



Where Proximity Meets Opportunity: Retail-Based Digital Audio Advertising

September 27, 2022



Meet Stingray.

A group of young people are socializing in a kitchen or bar setting. A man with a beard is smiling and looking down. A woman is singing into a purple microphone. Another man is looking up at her. A woman with long blonde hair is in the foreground on the left. The background is slightly blurred, showing a kitchen counter and a window.

Stingray is a leading **music, media,**
and **technology** company.

Our vision is to deliver the
best curated audio and **video experiences**
for consumers and businesses globally.

Global reach and performance



400M

viewers & listeners
across all services



160

countries across
six continents



2B+

hours of music
streamed monthly



100+

radio stations with
7.4M+ weekly listeners



160M

app downloads



125K

commercial locations
among 13K clients



ALDO



AIR CANADA 

NORDSTROM



STAPLES



metro

food Basics\$



TESLA 

Sobeys inc.

Loblaws

DOLLARAMA 

Walmart 

IGA

CIRCLE K



 NESPRESSO

 ROGERS™

 Scotiabank

Shaw) 

LUSH FRESH HANDMADE COSMETICS

sports experts®



 RITZ-CARLTON
Montréal

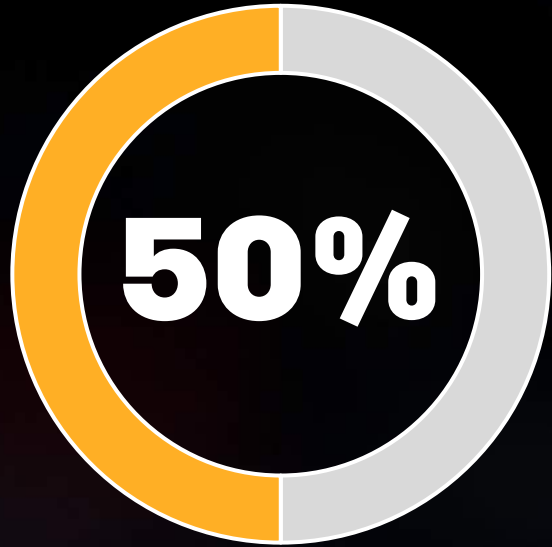


PitaPit 

Meet **Stingray Advertising.**

RETAIL MEDIA

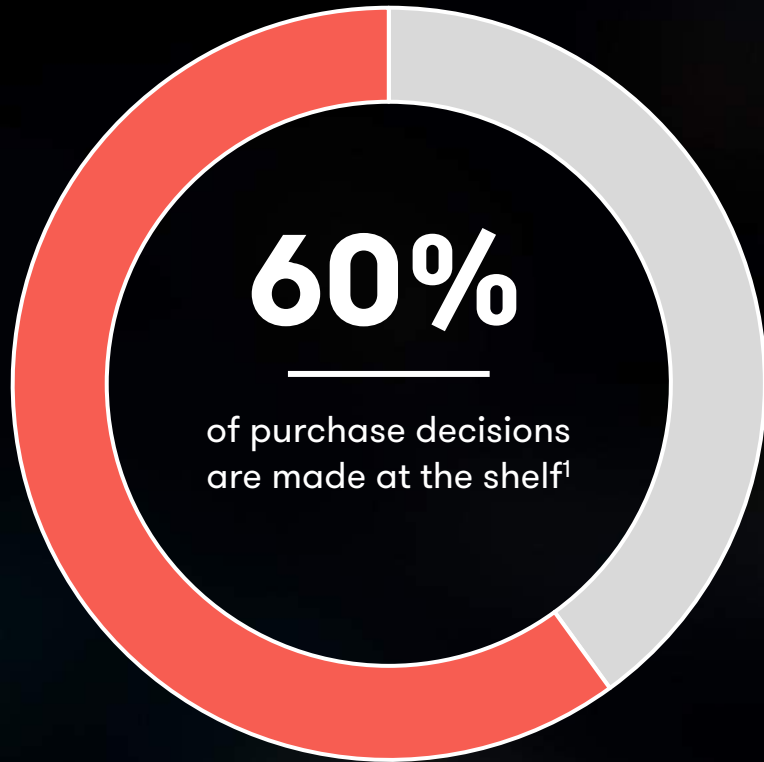
The in-store connection



of shoppers say shopping at a brick-and-mortar location is how they feel **most connected** to the **brands they love**.



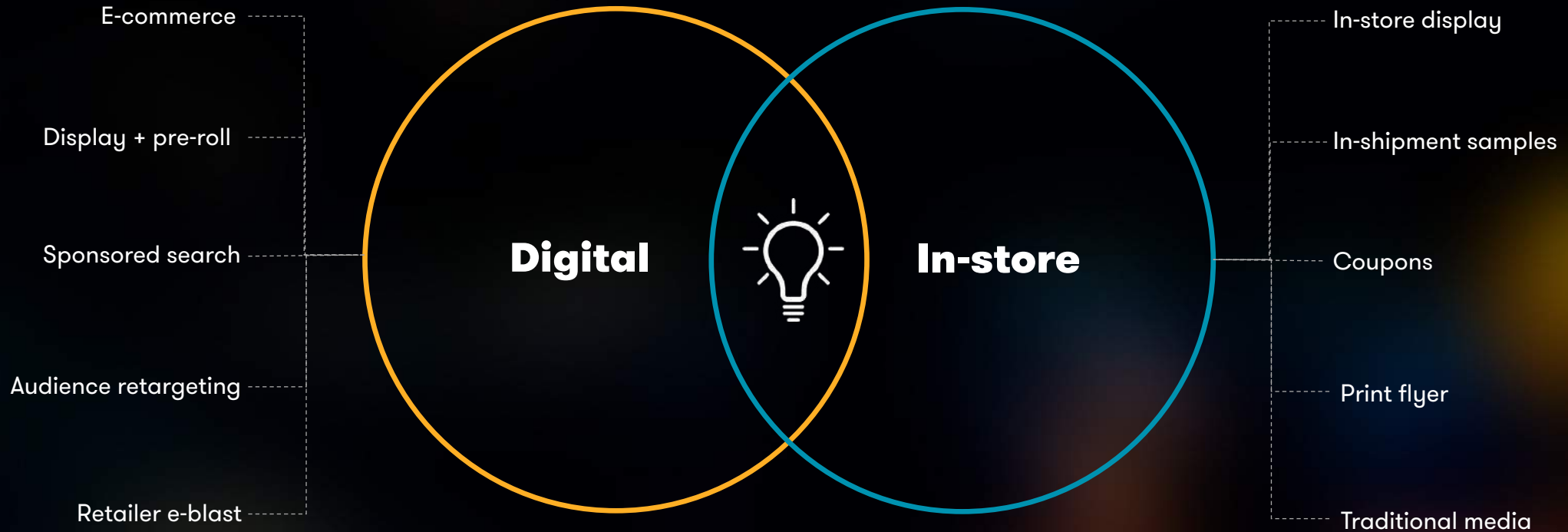
A brand's in-store presence matters



Leveraging the best of both worlds

Customizable + Engaging + Trackable

Focused + Intent-driven + Proximity-based



Retail-Based Digital Audio Advertising

STINGRAY
RETAIL MEDIA

*delivers highly relevant ads,
reaches every shopper.*

boosts brand awareness.

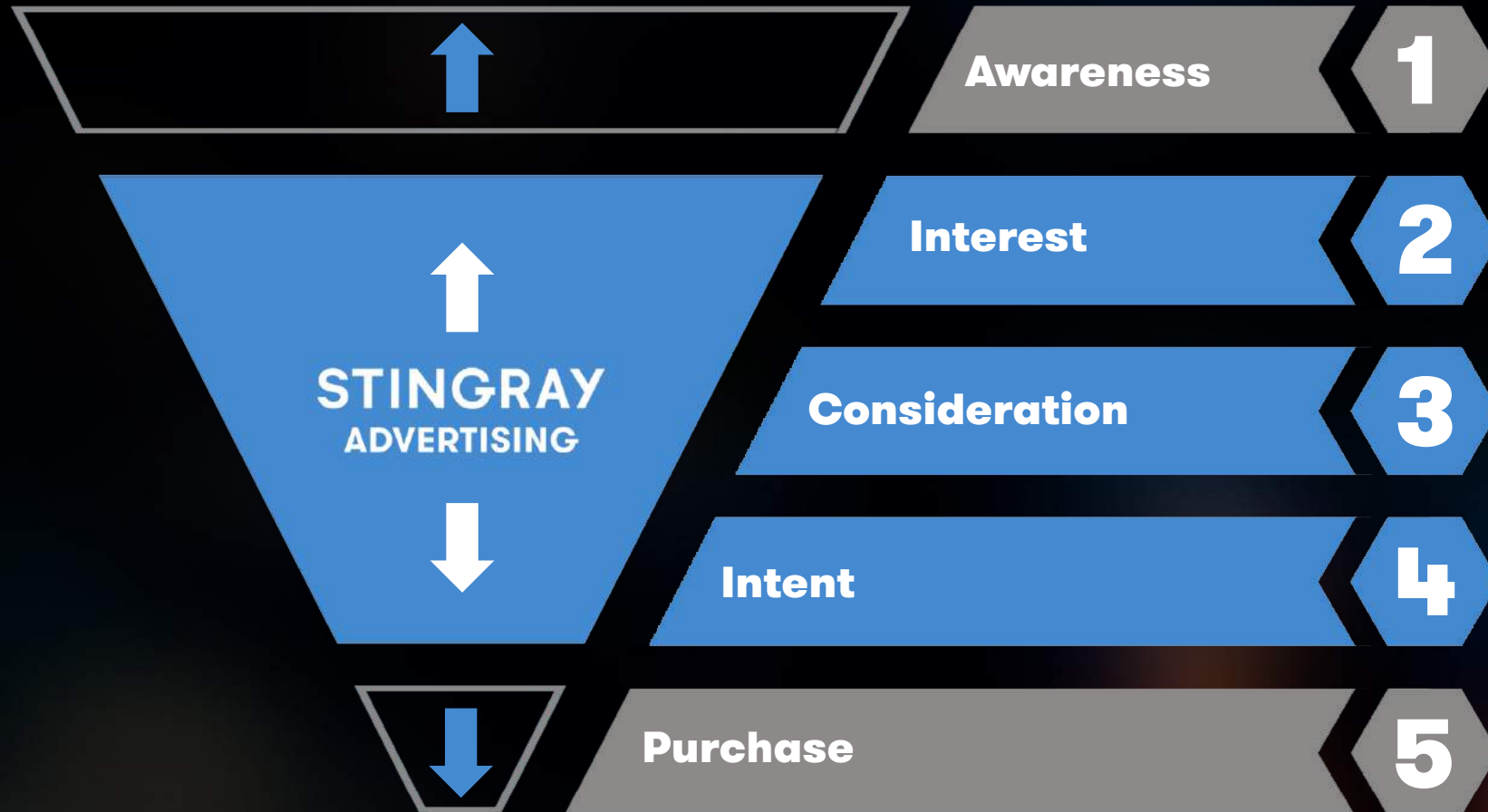
turns proximity into purchases.

creates an emotional connection.

produces highly customizable creatives.

influences shopper intent.

Stingray AOOH delivers upper funnel objectives while driving lower funnel shopper marketing outcomes

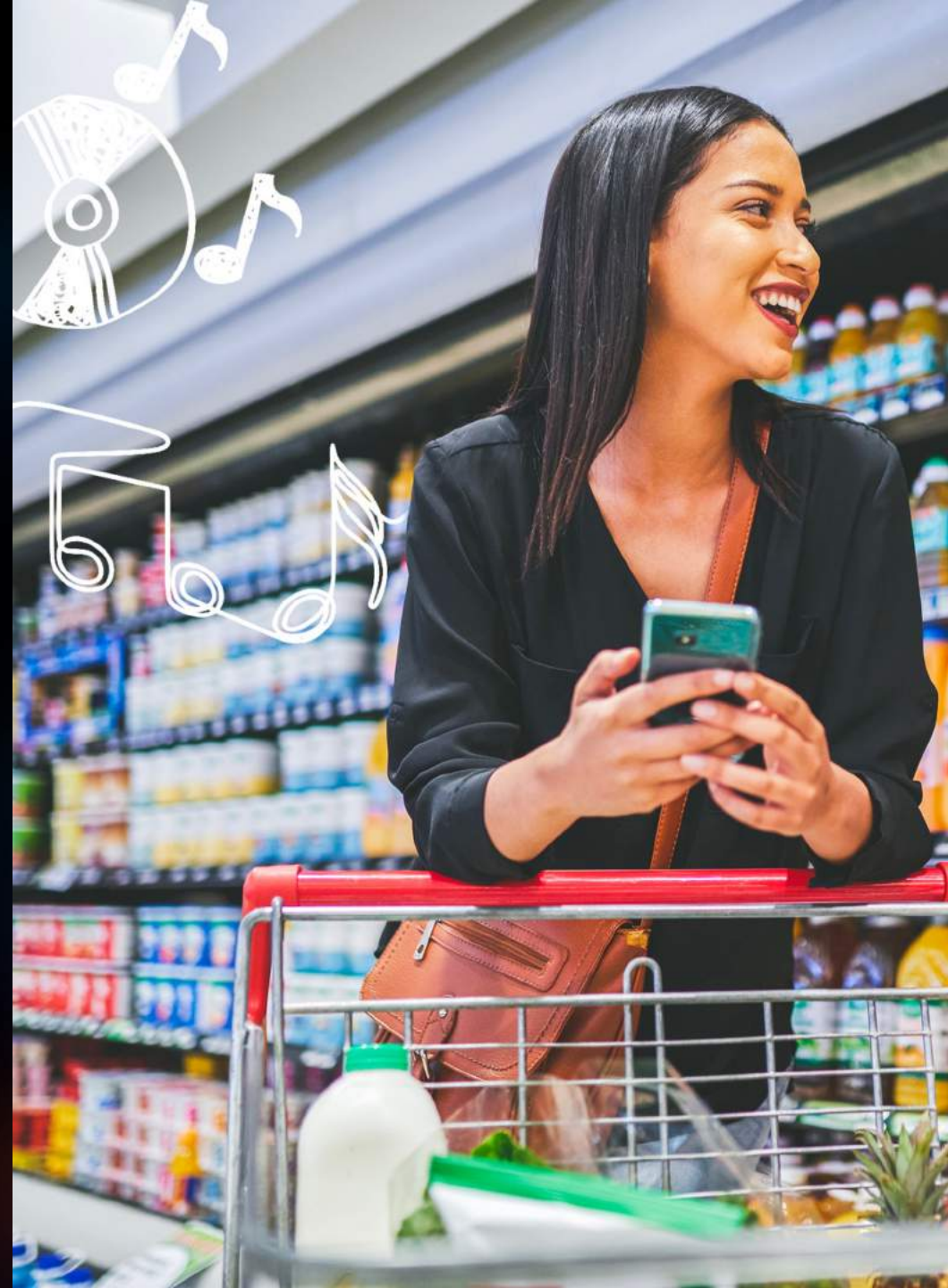


**It all starts
with a sound methodology.**

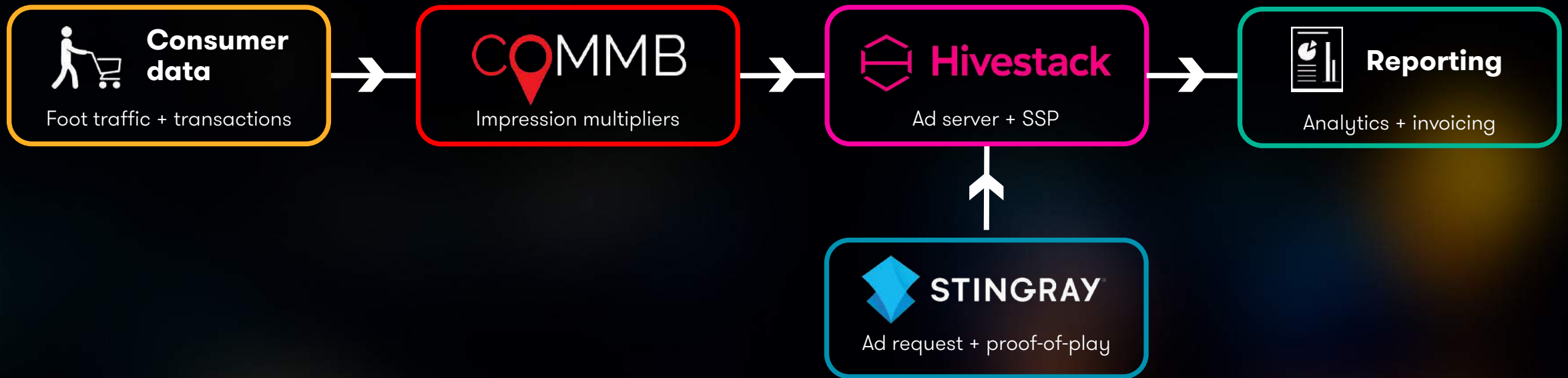
Introducing AOOH

Stingray Advertising and COMMB launch Canada's first retail-based verified audience measurement for audio.

- COMMB's industry approved AOOH methodology incorporates average number of transactions for each hour of the week for each retailer
- COMMB processes the data to determine hourly impressions by venue that is passed onto Stingray as well as reported by COMMB at an aggregated level by market average for each retailer
- Each retail vertical has independently determined and approved dwell times that factor into the calculation of hourly impressions



Robust technology stack



Audience targeting

Stingray Advertising offers unique and differentiated ways to **connect** with **consumers** at **point-of-sale** through both impression and occasion-based buying options.



Vertical Targeting

Target specific verticals across our network



Dayparting

Target specific times of the day



Geotargeting

Target specific geographical regions



Hourly Takeovers

Take over hourly blocks of time

THE STINGRAY ADVERTISING RETAIL MEDIA NETWORK

Our retail media network



Our retail media network

Our retail media network is currently live within 2,723+ national locations across 4 x key retail verticals including: grocery, pharmacy, superstore and discount. Based on COMMB-verified AOOH measurement, the network reaches 3,239,000 shoppers daily.



- 1,390 national locations
- Reaches 773K Dollarama discount shoppers daily



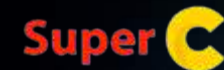
- 402 national locations
- Reaches 1.5M Walmart super store shoppers daily



- 380 Quebec + Ontario locations
- Reaches 302K Jean-Coutu pharmacy shoppers daily



- 328 Quebec + Ontario locations
- Reaches 365K Metro grocery shoppers daily



- 101 Quebec locations
- Reaches 82K Super C grocery shoppers daily



- 122 Ontario locations
- Reaches 217K Food Basics grocery shoppers daily

Audibility verification



Be heard

Before your campaign launches, technicians will be sent to each store to ensure your ad can be heard loud and clear.



Be brand safe

We control the audio content being played at every location, so we can guarantee the in-store environment is 100% brand safe.



Be secure

All campaigns are direct buys. We control who has access to inventory in order to prevent ad fraud and maintain a secure network.

Quantifying results with Leger

Stingray partners with **Leger** to measure effectiveness of retail-based digital audio advertising in Canada:

- Leger is the largest Canadian-owned market research and analytic research and polling firm
- Leger measures the effectiveness of retail-based digital audio advertising in Canada by conducting surveys to demonstrate that advertising campaigns connected to the Stingray Retail Media Network drive tangible results

Leger



Quantifying Results with Leger

Background

- Leger Brand lift studies among consumers are designed to assess the impact a particular campaign or campaigns have had on the consumer-brand interaction
- These studies help identify favourable changes in key brand metrics such as brand consideration and purchase
- The studies are conducted among Canadians who have visited a participating retailer in the past 2-4 weeks
- Each study is carried out in markets as appropriate given the retailer's trade area

Leger

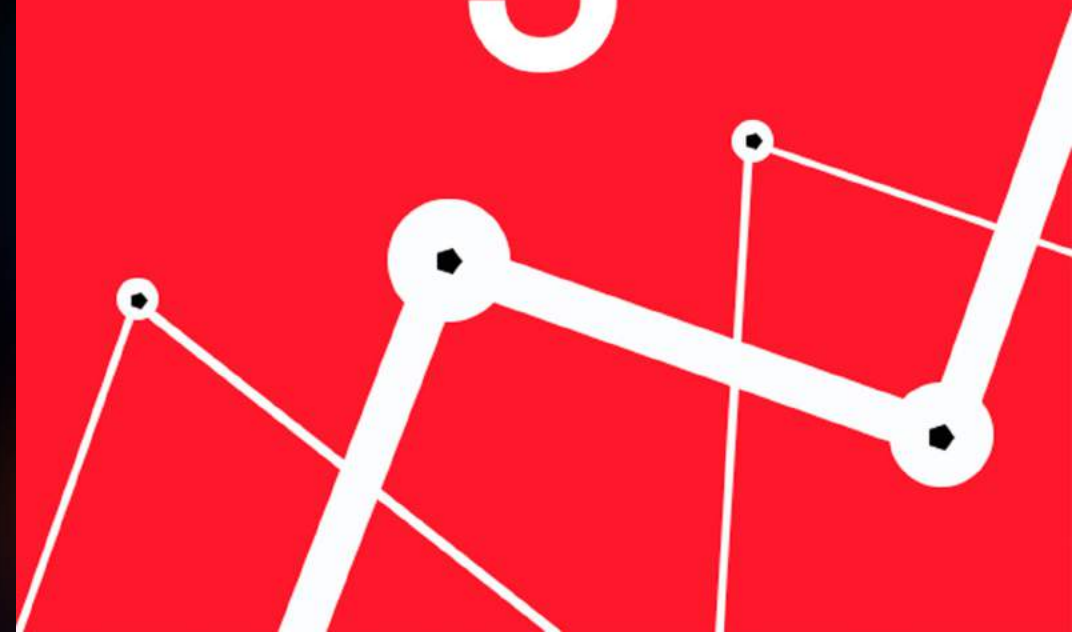
The right side of the slide features a solid red background. In the center, the word "Leger" is written in a large, white, sans-serif font. Below the text, there is an abstract graphic consisting of several white lines of varying thicknesses and small white circles (nodes) connected by these lines, creating a network-like structure that suggests data or connectivity.

Quantifying Results with Leger

The **main objectives** of each study is to measure the performance of an ad campaign by analyzing the following variables:

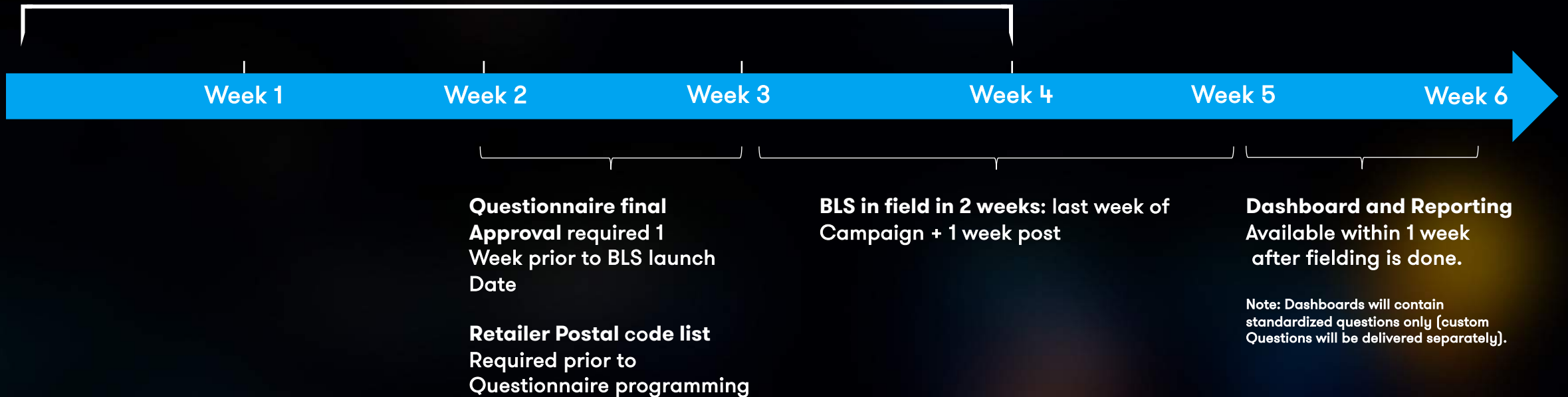
- Spontaneous Recall of background music, commercials and top-of-mind description and product
- Recall of the advertising campaign (aided measurement audio file)
- Appreciation of the advertising campaign (a lot, somewhat, not really, not at all)
- Measurement of consumer action taken as a result of audio ad exposure (purchase)
- Likelihood to consider purchase in the future

Leger



Field Study Timeline

Retail-Based Audio Campaign in Market

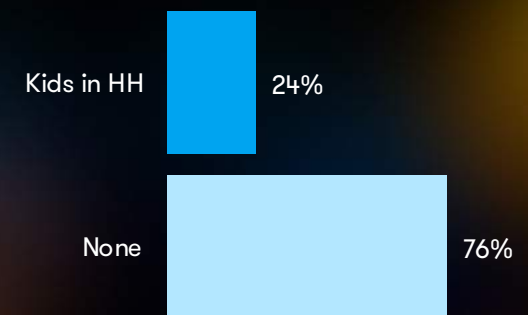
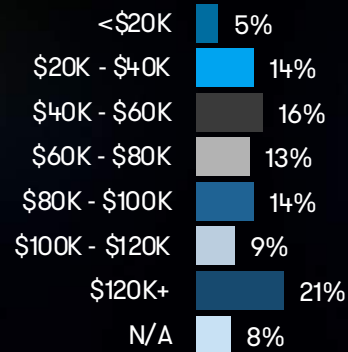
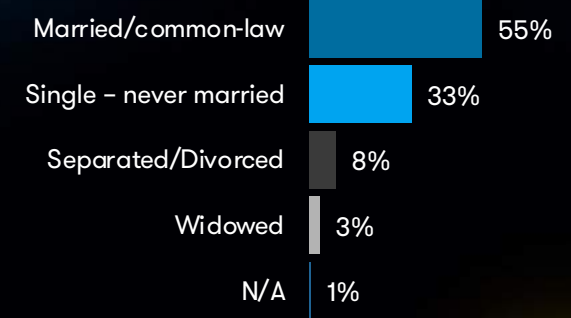
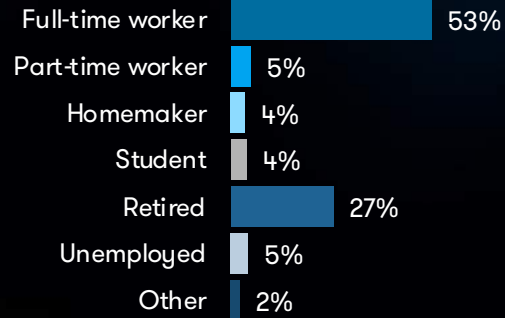
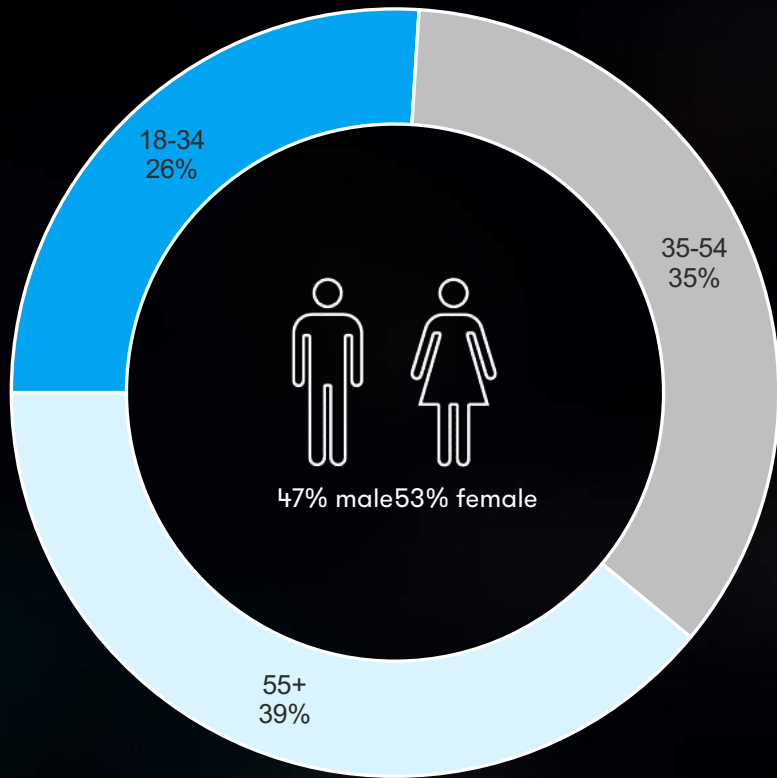




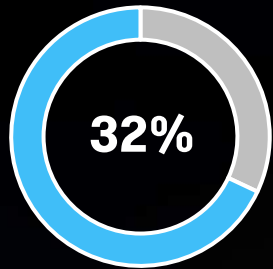
RETAIL-BASED DIGITAL AUDIO ADVERTISING WORKS, AND WE CAN PROVE IT.

STINGRAY
ADVERTISING

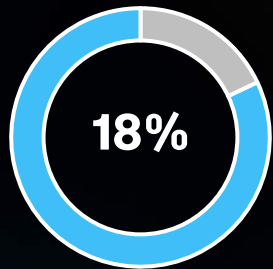
Respondent profile



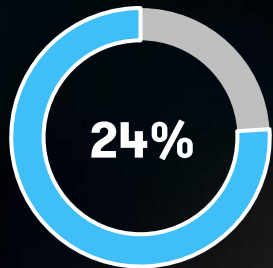
Spontaneous Recall Metrics



of shoppers say they remember hearing **music** playing in the background



of shoppers say they remember hearing **commercials** playing in the background



of those who remember commercials correctly identified the product being advertised

Row %	Gender		Age Group			Children in HH	
	Female	Male	18-34	35-54	55+	Kids in HH	None
Yes	48%	52%	36%	41%	23%	37%	63%
No	52%	48%	21%	33%	45%	21%	79%
DK	63%	36%	23%	39%	39%	27%	73%

Row %	Gender		Age Group			Children in HH	
	Female	Male	18-34	35-54	55+	Kids in HH	None
Yes	47%	53%	42%	37%	20%	40%	60%
No	53%	47%	22%	36%	42%	22%	78%
DK	59%	41%	24%	42%	34%	35%	65%

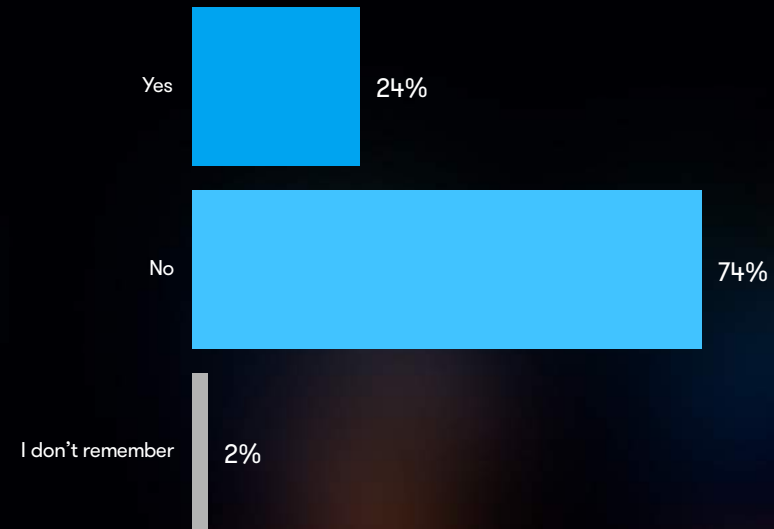
Count	Gender		Age Group			Children in HH	
	Female	Male	18-34	35-54	55+	Kids in HH	None
Identified	27	49	39	31	6	36	40
Not identified	118	117	93	85	57	87	148

Product Purchase

Control Group

24% of shoppers who did not visit a participating retailer in the last 2-weeks say they bought the product

- **24%** purchased the product in store
- **74%** did not purchase the product in store during their shopping trip
- **2%** can't recall if they did or didn't buy the product

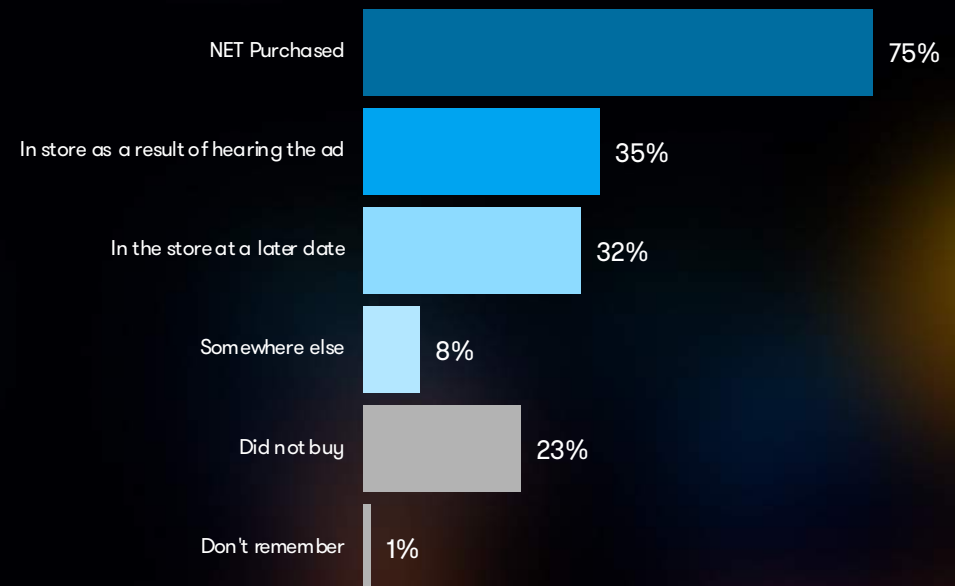


Product Purchase

Recall Group

75% of shoppers who recall hearing an audio ad within a retail location say they **“bought the product as a direct result of hearing the ad”**

- **35%** purchased the product in store as a result of hearing the ad
- **32%** purchased the product in store at a later date
- **8%** purchased the product somewhere else (another retailer or online)



Product Consideration

Control Group

Of those who **did not visit** a participating retailer in the last 2-weeks, 50% will consider the product for future purchase

- **50%** will consider the product for future purchase
- **40%** will not consider the product for future purchase
- **7%** do not purchase the product
- **3%** are not familiar with the brand



Product Consideration

Retailer Group



of shoppers who **DO NOT REMEMBER HEARING THE AD** will consider the product in future



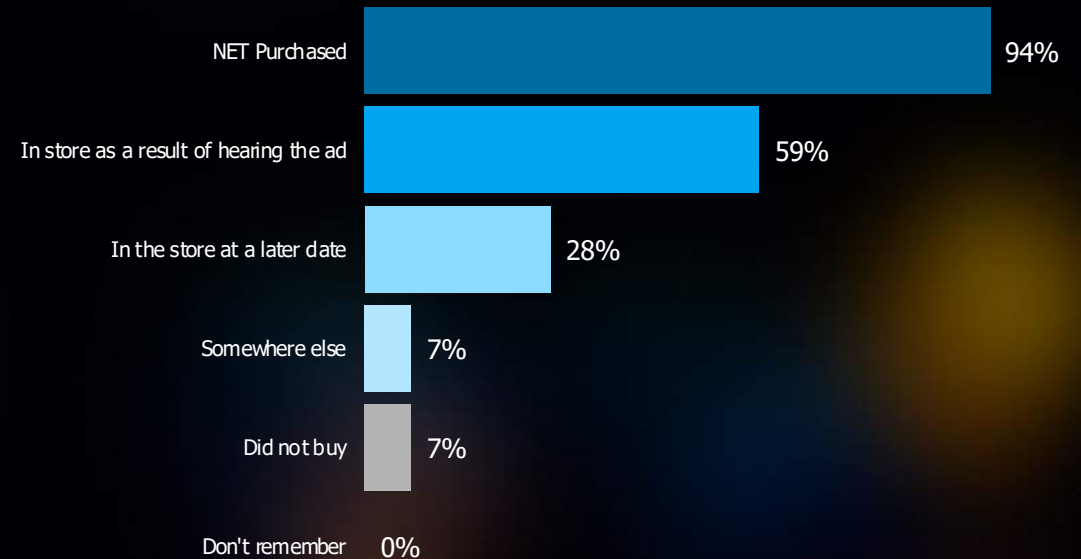
of those who **HEARD THE AD** will consider the product in the future

Shoppers who heard the audio ad in store in the past 2-weeks are 90% more likely to say that they will consider purchasing the product in the future vs shoppers who do not recall hearing the audio ad.

Case Study

Based on a recent Leger study with a leading global food CPG brand:

- **59%** purchased the product in store as a result of hearing the ad
- **28%** purchased the product at a later date
- **7%** purchased the product somewhere else
- **7%** of people did not buy





Thank You!

