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Notes to the Editor:

About **abc media**

- **abc media** is a retail media agency.
- **abc media** provides advertisers with access to millions of consumers via digital networks and traditional point of sale solutions at retail outlets. These networks consist of digital screens, in-store radio, shelf barkers and sampling.
- **abc media** is the exclusive advertising sales agency for a number of leading national retailers. These include; all Co-operatives societies, Sainsbury's Convenience, Moto, Wilkinson, Spar, Londis, Mills, Texaco, PC World and Virgin Megastores.
- **abc media's** full service solution includes a media sales function, content delivery, project management and campaign analysis.
- **abc media** has worked with companies including; Camelot, Coca-Cola, Diageo, GSK, Kellogg, Masterfoods, Nestlé, News Group Newspapers, Scottish Courage, Unilever and Walkers, among others.
- For more information see: www.abc-media.co.uk

What's driving **retail media**?

- Media fragmentation and changing consumer habits means that influencing consumer brand decisions is more complex and costly than ever.
- Retail media combines traditional point of sale techniques with developments in digital screen technology, providing brands with a new, unique, flexible and accountable advertising channel.
- The benefit to advertisers, of being able to drive an uplift in sales by targeting consumers at the point of purchase through engaging content, is fuelling the growth of retail media as an ever-increasing part of the advertising mix.