

smart choices everyday

There is a new media landscape driven by social and economic change. Fragmentation means multiple channels, new technologies, and increased competition for consumers' attention, making connections with consumers more and more difficult

A FORM OF BRANDED CONTENT THROUGH MASTHEAD ADVERTISING

- Branded content is an effective response to these changes. Creating branded content is an evolved form of advertising that blurs conventional distinctions between what the consumer constitutes as advertising and what the consumer believes to be content
- Branded content can be considered a form of "infotainment", designed to engage your target audience at a more informative level through the power of television (sight, sound and motion)
- Broadcasters around the world are moving to embrace this form of commercial diversification in response to demand from their clients

SMART CHOICES EVERYDAY HAS BEEN CREATED TO BECOME A PART OF YOUR MARKETING MIX

IT MEETS THE NEEDS OF THE CONSUMER WHO:

- Is time poor and stressed
- Is continually bombarded with excessive product choice
- Is looking for trusted help - ideas, inspiration and advice about how to choose
- Wants to be empowered to make better informed purchasing decisions
- Is recession-conscious and needs to "prioritise" and "trade down" spending

IT MEETS THE NEEDS OF THE MARKETER WHO:

- Needs to invest in advertising formats with proven ROI
- Is looking for breakthrough methods that are more effective than brand positioning alone
- Wants a solution that is low cost
- Needs to engage in consumer activation to grow market share
- Is developing marketing programmes that integrate online and traditional media

“ IDEAS TO HELP MY MARKETING DOLLARS GO FURTHER ”

A format to help generate sales and provide better ROI for my marketing dollar in difficult times

Our Shopping Reporter will showcase products and services in VALUE terms to help consumers make their dollars go further by making the best choices through trusted advice:

- Consumer news format – simple, honest, third party trusted friend, credible
- Format filmed either in studio or on location
- Affordable packages – targeted to cater to pressure on marketing budgets
- On trend – consumers looking for value in a recession
- Core target – Primary target is Household Shopper with Kids
- Motivates and activates consumers' buying decisions

“ THE SHOPPING REPORTER SERIES which INSPIRES shoppers with VALUE PROPOSITIONS in tough times ”

SMART CHOICES WILL INCLUDE IN STUDIO AND ON LOCATION PACKAGE OPTIONS INCLUDING THE FOLLOWING:



why a masthead format?

benefits of masthead formats

- On Trend – meets a current consumer need
- Programme-like editorial formats provide high levels of authority
- Provides product information in empathetic situations creating emotional connectivity with consumers
- Strategically placed in programmes where receptivity for information is high
- Consumer news format and a third party halo offers trust and credibility
- Cost effective and fast turn-around, to give immediate sales lift
- Formats have high familiarity/cut through to get brands noticed quickly
- Can provide an end to end solution – Production, TV Airtime, Online, Instore

SMART CHOICES EVERYDAY BRINGS THE CONSUMER MESSAGES FROM A TRUSTED FRIEND – THE SHOPPING REPORTER

consumer benefits

- It saves me time
- It helps me buy better
- It helps me choose the best options that suit my needs

marketer benefits

- Consumer centric messages to help sell my products
- Reframe my product's value proposition – without pulling the price lever

- Halo of the Smart Choices Everyday proposition enhances my brand
- Proven Format – consumer activation to increase sales and gain market share
- Cost effective
- Four week turnaround
- Flexible
- Fixed Cost
- One Stop Shop

everyday in your marketing mix

SUPPORT FOR BRAND CAMPAIGNS, TRADE MARKETING, PROMOTIONS AND EVENTS, RELAUNCHES, PRODUCT LAUNCHES AND SOLUS PRODUCT CAMPAIGNS

Stacey Morrison

THE SHOPPING REPORTER



- Trusted and likeable
- Warm, friendly, convincing, credible
- High connectivity helping household shoppers shop
- TV presenter
- Breakfast radio host
- MC
- Mother of two

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