

Effective Touch-point Through Retail Media

RATECARD JAN 2020

WE GO RETRO BACK TO 2017 RATES. ENJOY!



Redberry
Retail



WHO IS

Redberry
Retail

AMBIENT MEDIA under Redberry Media Group



WHY 7 ELEVEN?

**Largest
Convenience
Store Chain in
Malaysia**

2,400 locations
and still growing!



1 Million audience per day.
30 Million transactions per month

RETAIL MEDIA



Convenience Stores Network

7 Eleven Omnipresence

RETAIL MEDIA

2,400
STORES
NATIONWIDE

HIGH
FREQUENCY
3.7 times/
month



COVERAGE & REACH

RETAIL MEDIA helps influence
Consumers directly at the point-of-purchase,
thus increasing awareness and sales.
It drives consumers to a specific brand or
promotion and marketers benefit as it's the last
point of contact to the eyes and senses in a
CLOSED & CAPTURED ENVIRONMENT

47.8%
CVS STORES
IN MALAYSIA

24-7
365 days



Convenience Stores Network

7 Eleven Audience Coverage

RETAIL MEDIA

AVERAGE
422
CUSTOMERS
/DAY/OUTLET

1 Million
TRANSACTIONS
PER DAY



AUDIENCE & TRANSACTION

AVERAGE
13,000
CUSTOMERS
/MONTH/OUTLET

30 Million
TRANSACTIONS
PER MONTH



Our ReachYour Target

■ **What is your gender?** Almost twice as many of respondents were male (64.3%) versus female (35.6%)

Answer	0%	50%	100%	Number of Response(s)	Response Ratio
Male	<div><div></div></div>			1931	64.3 %
Female	<div><div></div></div>			1069	35.6 %
No Response (s)				0	
Totals				3000	100%

■ **Age Group** Respondents between the ages of 18 - 44 years of age. A good mix from all 5 age groups was achieved.

Answer	0%	50%	100%	Number of Response(s)	Response Ratio
0-17	<div><div></div></div>			184	6.1 %
18 - 24	<div><div></div></div>			591	19.7%
25 - 34	<div><div></div></div>			1235	41. %
35 - 44	<div><div></div></div>			711	23.7 %
45+	<div><div></div></div>			279	9.3 %
No Response (s)				0	0.00%
Totals				3000	100%

18 – 44 > 85%



Our ReachYour Target

■ Do you

Answer	0%	50%	100%	Number of Response(s)	Response Ratio
Live Locally	<div><div></div></div>			1622	54.0 %
Work Locally	<div><div></div></div>			709	23.6 %
Passing By	<div><div></div></div>			669	22.3 %
No Response (s)				0	0.0 %
Totals				3000	100%

■ When was the 1st time you shopped at any 7-Eleven in Malaysia?

Answer	0%	50%	100%	Number of Response(s)	Response Ratio
< 1Year	<div><div></div></div>			70	2.3 %
1 Years ago	<div><div></div></div>			230	7.6 %
2 Years ago	<div><div></div></div>			525	17.5 %
3 Years ago	<div><div></div></div>			2175	72.5 %
No Response (s)				0	0.0 %
Totals				3000	100%



Convenience Stores Network

RETAIL MEDIA

SUMMARY



DEMOGRAPHIC PROFILE

64%
MALE
CUSTOMERS

85%
CUSTOMERS
AGED 18-44

78%
LIVES,
WORKS
LOCALLY

90%
CUSTOMERS
SHOP PAST
2-3 YEARS



BRANDS VYING FOR ATTENTION

PRODUCT CLUTTER



*THE GOOD NEWS IS THAT **40%** OF INSTORE PURCHASES ARE UNPLANNED AND **67%** OF BRANDS DECISIONS ARE MADE INSTORE.

*SOURCE : MEDIA PLANNING GUIDE 2019



GLASS FAÇADE



WHY GLASS FAÇADE?

GET A HEADSTART

Jumpstart On Your Competitors!

Get Your Ads Do The Talking

PITCH YOUR SALES AT ENTRY POINT!





CHILLER DOOR ADS

WHY CHILLER DOORS?

BE THE ONE TO TAKE ADVANTAGE
of the **ultimate last call to action**
before customer make the
BUYING DECISION.





CHILLER TOP

WHY CHILLER TOPS? IT'S HEAD ON.... SCREAMING FOR ATTENTION!

**Stands Above The Rest.....
PROMPTS BUYING DECISION**





2020 MEDIA RATECARD



CHILLER DOOR



MEDIA RATE	RM280 / DOOR / MONTH
SIZE	50"(H) X 20"(W)
PRODUCTION	RM330
MIN. STORE	10 STORES (KLANG VALLEY ONLY)
MIN. DURATION	1 MONTH

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



CHILLER DOOR PREMIUM HALF



YOU GOT WHAT YOU ALWAYS WANTED!

- **PAY LESS FOR MORE**
- **TRAFFIC AUDIENCE COUNT**
- **MAKING YOUR PRESENCE**
- **MEET YOUR AD BUDGET**

FOR MARKET CENTRE ONLY
PENANG – 20
IPOH – 20
KL/PJ – 40
JB – 20

MEDIA RATE		RM180 / DOOR / MONTH	10 stores for 3 Mths
SIZE	24"(H) X 20"(W)		RM5,400
PRODUCTION	RM230 (RM250 with Protrusion)		RM2,300
MIN. STORE	10 STORES (KLANG VALLEY ONLY)		} RM7,700
MIN. DURATION	1 MONTH		

ALLOWABLE PROTRUSION :
TOP AND BOTTOM
5 INCHES EACH



CHILLER DOOR HANDLE AD



MEDIA RATE

RM180 / DOOR / MONTH

EST. SIZE

12"(H) X 4"(W) TBC

PRODUCTION

RM180 (PRINT INSERT)

MIN. STORE

10 STORES (KLANG VALLEY ONLY)

MIN. DURATION

1 MONTH



CHILLER DOOR 3D COVER HANDLE



MEDIA RATE

RM180 / DOOR / MONTH

EST. SIZE

8"(H) X 4"(W) TBC

PRODUCTION

TBC UPON CREATIVE RECEIVED (Squeezy sponge like material)

MIN. STORE

10 STORES (KLANG VALLEY ONLY)

MIN. DURATION

1 MONTH



CHILLER TOP



MEDIA RATE	RM330 / UNIT / MONTH	RM300 / UNIT / MONTH
EST. SIZE	1FT (H) X 6FT (W)	1FT (H) X 4FT (W)
PRODUCTION	RM380	RM280
MIN. STORE	10 STORES (KLANG VALLEY ONLY)	10 STORES (KLANG VALLEY ONLY)
MIN. DURATION	1 MONTH	1 MONTH

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



GLASS FAÇADE



MEDIA RATE	RM900 / STORE / MONTH
SIZE	30" (H) x XX" (W) SUBJECT TO STORE
PRODUCTION	RM750
MIN. STORE	10 STORES (KLANG VALLEY ONLY)
MIN. DURATION	1 MONTH

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



GLASS FAÇADE



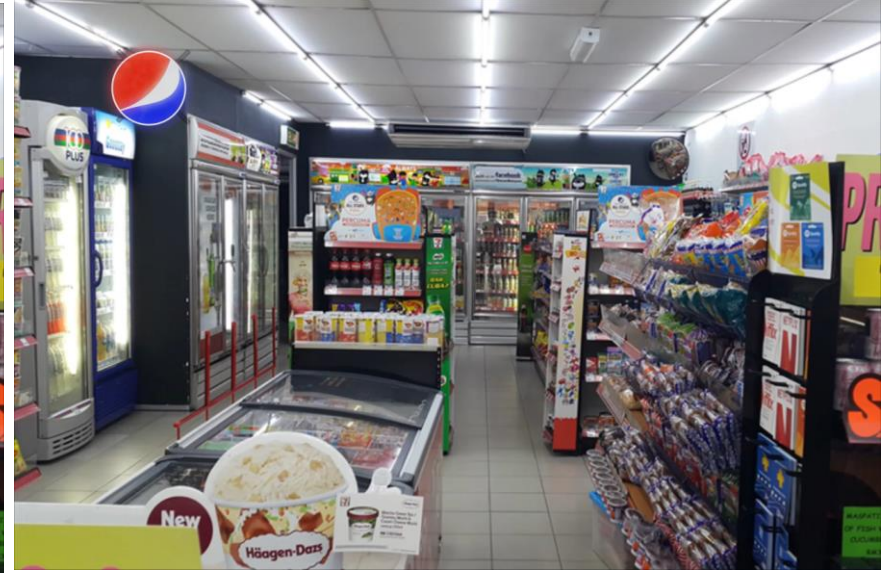
Only Framed Type
Stores are allowable

MEDIA RATE	RM800 / STORE / MONTH
Est. SIZE	8ft (H) x 4ft (W) SUBJECT TO STORE
PRODUCTION	RM650 (Top Half – Transparent sticker. Bottom Half – Solid sticker)
MIN. STORE	10 STORES (KLANG VALLEY ONLY)
MIN. DURATION	1 MONTH

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



3D LED FAN



MEDIA RATE – RM7,500/MTH	PRIME SHARE (5 SPOTS)	SOLUS PRIME (ALL YOURS - 10 SPOTS)
SIZE - 50" (D)	RM200,000	RM350,000
STORE PACKAGE	20 STORES	20 STORES
DURATION	6 MONTHS	6 MONTHS
PRODUCTION	FOC	FOC
PER SPOT - 15 SECS	15 SECS	
PER LOOP - 3 MINUTES (10+2 SPOTS)	5 SPOTS	10 SPOTS
AD EXPOSURE FOR 18 HOURS	1800 / DAY	3600 / DAY



LED FLASHBOARD



MEDIA RATE	RM1,000 / STORE / MONTH	TOTAL PACKAGE
SIZE	2ft (H) x 4ft (W)	RM120,000
PRODUCTION	RM800	
MIN. STORE	20 STORES (MARKET CENTRES ONLY)	
MIN. DURATION	6 MONTH	
AD DURATION	15 SECS / 20 SECS	
RUNNING TIME	18 HOURS	



BREAK CORNER



MEDIA RATE	RM1,500 / STORE / MONTH
SIZE	SUBJECT TO STORE
PRODUCTION (Tarpaulin Vinyl)	RM2,000
MIN. STORE	10 STORES (KLANG VALLEY ONLY)
MIN. DURATION	1 MONTH

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



HANGING MOBILE



MEDIA RATE		RM300 / 4 UNITS / MONTH
SIZE		18"(H) X 22"(W)
PRODUCTION		RM300 (DOUBLE SIDED) x 4 PANELS
MIN. STORE		10 STORES (KLANG VALLEY ONLY)
MIN. DURATION		1 MONTH

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



SHELF HEADER BOARD



MEDIA RATE	RM100 / UNIT / MONTH
EST. SIZE	1FT (H) X 4FT (W)
PRODUCTION	RM300 (DOUBLE SIDED)
MIN. STORE	10 STORES (KLANG VALLEY ONLY)
MIN. DURATION	1 MONTH

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



FLOOR STOPPER



MEDIA RATE	ENTRANCE – RM150 / UNIT / MONTH	AISLE – RM100 / UNIT / MONTH
SIZE	3FT (H) X 3FT (W)	2FT (H) X 2FT (W)
PRODUCTION	RM430	RM280
MIN. STORE	10 STORES (KLANG VALLEY ONLY)	
MIN. DURATION	1 MONTH	

****FOR SITES AT SABAH & SARAWAK A LOADING OF 15% IS APPLICABLE**



CEILING WRAP



MEDIA RATE		RM1000 / UNIT / MONTH	
SIZE		120" X 96" (10FT X 8FT)	
PRODUCTION		RM2,000	
MIN. STORE		10 STORES (KLANG VALLEY ONLY)	
MIN. DURATION		1 MONTH	



SCREEN DISPLAY



MEDIA RATE	RM80,000 / MONTH (ALL STORES)
SIZE	12" (H) X 12" (W)
MIN. STORE	2000+ STORES
MIN. DURATION	1 MONTH
PRODUCTION	FOC
AD DURATION PER SLOT	15 SECS (480 AD EXPOSURE)
PER LOOP	3 MINUTES (12 SLOTS)
SIZE	< 2MB
FILE FORMAT	MPEG-1

THANK YOU!

Looking forward to bring
your BRAND & PRODUCT
awareness to the next level

Redberry
Retail

JAN 2020

