

Rethinking Retail:

**CONSUMER**  
**INSIGHTS** for  
**MARKETERS**

**VISTAR**MEDIA

 **mfour**  
mobile insights in real time®

**MORE THAN 80%**

of consumers plan to shop this Memorial Day weekend,

.....  
the 4th most popular holiday for shopping.  
.....

**\$486:**

the surprisingly high average shoppers reported they will spend,

.....  
with men planning to purchase 1.5X more than women.  
.....

**93%**

intend to shop **IN STORES** on Memorial Day weekend,

.....  
despite the doom and gloom headlines about the decline of brick-and-mortar retail.  
.....



DID  
YOU  
KNOW?

HOWEVER



Of the individuals who reported they will shop this Memorial Day weekend, a significant proportion are **STILL UNSURE WHERE AND HOW MUCH THEY PLAN TO SPEND,**

creating a hugely sizable moment for retailers **TO ACTIVATE CREATIVE CAMPAIGNS AND DRIVE DOLLARS SPENT.**



Most retailers are planning deep discounts  
this holiday weekend.



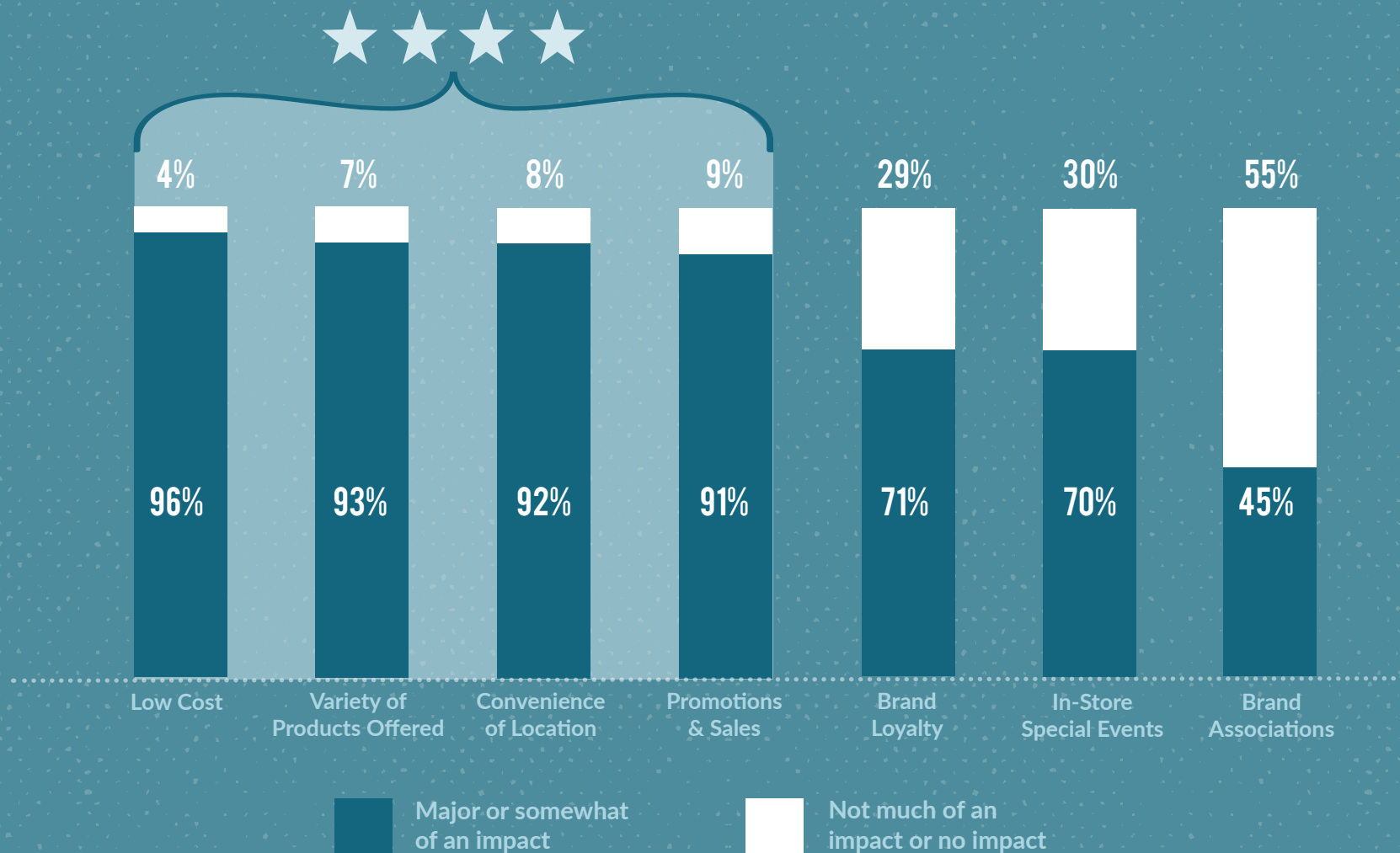


Reach people as they're out and about leading up to and during Memorial Day weekend through digital out-of-home advertising.

The ubiquity of out-of-home and mobile advertising provides brands the opportunity to reach target consumers with relevant messaging while they are on the path-to-purchase as well as at their point-of-purchase.



# WHAT DETERMINES WHERE CONSUMERS WILL GO TO SHOP?





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## 1. LOW COST

**Marketing Tip:** Emphasize potential savings during the Memorial Day weekend.

## 2. VARIETY OF PRODUCTS OFFERED

**Marketing Tip:** Focus creatives on one-stop shopping.

## 3. CONVENIENCE OF LOCATION

**Marketing Tip:** Target your OOH campaigns within a 15 mile radius of store locations.

## 4. PROMOTIONS & SALES

**Marketing Tip:** Highlight limited-time promotions on top product categories.





# CATEGORY INSIGHTS



# APPAREL

## Audiences



Young Professionals



Sneakerheads



Shopaholics

84%  
in-store

13%  
mobile

3%  
desktop

## Insights

- » Apparel stores are the most popular intended retail destination this Memorial Day weekend.
- » Younger consumers (ages 18-24) are more likely than adults (ages 25-55) to shop at apparel stores.
- » People that tend to shop for apparel are the most likely to be repeat category purchasers.
- » Women are more likely than men to say they plan to shop at apparel stores.

## Top 3 Products

- 1) Women's Apparel
- 2) Footwear
- 3) Accessories

## Strategies

- » Primarily activate DOOH at retail stores, malls, schools and office buildings to reach these target audiences as they move throughout their daily routines. Secondly, leverage mobile advertising to re-engage those on-the-go.
- » Tailor creatives to your specific audiences, highlighting relevant product categories (for example, women's clothing & accessories or trendy men's footwear).

# DEPARTMENT STORES

## Audiences



**One-Stop  
Shoppers**



**Busy  
Parents**



**Rising  
Trendsetters**



## Insights

- » The variety of products offered is a major decision factor among this audience when deciding where to shop this Memorial Day weekend, as well as convenience.

## Top 3 Products

- 1) Women's Apparel
- 2) Footwear
- 3) Men's Apparel

## Strategies

- » Primarily activate DOOH at retail stores, convenience stores, malls and office buildings to reach these target audiences as they move throughout their daily routines. Secondly, utilize mobile advertising to re-engage those on-the-go.
- » Leverage proximity targeting around store locations as well as competitors' store locations nearby, as convenience significantly outweighs brand loyalty as a deciding factor for these audiences.
- » Focus creatives around the variety of products offered within your store & the convenience of one-stop shopping. Even further, tailor creatives to the most desired items this Memorial Day weekend: women's apparel, footwear and men's apparel.

# ELECTRONICS

## Audiences



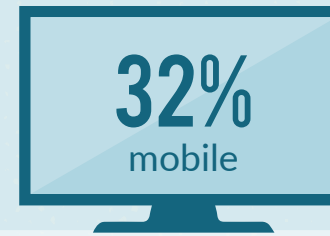
Tech-Savvy  
Professionals



High-End  
Gamers



Brand  
Loyalists



## Insights

- » Electronics store customers are planning to spend the most of any category, upwards of \$600+.
- » Brand loyalty significantly impacts where consumers decide to shop for electronics, unlike other product categories.

## Strategies

- » Define a custom audience of electronics shoppers to reach high-end in-market consumers while they are out and about shopping.
- » Evenly divide advertising budget between DOOH and mobile inventory, as preference for in-store vs. online shopping is split.
- » Activate DOOH at gyms, airports, financial service centers and around transit centers to reach these desired audiences. Then, apply real-world retargeting to amplify the impact of campaign messaging.
- » Take advantage of consumer loyalty by focusing creatives on specific brands and their unique value propositions.

## Top 3 Products

1) Televisions

2) Smartphones

3) Laptops

# HOME IMPROVEMENT

## Audiences



DIYers



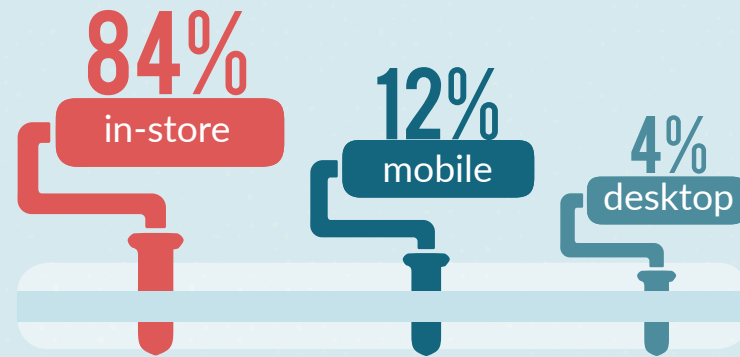
Homeowners



Green  
Thumbs



Outdoorsy  
Adults



## Insights

- » Consumers tend to travel less when shopping for home improvement.
- » Adults ages 25-55 are more likely than younger adults (ages 18-24) to shop at home improvement stores.

## Top 3 Products

- 1) Lawn & Garden Supplies
- 2) Outdoor Furniture
- 3) Grills

## Strategies

- » Primarily activate DOOH at gas stations, salons and family entertainment centers to reach these target audiences in contextually relevant environments.
- » Leverage proximity targeting within a 10-mile radius of store locations.
- » Retarget exposed individuals with mobile advertising to re-engage those on-the-go.
- » Tailor creative messaging to highlight top products, especially related to the Memorial Day weekend holiday.

# HOME GOODS & FURNISHINGS

## Audiences



New  
Homeowners



Design  
Inspiration  
Seekers



Crafty  
Moms



Discount  
Chasers

82%  
in-store

13%  
mobile

5%  
desktop

## Insights

- » Consumers planning to shop for home goods are highly influenced by in-store special events.

## Top 3 Products

- 1) Home Decor
- 2) Bedding
- 3) Bathroom Accessories

## Strategies

- » Tailor targeting strategies to promote local in-store events to consumers within an easily accessible radius.
- » Focus creative messaging to highlight in-store special events and promotions for the top Memorial Day weekend products.
- » Leverage weather-triggered creative targeting to highlight relevant products (for example, showcasing beach towels & lightweight bedding in high temperature areas).

## Background

Memorial Day weekend is now one of the most popular shopping holidays of the year, as millions of Americans visit friends and families for backyard barbecues, in search of the latest deals and discounts along the way.

In order to provide marketers with tips around optimal digital out-of-home and mobile targeting strategies, Vistar and MFour partnered to better understand consumer behavior and shopping preferences around Memorial Day 2018. The study was conducted from April 5 to April 9 with 1,000 respondents surveyed about travel plans, purchase intentions, shopping preferences and customer location affinity.

## Methodology

MFour's Path-2-Purchase™ Platform combines the power of location analytics with market research by connecting to its first-party, validated, proprietary panel of 2 million verified consumers with full demographic profiling, matched across 12.5 million locations, including the ability to survey consumers at any time on their smartphone.

Companies can now understand the consumer journey linking the “Who,” “What,” and “Where” to the “Why” by observing and intercepting consumers at any point from awareness to the Point-of-Emotion®.



**VISTAR** MEDIA



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