

Broadcast media have seen dramatic changes in recent years.

With TV offering a predominantly fragmented audience, some marketers have sought to avoid changing a proven communication model by looking for a new mass medium - and retail has been repeatedly touted as the replacement.

MEC MediaLab, Mediaedge:cia's consumer insight and ROI division, has investigated the impact of in-store communication on consumer behaviour through its global Sensor research to determine how far innovative in-store channels are engaging shoppers.

Order the full 'Engaging Shoppers In-Store' report (May 2006) from:

<http://www.mecglobal.com/output/Page2165.asp>