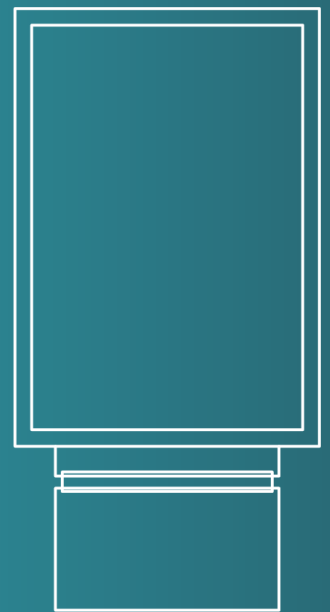




# REACH YOUR CUSTOMERS

along the whole buyer's journey –  
from homes to stores  
and shopping centres





# INTRODUCTION

This guide will direct you to your customers' buyer's journey.

With the help of this guide, we will make the journey with the consumers from their homes to stores and shopping centres. We reveal what happens during the buyer's journey and what kind of advertising to consumers is suitable. As an aid for this guide, we use the Buyer's Journey study we carried out with Consumer Compass.

We will help you reach your target group in the right place, at the right time, and with the right message.

The guide encourages you to consider the possibilities of outdoor advertising and our solutions which help you reach the consumers along their buyer's journey.

Have a great read!

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# The Buyer's Journey study can help in reaching the consumer

According to the Kantar Mind study, outdoor advertising reaches as much as 98% of Finns, which makes it the media with the widest reach. This is not surprising in the light that people move about and spend time in places where it is possible to see outdoor advertising.<sup>1</sup>

Through Out of Home advertising, you can convey your advertising messages to consumers in varied ways in various environments, along commuting and shopping trips all the way to shopping centres and inside the store.

Clear Channel carried out an extensive Buyer's Journey study with research company Consumer Compass. The study examined Finnish consumers' habits concerning shopping, shopping centres and retail stores. More than one thousand Finns (n=1040) participated in the Buyer's Journey study. The target group was 18–69-year-old Finnish consumers. The research data was weighted to be representative of Finland in terms of age, gender and demographics. The research results can therefore be generalised to apply to the entire population.<sup>2</sup>

The Buyer's Journey study consists of three parts:

- the buyer's journey to the store
- the buyer's journey in a shopping centre
- the buyer's journey in a retail store



1. Kantar, Mind

2. Consumer Compass Ltd. Clear Channel. Buyer's journey 2018. Target group: N1040, Population 18–69.

# The buyer's journey to the store

Ensure the visibility of your brand along  
the way to the store.

# Reach your target group: Ensure the visibility of your brand along the way to the store

According to the Buyer's Journey study, Finnish consumers' shopping trips are usually planned, and spontaneous purchases are mainly made during idle time. Most trips are made by car; up to 80 % of families with children go shopping in their own car. According to the study, the upcoming purchases are also discussed in detail during the drive. For your brand, it is important that your fresh and original messages are noticed already during the shopping trip.

**68 %**

go shopping in the car (80 % of families with children)

**24 %**

walk or ride a bicycle to the store

**7 %**

use public transport to go shopping



## Reach your customers along the way to the store!

During the first steps of the buyer's journey, it is good to remind the consumers of your brand's existence.

In order to raise awareness, it is necessary to reach the largest possible audience, but it is also important to reiterate the advertisement frequently. According to studies, the optimal amount of encounters with outdoor advertising is 9–12 times. This frequency has been found to have a positive effect on liking the campaign as well as on the additional sales that it generates.<sup>1</sup>

1. Kinetic & Clear Channel UK. Mere Exposure Effect. 2018.

Reach your target group

Ensure the visibility of your brand along the way to the store

# 4 things to remember

1

The shopping trip is usually planned, but items are still added to the list on the way.

2

Usually, the shopping trip begins at home and the trip is made by car.

3

The shopping trip is a good opportunity to influence purchasing decisions.

4

Advertising encountered along the way is noticed and it directs towards buying.

## Reach

Out-of-home advertising has always been considered an especially impactful medium for reaching consumers on the move, and this still appears to be the case.

80 % of shopping trips are planned. Idle time or sudden cravings direct consumers towards spontaneous shopping. How targeted the shopping trip will be is also influenced by how large or premeditated purchases are on the list. 23 % go shopping with a detailed list.

Based on our Buyer's Journey study, 88 % of Finns have paid attention to outdoor advertising during their shopping trip and seven out of ten say they became interested in the advertised product or service based on the advertisement they saw on the way to the store.

Outdoor advertising is noticed and it raises interest in buying, but it also directs towards buying: up to 68 % of Finns say they have visited a store based on advertising encountered along the way.

Outdoor Advertising directs towards shopping!

CLICK HERE AND  
CHECK OUT THE  
PRODUCTS!

68 %

go shopping  
in the car  
(80% of families  
with children)

7 %

go shopping  
by public  
transport

24 %

go shopping  
on foot or by bicycle

## Advertising

out of the home directs  
towards shopping!

70 %

has discussed  
purchases with the other  
passengers in the car

68 %

have visited the store or  
shopping centre  
based on advertising  
encountered along the way

80 %

of shopping trips  
are planned

## Advertising

raises the interest  
to buy and directs  
towards buying!

88 %

has paid attention to  
outdoor advertising  
during shopping trips

7/10

say that outdoor advertising encountered  
while driving in the car has raised an interest  
in buying the advertised product

Source:  
Consumer Compass Ltd.  
Clear Channel. Buyer's journey 2018.  
Target group: N1040, Population 18–69

# The buyer's journey in a shopping centre

Charm consumers spending time in shopping centres with an open mind.

# Impact:

## Charm consumers spending time in shopping centres with an open mind

Shopping centres are being built in central locations in Finland at an increasing pace. Finnish consumers appreciate these commercial clusters and visit them frequently. Up to half of the Helsinki metropolitan area residents visit a shopping centre weekly, and more than one third of all Finns are weekly visitors. The majority of visitors go to shopping centres to shop, and visit several stores during a single visit.

### Impact consumers with shopping centre advertising!

It is a superior way to reach consumers where purchasing decisions are made.



# 66 %

say they do grocery shopping for their household while at the shopping centre and one third shop for clothes, but they also end up buying a wide range of other items.

## **During the consideration phase of the buyer's journey, you should inspire and interest consumers in your brand.**

Advertising should charm consumers while also helping them to choose your product. This is the stage where the consumer's relationship with the brand is built, or the existing emotional connection is reinforced. This can be achieved through targeted and personalised content, for example, as well as by ensuring that your advertisement is visible in just the right kind of environment, at the right time.

With shopping centre advertising, you direct your customers to retail stores. In the retail store, you can reinforce your message with our Store Digital network and impact the consumers' purchasing decision at the right time.

**63 %**

say they only make **the final product decision** in the shopping centre

**1/3**

has **ended up buying** more than they planned

**42 %**

say **they have bought** a product **they have seen on an advertising screen** in a shopping centre

### **Shopping centres**

are experienced as a sociable environment where people like to eat, have coffee and spend time using various services. One third of respondents say they spend time at the shopping centre for at least an hour at a time and this will certainly increase along with the wider range of services and experiences being offered at shopping centres.

Shopping centres are an optimal place to make an impact on the consumer with showy/XXX advertising that draws attention. Visitors have an open mind when walking around the stores, and impulse purchases are common.

Shopping centre advertising plays a key role in steering consumers who are in a receptive mindset in the vicinity of stores. Practically all shopping centre visitors have noticed advertising during their visit.

Advertising is experienced as an essential and accepted part of the shopping centre environment, as our study indicates that most consumers have a positive attitude towards it.

**CLICK HERE AND  
CHECK OUT THE  
PRODUCTS!**

# The buyer's journey in the retail store

Finalise your brand presence inside the store at the time of purchase.

# Activate: Finalise your brand presence inside the store – at the time of purchase

**68 %**

go shopping in retail stores more than once a week. The frequency is especially high among families with children

**According to the Buyer's Journey study**, Finns are enthusiastic store-goers. Shopping lists are not prepared in great detail in advance, as only a third of respondents know exactly what they intend to buy. Many still add items to the list on the way to the store.

**57 %**

buy more products or use more money for shopping than they intended

**In the grocery store**, consumers shop with an open mind, inclined to impulses. Impulse purchases include sweets, snacks and bread products, in particular, while brand loyalty is particularly strong in coffee, milk and fats products. Men's approach to shopping is more targeted, while women have a greater tendency to make spontaneous choices.

**67 %**

make the final product decision only in the store

**Inside the grocery store**, there is still a good opportunity to influence future purchasing decisions. Most of the brand-specific purchasing decisions are made only in the store.

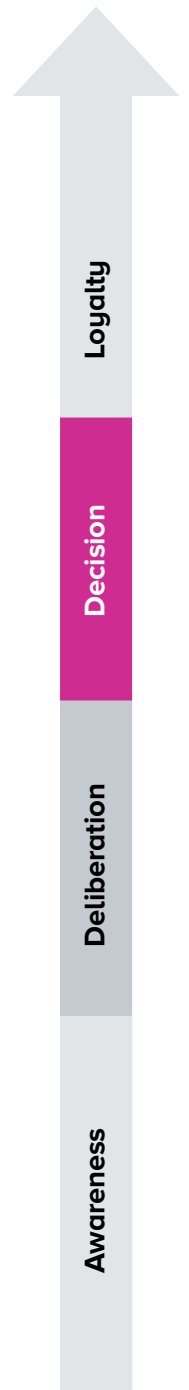
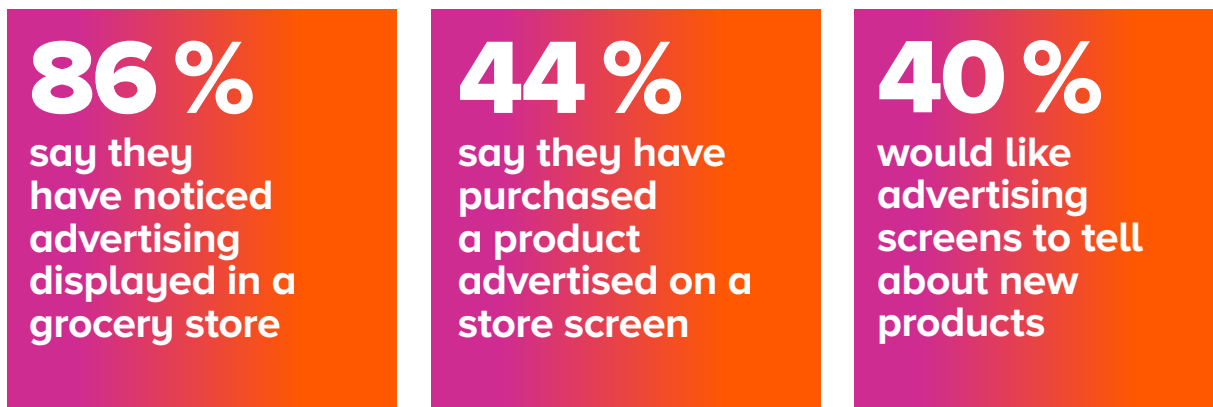
**Bring about  
the purchasing decision!**



Activate:

**Finalise your brand presence inside the store – at the time of purchase**

**At the decision making stage of the buyer's journey,** you should encourage the consumer to make the purchase by reminding them of the product at the time of purchase. While visibility on the way to store is important, an advertisement at the place of purchase or its immediate vicinity is the last touch in the buyer's journey and ensures that the consumer picks up your product.



### Advertising in retail stores

- Advertising in retail stores **is noticed**
- Digital in-store media **serves the consumers**
- Store media **activates**
- In the digital store media, consumers would preferably like to see **bargain advertising and get information on new products**
- In addition to groceries, other product categories are suitable for store media. Consumers are receptive also to advertising that does not concern groceries.

**CLICK HERE AND  
CHECK OUT THE  
PRODUCTS!**

68 %

go shopping  
for groceries  
several times  
per week

32 %

took a family  
member with them  
as they went  
shopping

67 %

make the final  
decision  
only in the store

57 %

buy more or spend more money than  
planned when they go grocery shopping

76 %

spend a maximum  
of 0.5 hours  
in the grocery store  
per week

57 %

of consumers buy more  
products or spend more  
money than they intended  
when they go grocery shopping

31 %

make a detailed  
shopping list  
and stick to it

64 %

went shopping  
alone last time

34 %

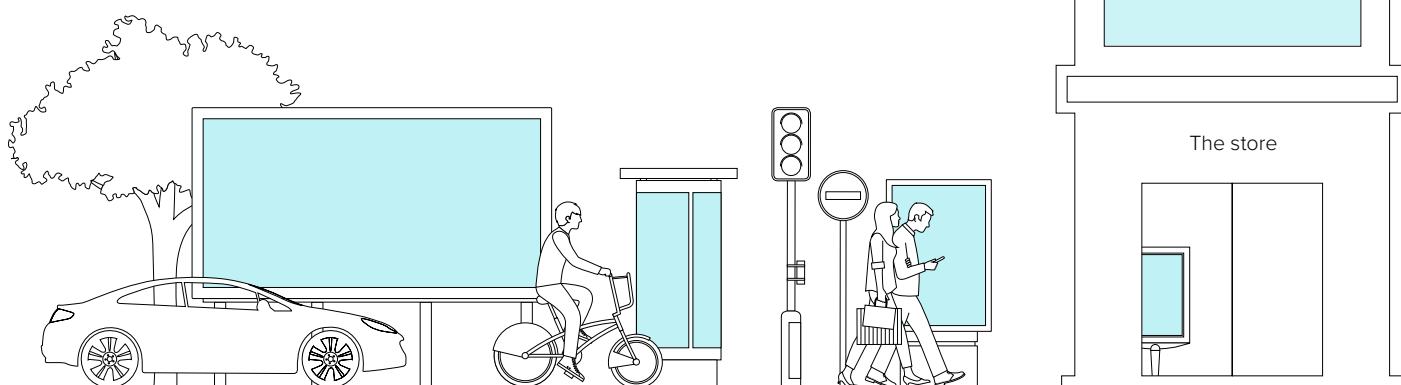
are open to new ideas  
and products when  
they are shopping

36 %

go shopping sometimes without  
any preconceived ideas of  
what they are going to buy

Source:  
Consumer Compass Ltd.  
Clear Channel. Buyer's Journey 2018.  
Target group: N1040, Population 18–69

# The buyer's journey in a nutshell



When going shopping, the advertising encountered along the way has an impact. Product-specific purchasing decisions are only made in the store

Awareness — “see!”

Consideration phase — “think!”

Making the decision — “act!”

## Preferences

Interest in and knowledge of the categories and brands before the purchase

## Design

Gathering information of the products and brands

## Purchase

The purchasing event and subsequent actions

The journey —



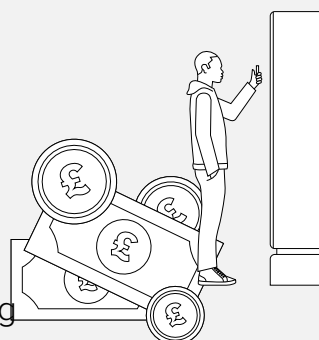
— The journey

# 67%

make the final purchasing decision only in the store

# 57%

buy more products or use more money than planned when they go grocery shopping



# 86%

pay attention to the advertising in the grocery store

# Ask for an offer that matches your budget and target group.

We are also be happy to tell you more about  
the studies we have carried out and help you  
design the best possible advertising solution  
for your needs.



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