

# Retail Media

*The third wave in media*





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- **Scale, scale and scale** it is the true new mass-medium
  - Retail Media you're already an **expert** - it's just media
  - Retail Media unlocking new **partnerships**
  - Stop talking, start doing. **Today**



# The 3<sup>rd</sup> wave in Digital Media



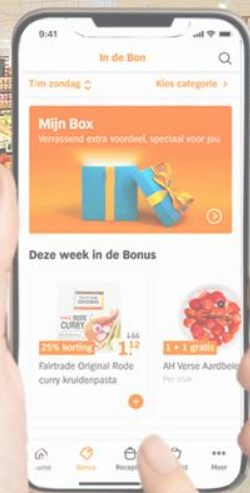
**This time it is converging**





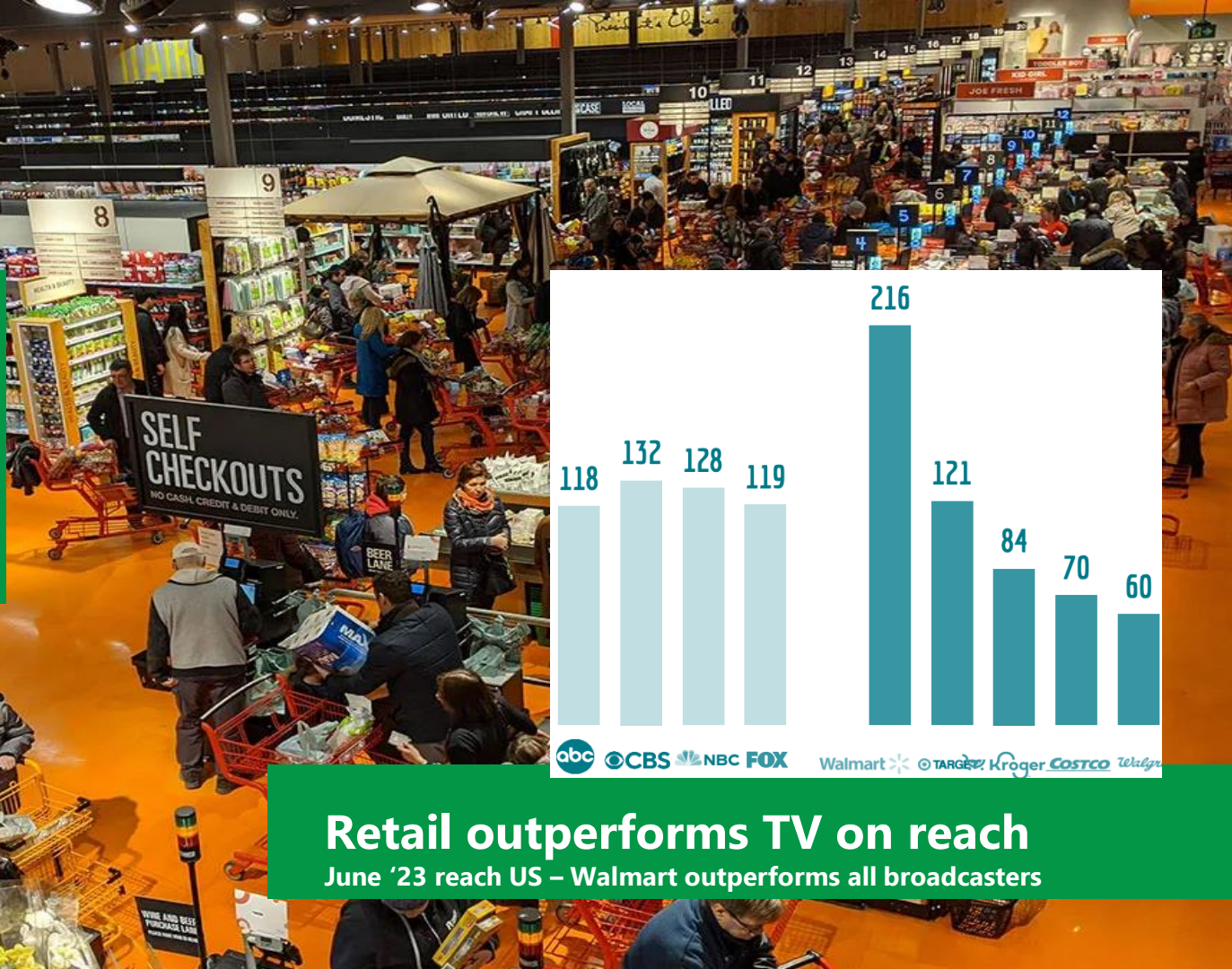
**Convert traditional to instore**

So,  
what  
is it:





# Reach at point of purchase



## Retail outperforms TV on reach

June '23 reach US – Walmart outperforms all broadcasters

An elderly man with glasses and a dark vest over a light-colored shirt is seated at a bar counter. He is holding a smartphone in his right hand, which displays a QR code. A bartender's hand is visible on the right, holding a black payment terminal. The background is a blurred bar setting with various bottles and glasses.

**Driven by  
data  
insights**

**Save and secure (GDPR)**





# Relevance for marketers



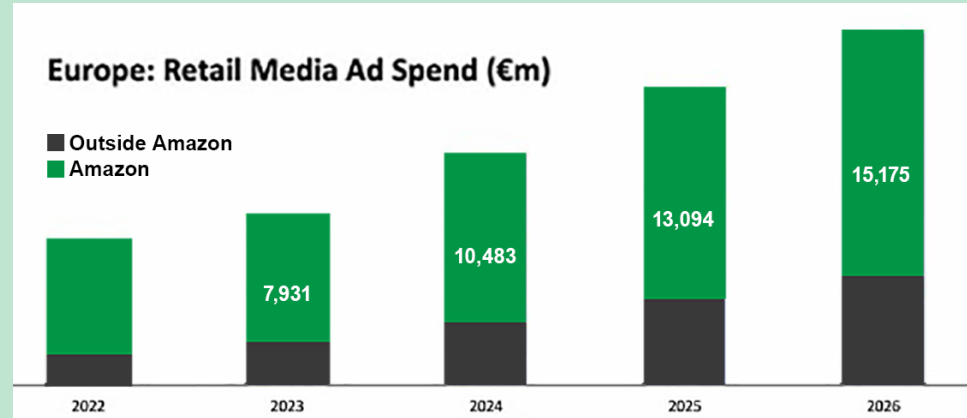
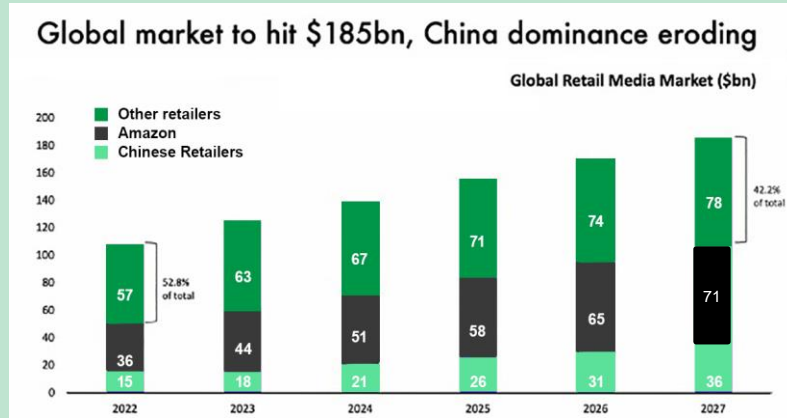
Lets check  
the numbers



**HYPE OR  
REALITY?**



# 25% Annual Growth in EU – already a 13b€ market



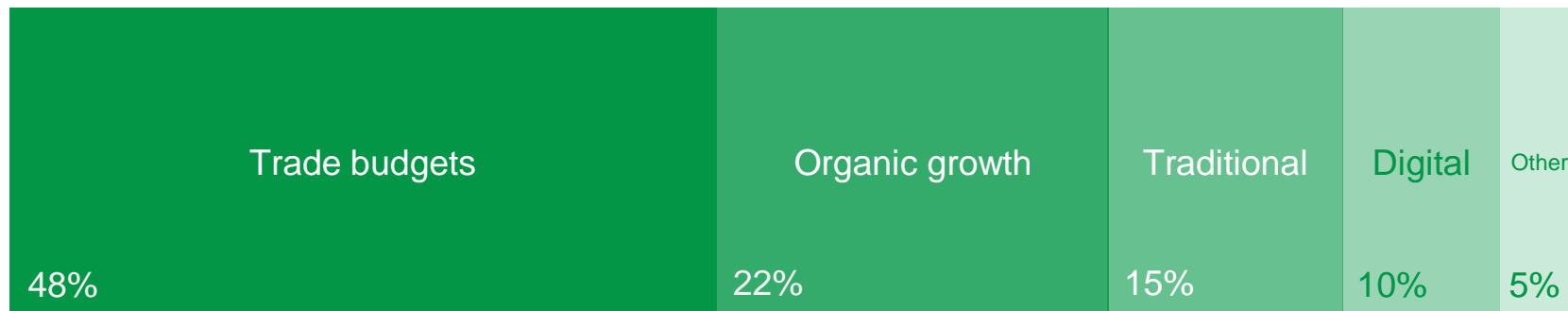
**Amazon takes major share – time to also build a local collaborative platform to reduce long term dependency on large US companies**



Source: IAB Europe – Daniel Knapp

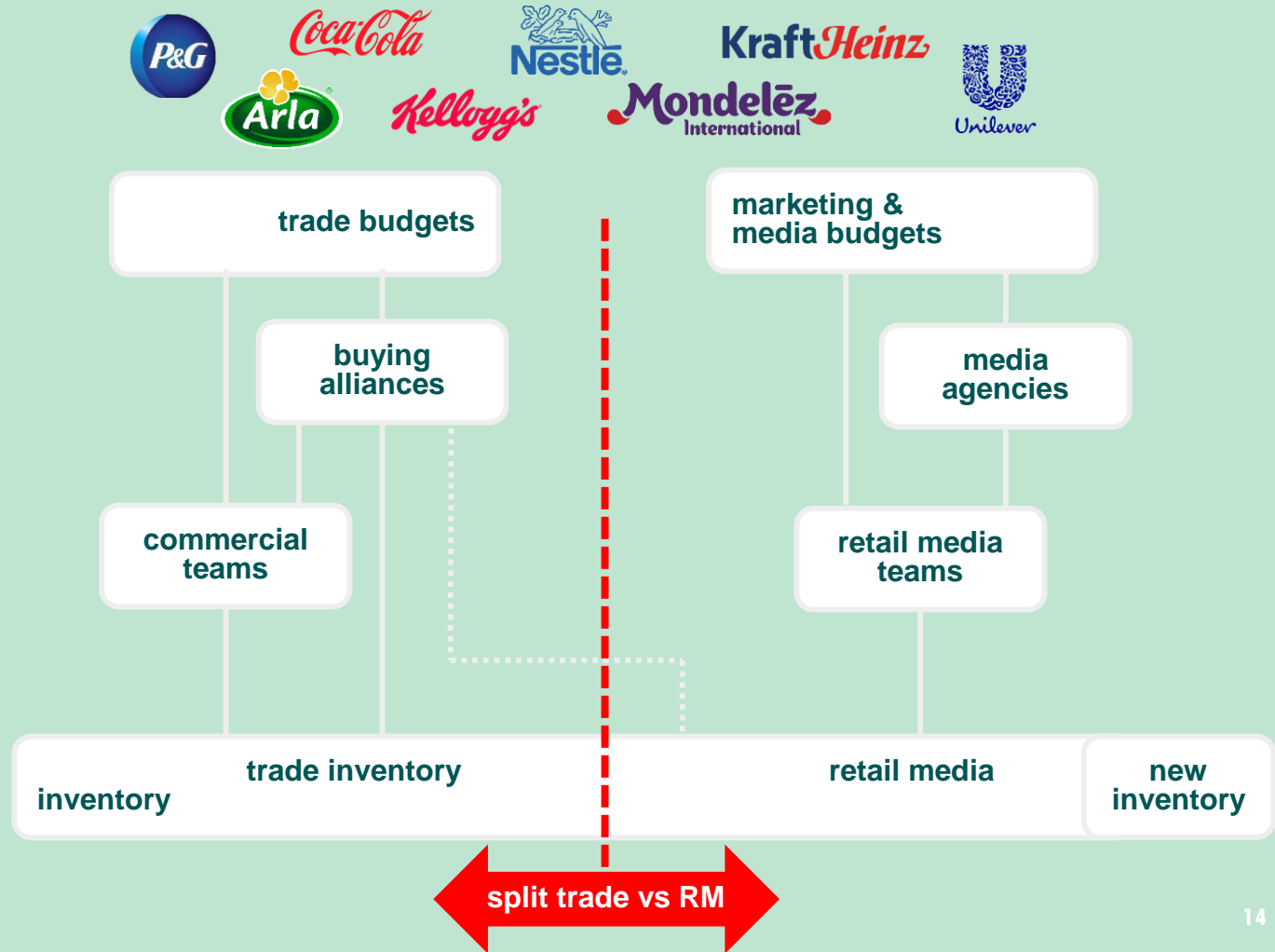


# What is driving the growth



*Source: IAB Europe*

# Money flow



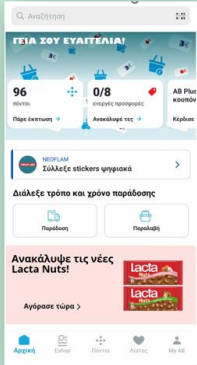
# Retail Media in action





# Inspiring consumers in store

- Full cross-media **360 campaign** execution
- Inspiring the consumer through the **customer journey**
- Driving real world return on ad spend (**ROAS**) insights for brands



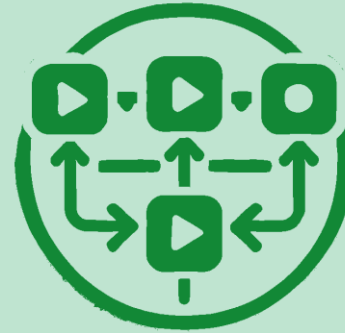
# Insights drive performance

Consumer insights  
Creative inventory options

your  
brand



Campaign objectives  
Creative concept

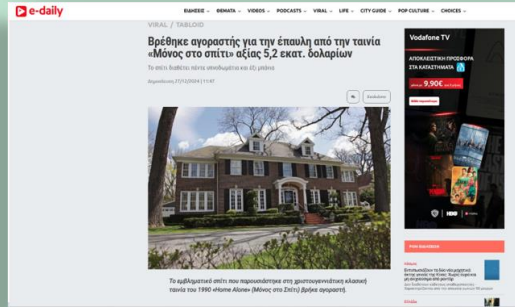
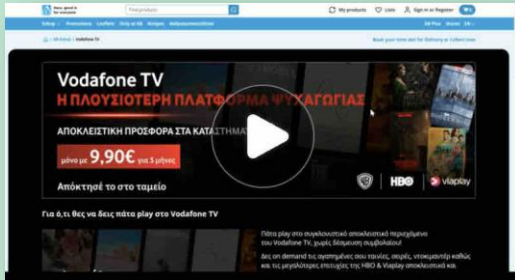


Cross channel  
creative execution



Impact  
reporting

# Next : it is about inspiration and reach







**PPORTUNITY**

**UNLOCKED**



# Collaborate for joint growth



Traditional  
media



# Collaborate for joint growth

 **HEINEKEN**

Traditional  
media



 **HEINEKEN**  
Media

 **HEINEKEN**  
Trade

Retail media



Retail Media



Trade





# Lets go

What do you need to do as:

## Marketeer

- Just ask
- Start testing

## Agency

- Engage with retailers
- Integrate in campaigns

## Retailers

- Create your platform
- Start selling

- 
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**Let's connect  
and continue  
the  
conversation**

