



## Outdoor Marketing's Fast Lane

If food marketing is war and TV is the long-range artillery, then outdoor and in-store advertising are the bayonets. They are the weapons used in the trenches when consumers are rapidly approaching the point-of-purchase and literally choosing whether to buy – or not to buy – more milk.

While a billboard or shopping cart ad is hardly as 'sexy' as a Got Milk? TV commercial, both are vitally important to the bottom line success of the program. Below is a summary of two independent studies. One measured the effectiveness of Got Milk? outdoor in terms of awareness, understanding and appeal. The other evaluated our in-store advertising by way of actual milk sales. These studies have tremendous implications, not only for generic milk marketing programs, but also for retailers.

### Outdoor Advertising

Got Milk? outdoor creative consciously runs counter to virtually all other billboard and transit advertising in that we do not show the product. Rather than the traditional tall, frosty glass of milk, we depict cookies, cupcakes, peanut butter and jelly sandwiches – even little kids and kittens – without milk. Simply the words: Got Milk?

This is true milk deprivation and it is turning out to be an enormously powerful marketing tool. According to an independent study, awareness of Got Milk? outdoor advertising increased from 61% in 1995 to 68% in 1996. This is significant since outdoor is our primary vehicle to stop people on their way home from work and convince them to buy more milk.

(For perspective, 68% is roughly twice the average recognition score of other products in both the food and beverage categories, and that includes outdoor for the likes of Coke and Pepsi. Further, Got Milk? outdoor performed far above average across men and women, all ages (18-54) and all income levels.)

### In-Store Advertising

It is a gross understatement to say that in-store advertising is important to our mission of selling more milk. While Got Milk? appears on food packages and point-of-purchase throughout the store, we take no chances by buying Got Milk? shopping cart ads and shelf talkers.

While we were confident that these increased 'top-of-mind' *(continued on page C12)*



## Got Milk?... *(continued from page C10)*

awareness about milk, one can't take awareness scores to the bank. Accordingly, with the help of an independent research company, we tracked the sales of milk in a panel of stores both with and without Got Milk? shopping cart advertising and self talkers. To keep things fair and projectable, all other parts of the program were kept the same. So, what happened?

In a word, milk sales were 4.2% higher in those stores with Got Milk? advertising. Assuming we process approximately 750 million gallons per year, this would represent an increase of over 31 million gallons. Interestingly, chocolate milk sales were up over 6% in stores with Got Milk? advertising, suggesting that the campaign is impacting flavored milk even without making a reference to it.

### Implications:

First, these studies clearly indicate that putting a strong, actionable milk message in front of consumers before and while they are

in the store can increase milk sales.

Second, a generic in-store message like Got Milk? can drive sales, regardless of the milk that is on the shelves... branded or private label.

Third, if at all feasible, Got Milk? television advertising should be supplemented by in-store advertising. This makes great sense when one considers that people can't consume more milk than they buy... and that the buying decision comes when they are cruising down the cookie or cereal aisle, as well as when they get to the dairy case.

Lastly, we need to be as creative in our outdoor and in-store advertising as we are in our television work. Towards that end, take a look at the "Next Exit" ad above and let me know if it would get you to stop and buy milk.

My telephone number is 510-883-1085.