



# Case Study -



## The Advertiser

The Fresh Market provides a unique grocery shopping experience with stores that are designed to evoke old-world charm with a warm and inviting atmosphere, classical music, soft lighting, delightful aromas and superior customer service.

The Fresh Market's friendly, knowledgeable staff is available to offer expert advice, product knowledge, cooking tips and samples to customers throughout the store.

## The Mediaspace Solution

- A 5-mile radius around their locations was ran to provide best local daily and weekly pubs as well as zoning information
- The Production Team worked closely with publications to extend the material deadlines, allowing the client as much time as possible to update their inserts
- A best practice document was created including the benefits of print and how to use them to their advantage
- Provided stacked competitive insight on the grocery industry in print – including best DOW to run, zoning, sizes, placement, holiday strategy, market research, creative samples
- Strategies were developed to increase exposure when advertising openings, holidays and special promotions that also included information on historical and current strategies of competitor strategy in multiple publications

## The Goal

In a highly competitive grocery market, advertise targeted weekly specials to increase store traffic.

## The Challenge

- Required a strategy to best target store locations with newspaper
- Routinely accommodating last minute delivery of creative material due to finalizing weekly specials
- Lack of familiarity of newspaper placement and best practices
- Lower rates were needed in order to target zip codes with the desired saturation

## Topline Stats

### » Total Circulation

**39,959,440**

### » Total Placements

**574**

### » Total Publications

**25**