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## An In-Mall, Digital Marketing Push



A Smart Screen with an Estée Lauder ad.

**Adspace Networks, Inc.** is out to revolutionize the mall shopping experience. The company has created a digital environment with sight, sound and motion to reach 100,000,000 consumers as they're shopping, with a network of 1,400 digital billboard screens—located in malls across the country—featuring daily values, new items, paid advertising and mall announcements.

The **Adspace Digital Mall Network** is located in 105 malls nationwide. Each mall generally houses 14 total Smart Screens—each of which is eight feet tall and has a 65-inch plasma face. The devices feature high-definition video and a self-regulating audio system, which adjusts itself to ambient noise.

"For retail advertisers, it's like having fourteen store windows in a mall," said **Bill Ketcham**, executive vice president and chief marketing officer for Adspace. Each commercial runs 15 seconds long—"to keep it fast and fun and coincide with consumers walking two-point-six miles per hour," he said—with 11 paid commercials in a five-minute loop. The ratio of editorial content to ads is roughly half-and-half.

"In a study conducted by **Nielsen Media Research**, we discovered that the network is particularly effective in reaching teens, young adults and women," Mr. Ketcham said, and the company has worked with many prominent beauty brands to target this audience, including **Coty, L'Oréal, P&G, Unilever** and **The Estée Lauder Companies**. It has also worked with retailers like **Macy's, Sephora, Nordstrom** and **Dillard's**.

"This past holiday season, we used Adspace in ten Los Angeles malls for a unique GWP promotion," said **Abby Sipe**, marketing director of **Calvin Klein Fragrances**—which is owned by Coty Prestige. "We realized an almost ten percent increase in sales of the brand showcased versus the downtrending market."

Adspace's editorial content is overseen by **Warren Christopher** and falls into two categories:

"Today's Top 10" and "Essentials."



A screen shot with a Calvin Klein ad.

A screen shot of editorial content featuring "Today's Top 10."

"Today's Top 10" is retail-driven," Mr. Christopher explained, in that it directs consumers to special values being offered by various retailers. The editorial team evaluates 600 submissions from retailers each week for the best promotional offers, and then selects ten that are pertinent to each of the network's 105 malls.

"The Essentials department is product-focused," Mr. Christopher said, "in that we tend to feature merchandise that is new to the market rather than value items."

Ultimately, the company believes its point of difference is that the Adspace Network reaches consumers at the point of sale, when they're in a buying frame of mind. "It's high-impact glance media that drives traffic," said **Steve Bruman**, director of cosmetics and fragrances. "It's a call to action."

Research shows that one million consumers visit the average Adspace mall each month, and that the network reaches 100 million consumers, nationally, every four weeks.

Despite the economic climate, Mr. Ketcham noted that traffic in mall common areas has rebounded to last year's level in early February. However, department store traffic is still negative versus last year, he said—making a marketing tool like the Adspace Digital Mall Network even more critical.