

Media Cart revolutionises marketing

An innovative computer technology will change the shopping experience, when Media Cart launches in Australia with its first fleet of trolleys in October this year. By **Lorna Gloria**.



The software delivers one-on-one communication at the point-of-purchase.



The screen is fixed on the nose of a supermarket trolley.

Media Cart is a computer screen fixed on the nose of a supermarket trolley, which was designed by two Australians more than 10 years ago and developed in the US. The innovative technology is set to change how marketers advertise and communicate with shoppers in supermarkets. Media Cart is currently in production to roll out to 240 ShopRite supermarkets across the US and is negotiating with several tier-one supermarket chains in Europe and the US.

Media Cart partnered with Microsoft, Intel and Cisco to develop the latest software program that delivers targeted and dynamic one-to-one communication at the point-of-purchase. It delivers a dynamic message just as a

independent in Canberra as our first showcase to give category partners maximum flexibility to test and trial their marketing campaigns on a weekly basis over a six month duration," Mr Brown said.

Media Cart has also partnered with TNS, global leaders in retail market insights, to deliver unique category data on individual shopper behaviour to produce qualitative, quantitative and observation research insights.

Whether the message being tested is about being 'green,' Australian-made, price-related offers or seasonal messaging, the results drawn from such a strong sample size will change how to launch products and plan future marketing campaigns more than ever before, Mr Brown said.

"The technology is set to change how marketers advertise and communicate with shoppers in supermarkets."

shopper approaches the product and then delivers real time data to the advertiser to identify if a shopper purchased based on the advertising message.

Media Cart Australia's Chairman, Geoff Brown, said: "Advertising on a shopping trolley isn't new. However when you add a high definition computerised video screen, the latest radio frequency identification and software technology, real time information and sales data, then that's big news for marketers, retailers and shoppers."

The Media Cart system identifies when a shopper is approaching a product category within the supermarket and then displays dynamic product footage.

In October, Media Cart will be released in Canberra's largest supermarket and liquor store, with approximately 15,000 shopper visits per week.

"We've chosen the largest

Media Cart is currently in discussion with leading brands interested in becoming an exclusive category partner in the October launch. Media Cart and TNS will work closely with the leading FMCG suppliers to measure the benefits and shopper reactions.

Media Cart has also joined forces with Prime Media to provide value media packages.

The Media Cart system was tested extensively in a nine-month pilot of select ShopRite supermarkets in the US. With an average of 20,000 shoppers each week, road testing the trolley, the pilots were a spectacular success, according to the company.

More than 33 brands participated in the Shop Rite pilot including those from Procter and Gamble, Nestlé, Kraft and Pepsi. Sales increases of between 30-40 per cent were recorded by all of the participating products, the company said. 🛒