

Sports Media, Inc.

Capture Your Audience in Everyday Life!

Shopping Cart Cupholder advertising can be used to help activate or enhance sports sponsorships. Cupholders in grocery stores are an appealing and effective way to reach consumers at the point of sale and build company brands. Cupholder's offer high visibility and exposure, Advertisers have a captive audience during the consumers shopping experience. Cupholders build relationships directly with the Consumer, the Retailer and the Advertiser. Experience Marketing is a great way to build brand loyalty. Cupholders present a positive experience during shopping, while offering a convenient place to keep a beverage, coupons, pen and calculator. *The Right Audience! The Right Place!*



NASCAR Cupholder Prototype

*Shopping Cart Cupholders offer a unique and creative method to:
Activate Sports Sponsorships,
Create Brand Identification,
Brand Loyalty and Brand Activation
with Measurable Results*

Advertising Benefits

- ◆ High visibility and exposure while consumers shop
- ◆ Effective advertising and branding medium
- ◆ Captive audience that creates a positive shopping experience
- ◆ Multiple impressions initiated by interactive use
- ◆ Build relationships directly with the consumers, the retailer and the advertiser
- ◆ Convenient and cost saving; targets consumer at Point Of Sale
- ◆ Ability to place multiple brands in campaign with minimal investment
- ◆ Sports Media creates custom design cupholders
- ◆ Supermarkets average 763,000 customer per year



Consumer Support Data

Research studies conducted throughout the United States in Retail Stores with Shopping Cart Cupholders, concluded the following results:

- ◆ 89% of patrons surveyed use Cupholders
- ◆ Cupholder usage averaged 32 times per shopping experience
- ◆ 88% thought the Cupholders were convenient
- ◆ 96% would like Cupholders in other retail outlets
- ◆ 51% were more inclined to purchase beverages because of the Cupholder
- ◆ 63% correctly recalled the advertising on the Cupholder

(Source: Caddy Products, Inc.)