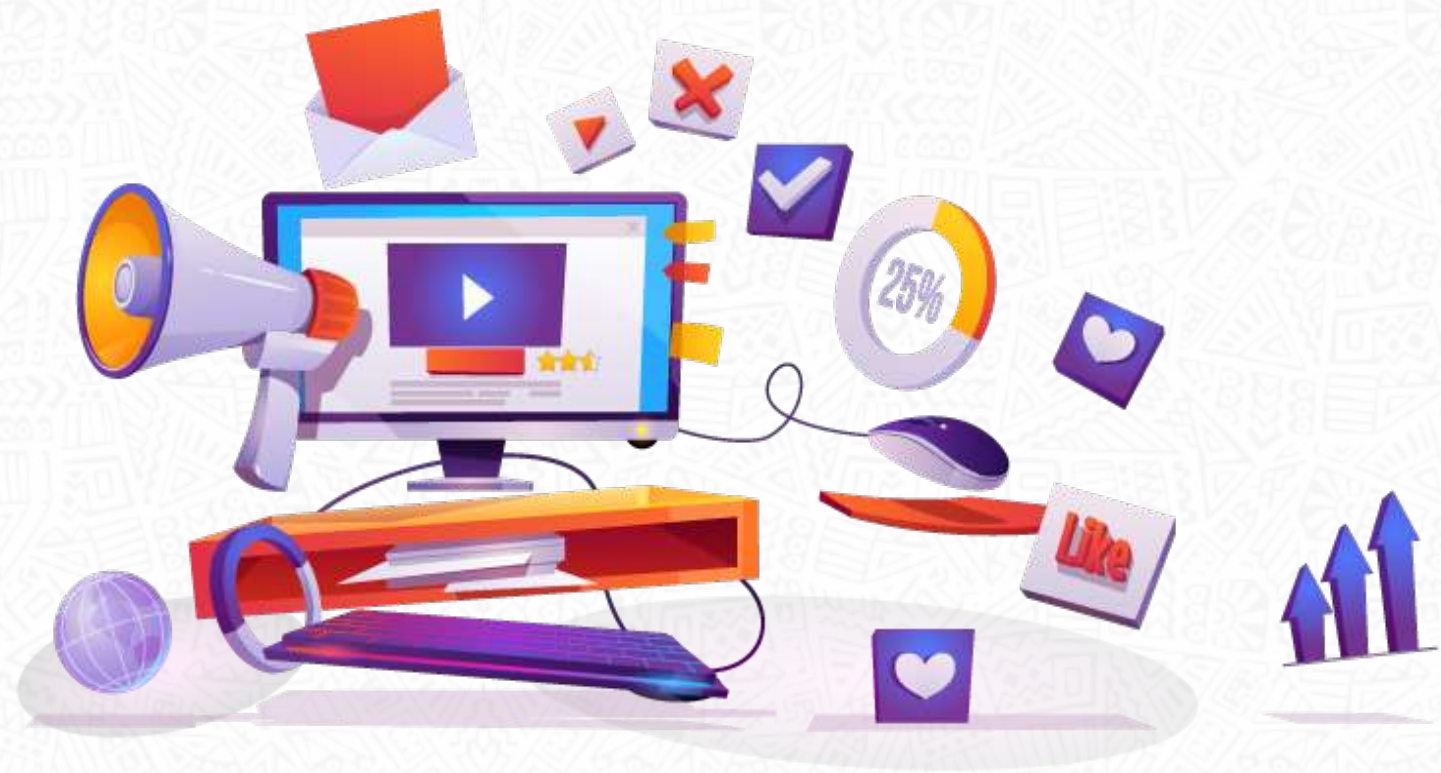
- Activations Stands
- Samplings Stands
- Tent Stands
- Dome Kiosks



Digital Advertising Solutions

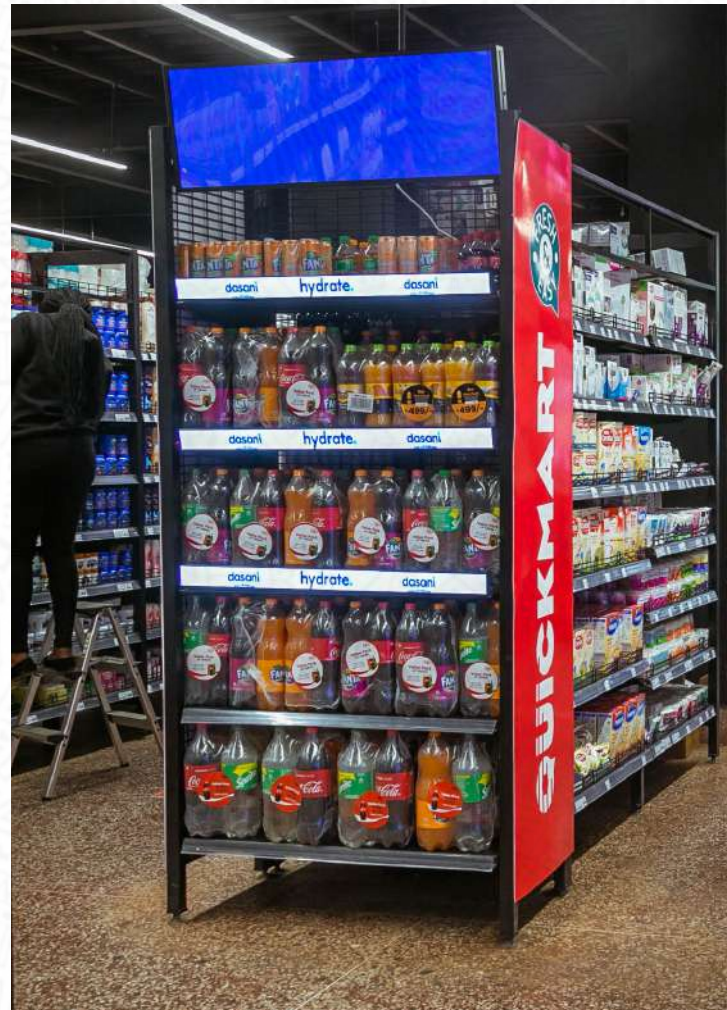
Digital advertising solutions are a key effective choice for helping small businesses and startups in their challenges to reach more potential customers, generate more business opportunities and increase the business growth rate with the available limited marketing and advertising budget.

- Digital Shelves
- Lift & Learn
- Digital Smart Posters
- LED Screens
- Smart Boxes
- 3D Hologram Advertising
- Digital Advertising Consoles
- 60" Double Sided Digital Advertising Screens



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Digital Shelves



To enhance shelf advertising we are pioneering introduction of digital shelves for advertising in our stores. They can be attached on any gondola design and can display any media content. The digital shelves are connected online, and that gives you the capability to change their content all at once easily, through the software that we provide to you.

Benefits

- Replacing messy paper labels with digital shelf displays keeps shelves clean and tidy
- Showing video ads on the screen is a more effective way to stimulate buying desire
- One stretched screen can gracefully display information and prices for multiple products
- Digital content can be updated via network to save labour and material costs
- Fancy screens make stores and products look more advanced and attractive
- Digital shelf displays show more product types, models and advantages
- Well-designed digital content can get customers' attention and improve conversion rate



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Lift & Learn



How it works

- As the customer approaches the screens, a video (attract loop) will play dynamic content related to the product displayed at that station
- Once at the display fixture, the shopper can visually review the products available
- When a product of interest is identified, the customer will be instructed (via the attract loop), to lift the product to learn more
- When a product is selected / picked from its stand, the display screen will begin playing content that is specific to that product

Benefits

- Lift and learn solution enhances interaction with customers to optimize the brand experience

Lift & Learn provides the benefit of handling a product in-store along with the level of information normally only available online. When a customer picks up a product, it triggers an information display that presents the main features and benefits.

Customers can interact to access more detailed information while still physically holding the product – creating real engagement.

This added information is essential to the purchasing process. If two or more products are picked up at the same time, the display can show comparative information allowing the customer to really understand the product differences - and identify the perfect one for their needs.



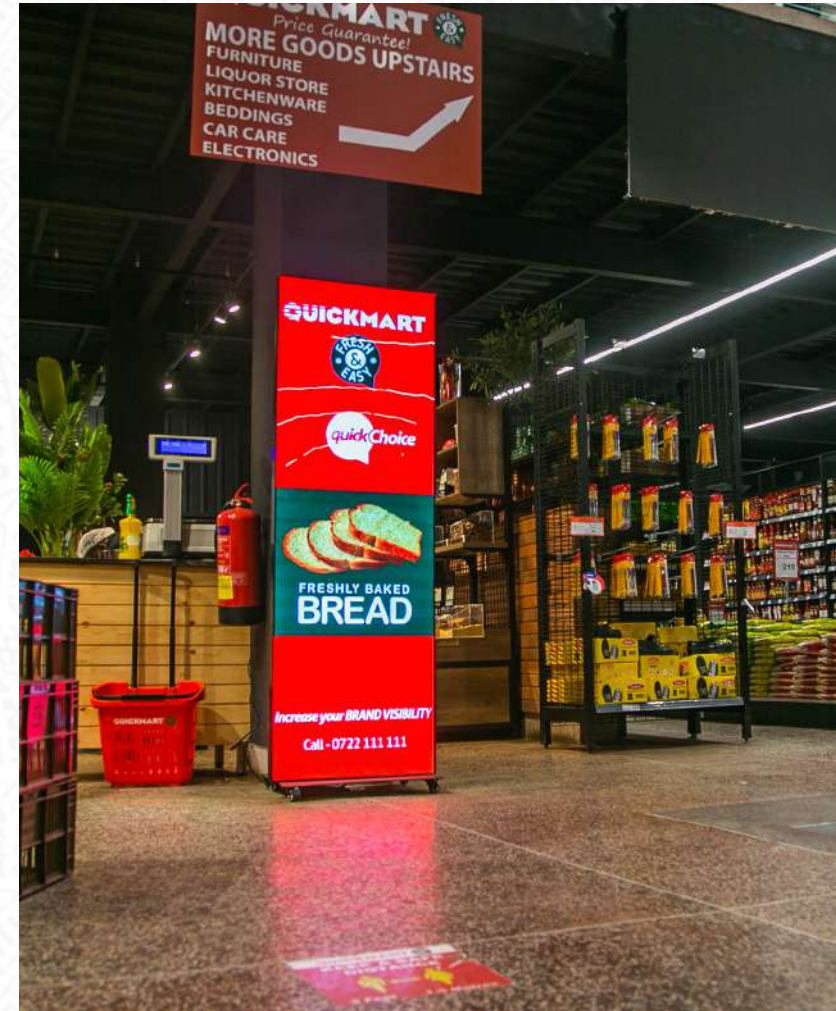
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Digital Smart Posters

We are pioneering introduction of digital smart posters in all Quickmart stores for multi media advertising at strategic points in the stores. Smart posters are easy to install as they are a plug and play, can display any media content and can be synchronized to play multiple content at once.

Benefits

- Lightweight and hence very easy to move around or place on a different locations
- Easy to use, that is, it is virtually a plug and play device
- Colour and sharpness is very evident especially when used in quiescent state
- Ability to control static images a lot better, thereby allowing you to avoid fast or slow image change
- Intelligent cloud remote control system, which will enable to publish content anytime and anywhere
- Eliminate roll-up banners



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Digital LED Screens



We will be deploying digital LED screens across all deli hospitality areas where brands can advertise as customers enjoy their meals

Benefits

- They are quite disruptive hence customers will not miss them
- Longer interaction period with the customer therefore more conversions
- Content can be changed at any given time
- Easy to plug and play



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Smart Boxes

Smart boxes showcase opportunities, along with digital touch media. Whether is high-end products in showrooms, at trade shows or in stores.

The Smart Box is like a smart window. The transparent multi-touch display introduces an amazing new way of product presentation.

Its based on a transparent display, which enables the viewer to see the real product inside the showcase, while digital content is shown on the see-through LCD screen.

Retailers have been offered a lifeline to their merchandising efforts in being able to display products in an innovative and exciting way. Offering a visual effect that is so different, audiences will have to take notice of such a display, helping to frame your product – and indeed your business – in a cutting edge, positive way.



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3D Hologram Advertising

We are introducing 3D display technology that creates cutting-edge holographic projection images with the highest resolution. The next generation of 3D advertising is here. This gives the customer any form of information that you might want to convey, thus creating a whole new interactive and engaging shopping experience.

3D HOLOGRAM ADVERTISING DISPLAY
Mesmerize customers, attendees and viewers with an interactive visual experience through LED Hologram Fan Displays. Using futuristic 3-D technology, a series of fans simulate the hologram effect that will leave audiences awestruck and spending more time in an environment.





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Digital Advertising Console

We are pioneering introduction of digital advertising consoles in all Quickmart stores for multi media advertising at strategic points in the stores. Digital advertising consoles are easy to install as they are a plug and play, can display any media content and can be synchronized to play multiple content at once.

Benefits

- Lightweight and hence very easy to move around or place on a different locations
- Easy to use, that is, it is virtually a plug and play device
- Colour and sharpness is very evident especially when used in quiescent state
- Ability to control static images a lot better, thereby allowing you to avoid fast or slow image change
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60" Double Sided Digital Advertising Screens

It is a very light weight double sided back to back on one panel , ceiling mounted/ suspended LED digital screen. It can be attached to overhead fixtures such as boarded, wooden, concrete, steel ceilings etc either by suspension or directly to the ceiling.

This signage communicate digital advertised message which can be via Video, Photo and Audio output .

It can be operated remotely via VPN/WIFI and adds light, deco and vibrancy to the adverts in the installation areas.

Benefits

If you are still using the print medium to display the products in your store, it is time for you to stop and give the whole thing a serious thought! Digital display is the in-thing. The digital format is a dynamic way of advertising your product or service to your prospective customers.

- The displays are attractive and grabs attention
- Brand awareness increases
- Influencing buying decisions
- Cost effective nature





Static display ads are just regular ads that do not include any additional media or moving elements. A typical ad of this format looks like a static banner that contains fixed content, such as text, visuals, and a call to action.

- Category Headers
- Pillars Backlite and Wrap
- Wall Branding
- Escalators Branding
- Tills Branding
- Overhead Banners

Retail

Category (Shelf) Headers - Lit

We are enhancing shelf headers advertising across all Quickmart stores to offer additional and dynamic advertising opportunities. These are great for adding promotional retail signage at the aisles to increase impulse sales from shoppers. They are easily noticeable across the store

Benefits

- It is the first thing that a customer notices about a particular product.
- Creating end-to-end solutions for a particular product from its marketing to its overall presence in the market.
- This is what attracts the customer to buy your product in the market against all odds and competitors.
- Improves the overall store look & feel.
- Very effective for creating awareness on new products listed.



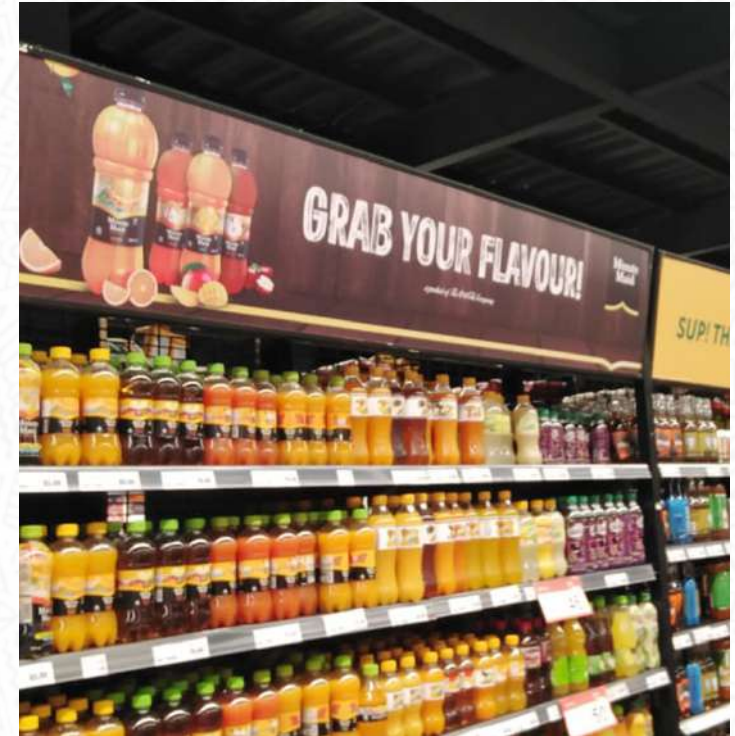
Retail

Category (Shelf) Headers - Non Lit

We are enhancing shelf headers advertising across all Quickmart stores to offer additional and dynamic advertising opportunities. These are great for adding promotional retail signage at the aisles to increase impulse sales from shoppers. They are easily noticeable across the store.

Benefits

- It is the first thing that a customer notices about a particular product.
- Creating end-to-end solutions for a particular product from its marketing
- This is what attracts the customer to buy your product in the market
- Improves the overall store look & feel.
- Very effective for creating awareness on new products listed.



Retail

Chiller Section (Fridge) Branding

We are enhancing chiller section branding across all Quickmart stores to offer additional and dynamic advertising opportunities. These are great for adding promotional retail signage at the aisles to increase impulse sales from shoppers. They are easily noticeable across the store

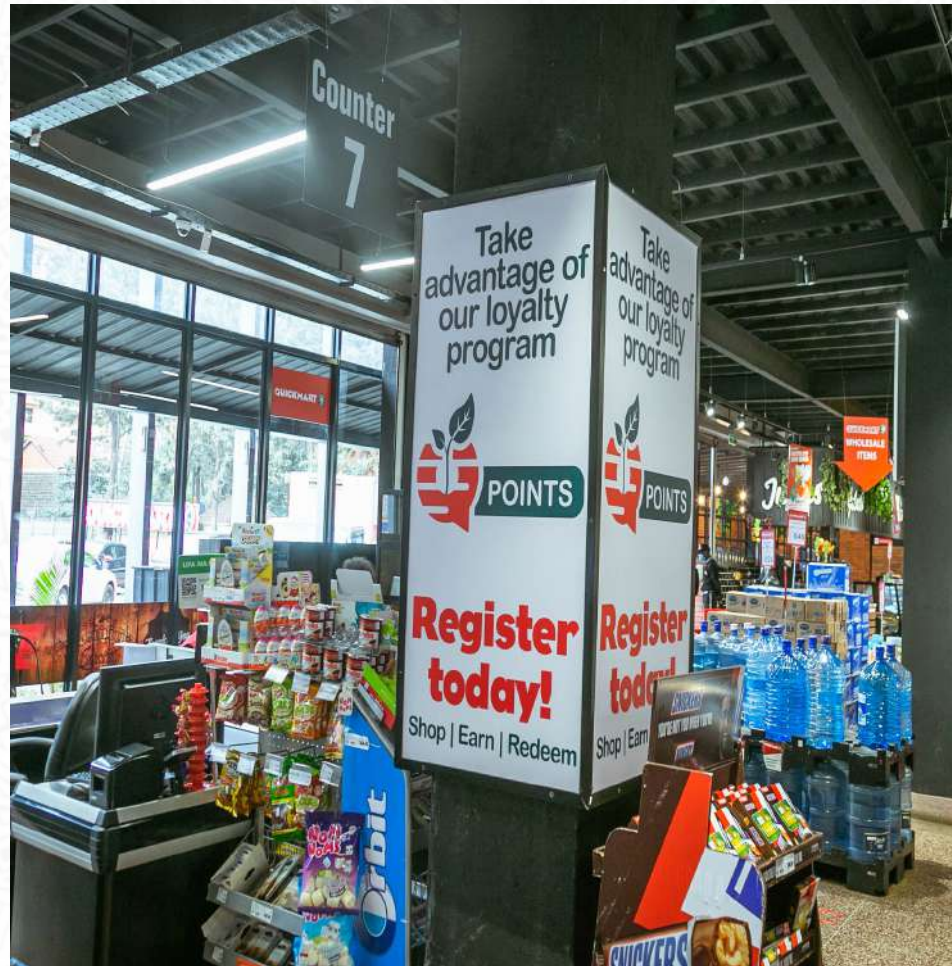
Benefits

- It is the first thing that a customer notices about a particular product
- Creating end-to-end solutions for a particular product from its marketing to its overall presence in the market.
- This is what attracts the customer to buy your product in the market against all odds and competitors.
- Improves the overall store look & feel.
- Very effective for creating awareness on new products listed.



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Square Pillars (Non-Lit)



We are offering pillar branding in full vinyl wrap across all stores. Strategically positioned instore pillar advertising will offer a subliminal effect to your target consumers as they browse the stores thus growing sales conversion.

Benefits

- Increases brand visibility within the store.
- The pillars are next to the tills therefore increasing the conversion rate
- Effective and innovative advertising strategy.



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Backlit Pillars



We are pioneering introducing backlit pillars. These are quite effective as they are disruptive and work both day time and night time.

Benefits

- Easy to install
- The illumination is quite disruptive hence hard to miss!
- The results are dazzling with bold rich colors and a message which leaps out at the observer.
- The fonts and graphics are customizable.



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Wall Branding



We are offering wall branding across all Quickmart stores. Neatly branded walls are hard to miss ensuring that all customers get to see the advertised products

Benefits

- Wall branding is Eye Catching. The size alone of a wall graphic trumps the ordinary graphic, and make your images really pop. They demand attention from your customers-old and new.
- Wall Murals Make a Statement. Because the branding is unique, it makes a bold personal statement about your store. attention from your customers-old and new.
- Wall Murals Can Boost Revenues. colors affect emotions and emotions drive sales. Large, bold, bright images invite customers in, entice their emotions, and lead them to purchases

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Escalator Branding

Escalator branding involves installing graphics over the body of the escalator to advertise a brand or business. This includes graphics on the front-facing panels of the steps of an escalator, and imagery for the glass bannisters too. As the escalator moves up or down, the steps sink and emerge to form a cohesive image when viewed face on. Along with bannister adverts, this can transform escalators into immersive, and experiential outdoor advertisements.

- It is a unique form of advertising
- Escalator advertisement shows high influence to pedestrians and the shoppers.
- It show our advertising at a larger format.
- At the entrance and the exit level it can create purchase impression to the people who coming shopping mall for doing shopping at point of purchase.
- It's very easy to use and easy to remove.



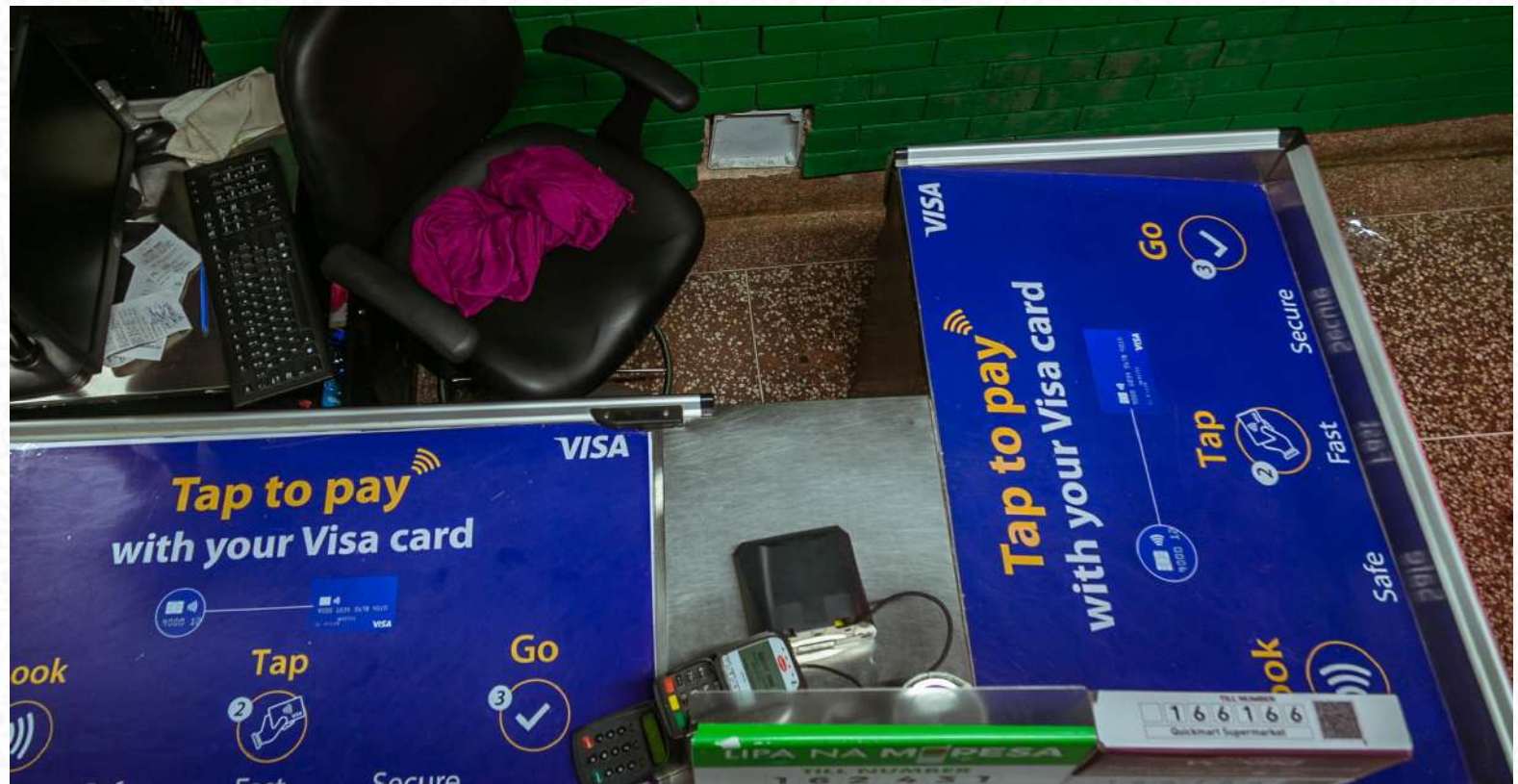
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Tills Branding

A fast in market tills advertising is a new addition to the list of static advertising platforms across all Quickmart stores. Uniquely position tills advertising will offer your brand the most prominent advertising space in the stores ensuring all consumers interact with your brand.

Benefits

- Influence repeat purchase
- Point of contact for all customers hence a wide reach
- Increases brand visibility
- Drive sales



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Overhead Banners

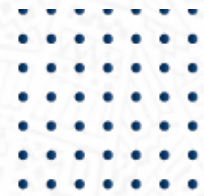


We are pioneering ceiling drop banners at select quick mart stores. These are large format banners that will be placed in select locations where customers can see the advertisements.

Benefits

- Increased brand visibility
- Influence purchase decision
- Drive sales





EXPERIENTIAL

STORE STANDS



Simply put, **Experiential Retail** is a store that offers an exclusive experience that engages the senses. The focus on building a connection between the brand and the consumer, not on sales

- Activations Stands
- Samplings Stands
- Tent Stands
- Dome Kiosks

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Activation Stands

The perfect way for a brand to stand out. Good for mass awareness campaigns, activations utilize the space within the lobby to showcase a brand and/or engage with shoppers.



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Sampling Stands (LED Counter)

We are introducing portable sampling stands in a bid to help brands maximize on product sales and ROI. This will be a perfect way to entice customers to try new products especially for brands with new market entry products and those looking to increase uptake.

Benefits

- Encourage product trial and increase exposure
- Good Storage Space
- Drive conversion and uptake



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Dome Kiosks



We are rolling out the provision of Dome Kiosks across Quickmart stores that are targeted to different brands. The dome kiosk will be an effective way of providing product information to target consumers and will be set up outdoor, in high traffic areas, with proximity to the outlet

Benefits

- Visibility drive
- Build brand awareness and loyalty
- Drive Sales



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Tent Stands

We are introducing branded tent stands that can be customized to specific brand needs, incorporating brand colours and logo. The tent stands will be set up outdoor or within mall spaces and will be a great platform for mall activations and consumer/product interaction

Benefits

- Brand engagement
- Brand Visibility
- Drive Sales



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Benefits

Add a competitive edge to your retail business by taking advantage of:



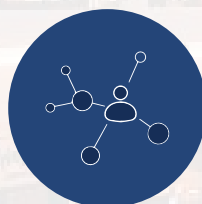
Wider Reach

Retail+ enables you to provide relevant information directly to your target audience, generating higher brand awareness and sales uplift



Cost effective

You no longer have to rely on printed catalogues



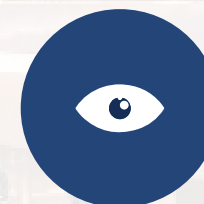
Versatile

The platform enables one to change content easily



Enhanced product promotion

Digital signage offers another way for them to reach customers directly, closer to the decision point



Greater Product Visibility

With the swipe of a finger, customers can access details and specifications of all the various products available in store by name, price and description



Retail

Before



Clutter



High cost of
production



Slow turn
around

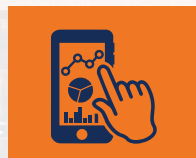


Limitations

The Retail+ effect



Dynamic &
diverse content



Interactive &
personalized
customer
experience



Sales lead
generator



Ability to
remotely
schedule and
manage content



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