

# 3 recent developments in in-store retail media

## Article

Physical stores are a massive untapped opportunity for advertisers, and as retail media evolves, more networks are beginning to explore in-store media formats. Here are three recent examples.

### 1. Hy-Vee deploys digital signs

Hy-Vee rolled out its retail media network, RedMedia, last month, but it's already full-speed ahead on in-store media.

- Hy-Vee is partnering with Samsung Ads to offer advertisers a customized program that combines in-store digital inventory and connected TV (CTV) ads.
- **The in-store ads will be displayed via Hy-Vee's network of over 10,000 commercial displays** installed across all of its grocery locations, as well as Hy-Vee Fast & Fresh convenience stores.

## 2. Stop & Shop pilots digital coupon kiosks

**Stop & Shop is testing Savings Stations** across several stores in Massachusetts, Connecticut, and New York.

- Aimed at customers who are “digital hesitant,” the kiosks will help them activate and load their digital coupons onto their membership card while shopping in-store.
- Customers can also browse seasonal recipe ideas that they can print directly from the kiosk or use a QR code to download onto their phones.

Besides providing customers with a convenient way to access their coupons in-store, these kiosks enable advertisers to put their brand in front of consumer segments that are traditionally hard to reach, including seniors and low-income shoppers with minimal digital access.

## 3. Grocery TV reaches new milestone

**Grocery TV has grown its footprint 26% YoY**, operating 20,000 marketing displays across 4,000 grocery stores.

- The in-store digital advertising company has worked with brands such as AT&T, The Hershey Co., PepsiCo, and JPMorgan Chase, and developed partnerships with grocers like Schnucks, Smart & Final, and Coborn's.
- The company notes its growth has helped it enter major markets like Los Angeles and St. Louis, as well as expand its reach among Hispanic consumers.