

PROGRAMMABLE PRINT AND POINT-OF-SALE MEDIA COMES TO THE UK

News UK's new React network makes it possible to target, track, optimise, and attribute across print, in-store media, digital and social

Welcome,

Why should you have to wait weeks to find out if your print ads or in-store promotions are working as intended? You shouldn't. And now you don't have to.

The React programme puts News UK's print and digital reach as well as our unique UK distribution network at your disposal. It combines these into a single system that gives you the power to address a specific audience online, in print media, and in store, simultaneously.

By combining metrics from digital media with point-of-sale data, React lets you follow and track campaigns in as close to real-time as possible. And with tracking, comes the ability to optimise. If a particular region or store chain has performed well for you one day, you can target it with a follow-up promotion the day after. And you can tie that activity into the digital and out-of-home elements of the same campaign.

React is entirely configurable to the goals of your campaign and our team of media experts can help you build brand awareness, drive customer engagement, and increase sales. These can be done separately, or as part of a unified campaign addressing the whole customer journey.

In this research paper, we examine how React works, what makes it unique, and how it can help you achieve your marketing goals.

Best regards

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WHAT IS REACT?

React is a unique marketing platform that combines News UK's unique relationships with retailers, its just-in-time distribution network, and its market-leading media titles

Underpinning React is News UK's bespoke distribution system. With daily news titles to distribute to the whole of the country, the News UK logistics team runs what is probably Britain's most efficient and extensive just-in-time delivery network.

With access to this system, clients can deliver anything from print adverts to product samples anywhere in the UK. Products and services within React are broadly grouped under three headings — brand building, customer engagement, and sales drive. The products under each heading can be mixed and matched as required.

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BRAND BUILDING

- Print advertising in The Sun and The Times [reach: 12 million].
- User generated video content creation
- Video and digital display seeding in the open web
- Digital display advertising targeted by audience [reach: 24.3 million]
- Bespoke promotional landing pages on News UK sites
- Print & digital advertorial written by News UK writers

CUSTOMER ENGAGEMENT

- In-paper promotions in The Sun and The Times
- High visibility front-page 'flashes'
- Sponsored events
- Targeted emails to News UK subscribers
- Social-media promotion [reach: 20 million]
- In-store media

SALES DRIVE

- Targeted location- or store-based promotion
- Link-save promotions ("Any 2 for £2" etc.)
- Activation of secondary sites to extend campaign reach
- Added distribution to independent stores
- Field team oversight to ensure retailer compliance
- Optimisation based on customer-frequency data



HOW REACT MAKES THE REAL WORLD PROGRAMMABLE 1

By combining real-time digital metrics with EPOS data, React gives you actionable information you can use to rapidly optimise running campaigns

The programmability of React comes from a combination of the agility of the News UK distribution system, our close relationship with our retail partners, and our ability to synchronise React’s print, in-store, and digital properties.

News UK has long-standing relationships with UK grocers in every major category — supermarkets, high-street convenience stores, discounters, and independents. Not only is the scale of our retail reach unmatched, so is the depth of our relationship with those store managers and owners.

As part of our relationship with the grocer, convenience store and discounter categories, React can place promotions in-store at a highly competitive price, a saving we pass on to advertisers. Through our field team and News Retail+ membership scheme, we also have relationships with 18,000 independent newsagents and grocers.

A unique real-world and digital ecosystem

The News UK distribution system is one of a kind in the UK. Operating 24/7 all year round, it delivers to stores across the country every day. With this system at your disposal, you can ship advertising, POS materials, and product samples to any location in the UK, with lead times as short as 24 hours.

Through this network of retailers, you can reach up to 12 million UK readers of News UK daily print titles in any given week. The News UK digital properties reach an additional weekly audience of 24.3 million — with an extra 20 million addressable through our social channels.

This mix of properties, gives advertisers a unique portfolio of tools, including audience-addressable digital media, print advertisements in the UK’s leading newspapers, in-store and point-of-sale promotions. React also supports product sample campaigns, directed either at end users or at retailers who you want to stock your brand.



HOW REACT MAKES THE REAL WORLD PROGRAMMABLE 2

The social and digital properties are clearly programmable, with little further explanation required. We won't dwell on them here, except to say that News UK offers one of the UK's highest-performing private marketplaces for digital media.

Our ad delivery system allows you to target by property and audience, and provides feedback on a full range of metrics, so you can optimise campaigns while they are running.

The real point of difference is how React works with the print and in-store media. News UK has a highly detailed understanding of how its audience segments. Tell us which

customers you want to target, we can help you find them not only online but also on the high street. We'll help you choose the right locations and the right stores to engage with as many of your target consumers as possible with minimum wastage.

When the campaign is running, News UK will collect EPOS data from its partner retailers. This allows us to track the success of promotions, product samples and in-store promotions. Using codes and coupons, we can track the effectiveness of print advertising, wraps, and other analogue media (if desired).

Optimisation and compliance

At regularly agreed intervals, daily if required, News UK passes the performance data to the client, allowing the campaign to be optimised on the go. For instance, let's say you ran a three-day product promotion in 100 stores: based on the EPOS data we could help you target the best performing stores on each successive day. You might even decide to target some stores with extra products but take others back to the brand-awareness stage.

With a properly planned and modular campaign, we can help you do this with the fastest possible turnaround — minimising wastage and maximising engagement and return on investment (ROI).



ENGAGE AT EVERY STAGE OF THE CUSTOMER JOURNEY

With the ability to track and target cross-channel, React gives advertisers the ability to target consumers at every stage of the sales pipeline

When you work with React, our media planners can incorporate customer data from your or your agency's data-management platform (DMP). This helps us identify, target, and activate the best mix of in-store, online, and radio audiences for your brand. If you don't have the data to hand, we'll work with your marketing team to help define the right audience for your campaign based on our own inhouse data.

The brand awareness stage

Typically, at this stage, we recommend using advertorial and in-paper advertising. You can choose to combine these with display advertising, wraps and other high-visibility promotional vehicles.

We'll work with you to track not only the effectiveness of your campaign, but also to gain an understanding of which segments are working best for your brand. Data gathered with tracking pixels can be combined with EPOS data as well as data gathered through coupon codes and other classic means of tracking print advertising.

By the end of this stage, you can expect measurable brand uplift. And we'll use the cross-channel data signals to define the audience for the customer-engagement phase.

The customer-engagement stage

Having built brand awareness and selected an audience, it's now cost-effective to add some high-value, high-return elements. These might include promotional samples to readers in selected stores or regions of the UK, advertising at the point-of-sale, in-paper promotions driving to a landing page, or even targeted emails to subscribers.

Another advantage that News UK can offer at this point, is to deliver promotional samples and direct-mail shots to retailers. The aim here is to raise awareness and engagement among the resellers themselves, in preparation for your sales-drive. This works particularly well for FMCG brands targeting demographics which shop at independent stores — News UK's close partnership with, and high-engagement from, independent store owners gives our advertisers a unique impact with this sector.



ENGAGE AT EVERY STAGE OF THE CUSTOMER JOURNEY cont'd

The sales drive

When you're ready to move to the sales stage, our planners will help you use the data from the customer-engagement activity to select the stores which will give you the highest returns.

Activity at this point might include the use of shelving space on The Sun's prominent secondary display sites, or the use of link-save promotions. At this stage, our field team can visit the stores you target.

Our expert merchandisers will ensure that your promotion is implemented exactly as intended. They'll work with store owners and managers to generate a high level of engagement. News UK will also raise the awareness of the promotion through its News Retail+ network for independent retailers.

Again, these benefits are unique to working with News UK. No other media network has a presence on the ground that matches the News UK field team. No other member-organisation for independent retailers reaches as many store owners.

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MEDIA FOR EVERY STEP OF THE CUSTOMER JOURNEY

As well as its print and digital properties, News UK owns Virgin Radio, including TalkSport, with a total of 4.8 million weekly visitors. The Sun has a daily print reach of 1.3 million and The Times 1.1 million. And our Storyful video platform can help place your content in front of a potential audience of 1.36 billion.

Combine this reach with the footfall of 54,000 UK retail stores, and you have probably the most far-reaching and richest audience-targeting systems available in the UK.

