

# CATCH US LYING? AND DINNER IS ON US!

Myths or lies? What do you think the facts are? As Malaysia's largest Retail Media Specialist, we're staunch advocates of telling it like it is. So here's our challenge - If you think we're making any of this up, feel free to call us at +603 2287 6130 and we'll prove what we're saying with statistics, and studies. If you're still not convinced, we'll buy you dinner.

## MYTH #1:

**Retail Media only works for FMCG Products**

**FACT:** Hypermarkets are fast becoming a one stop shopping location offering consumer durables, electronic items, apparel, communication services and a whole range of other products. From financial services to automobiles, more and more brands are finding interesting ways to connect with consumers via retail media.

## MYTH #2:

**Consumers can't be persuaded by Point of Purchase**

**FACT:** Over 75% of buying decisions are made at the store. Most consumers make don't have lists and will make impulse buys based on point of purchase communications.

## MYTH #3: Retail is not mass

**FACT:** Media is fragmenting. Consumers can now choose their TV programmes, radio stations, websites, entertainment and news. The hypermarket however is a focal point, which caters to them all. Our retail media network offers access to tap into 410,121 transactions per day (Shoppers of all ages, income ranges and background).

Let us help you reach, target, communicate, and interact with the consumer you want. Visit our website at [www.magiqads.com](http://www.magiqads.com) or call us to find out what we can do for you.

**magiqADs**  
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Our media network:

**TESCO** **Carrefour**  **JUSCO**





## How do you like your segments?

**With the largest Media Retail Network on offer, we offer a unique opportunity to target shoppers any way you like.**

**Geographic Segmentation:** With over 68 hypermarket locations in our network, you can opt for nationwide coverage or target by region. With hypermarket outlets attracting as many as 6000 shoppers a day so no matter which way you cut it, you'll get the reach you need for your brand.

**Demographic Segmentation:** Age, gender, income level or race, no matter what your brand appeal, we'll help you reach them. Our full service agency offers media planning information, creative in-put and execution, production, installation and maintenance for your work.

**Psychographic Segmentation:** When it comes down to it, none of us lives on bread alone. In addition to instant noodles, fresh fruit and coffee, Malaysians demanding range and choice and value turn to hypermarkets for their daily needs. As the range of items on offer grows so do the kind of people who buy. Do-it-all mums, trend-setting tweens or free-spending Yuppies can be found in our aisles, making it an ideal medium to introduce and highlight your brand.

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