



# Customer Magazine Publishing

Drive brand engagement and customer loyalty

## What we do

Customer magazines are an effective, engaging and impactful way to reach loyal shoppers. Consumed with a receptive mind-set and high dwell time, magazines place the retailer and brands directly in the customer's home at a time when they are fully engaged with the content. This helps to drive brand metrics through a dialogue that has the added benefit of driving trade, which also helps advertisers.

dunnhumby media helps retailers effectively leverage their owned magazine media as an advertising channel. We collaborate with brands to deliver relevant advertising based on content, seasonality, shopper insights, reach and audience profile to help drive brand engagement, customer loyalty and sales uplift. From coupons, display ads and inserts to advertorials and bespoke creative solutions, there is a wide range of high impact advertising opportunities available through customer magazines.

## Key Strategic Objectives

We support retailers and brands across a range of objectives:



### BRAND ENGAGEMENT:

I want to connect with our customers by saying thank you for shopping with us



### EDUCATION:

I need to educate customers about our business and its place in their lives



### REWARD:

I want to reward loyal customers with a high quality product



### NEW PRODUCT DEVELOPMENT:

I have a new product to excite customers about



### INSPIRATION:

I want to deliver relevant content that's genuinely helpful and inspiring to customers



### EVENT SUPPORT:

I want to reach customers at key times of the year

# How dunnhumby media helps you

Our approach to media services starts with our Customer Data Science. This means we can understand and relate to different customer experiences in order to activate campaigns that feel more relevant and personal. Working with you across the entire campaign process to:

- 1 PLAN:** A collaborative approach to build an optimal plan based on unique Customer Data Science
- 2 DESIGN:** Design relevant and memorable content, taking into consideration how customers interact with each different media and their unique mindsets and motivations
- 3 EVALUATE:** Understand the real impact of campaigns by bringing together online and offline customer behaviour and sales; benchmark campaigns and use insights to inform future plans

We can work with you to deliver a range of advertising options suited to your campaign objectives:



## Standard advertising formats

**DISPLAY ADS:** Work as an "effective" broadcast ad on its own or as part of a campaign

**LOOSE INSERTS:** An economical way to deliver a complex message with a direct response mechanic

**COUPONS:** Redeemable both in-store and online, coupons drive direct response and work best when paired with a display ad or advertorial in the same issue



## Standard creative formats

**PRODUCT SPOTS:** With limited spots, these allow a relevant brand to appear on an editorial page generating an association between the two

**ADVERTORIAL PAGES:** Bespoke created to integrate the advertiser's message into the editorial content, these work best as an education or inspiration mechanic

**BOUND INSERTS (Supplied):** Binding inserts into the magazine avoids their loss and creates stand-out with premium heavier paper stock



## Bespoke creative solutions

**COVER GATEFOLD:** The highest impact ads which provide a multi-page creative execution that showcases brands in a way that readers cannot miss

**BOUND INSERTS (Created):** Printed on premium heavier paper stock and designed to complement the content, bound inserts can be printed in multiple formats; work best when the content inspires and educates the reader

## Why dunnhumby media?

We have delivered customer magazines for over 10 years – building trust with our customers by applying insight to activation.

1. Pioneers in Customer-First and market-leading analytics - weaving data and science to create connected and relevant experiences for your customers
2. Initiating best-in-class advertising campaigns that support and align to trade and brand plans, improve customer experience and generate sales uplift
3. Proven experience and strong results in transforming data assets into highly relevant communications
4. Committed to understanding and driving performance; ensuring measurement and reporting is accurate and timely and implementing an ongoing test and learn approach
5. Always exploring new and innovative formats and mechanics to deliver the most relevant and memorable content to customers
6. Extensive global media experience working with leading retailers and brands

## ABOUT DUNNHUMBY

### THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail – one of the world's most competitive markets, with a deluge of multi-dimensional data – dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Data Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.

Connect with us to start the conversation [dunnhumby.com](https://dunnhumby.com)



**TESCO**

## UK CASE STUDY

With a circulation of nearly 2 million and readership of just over 5 million, Tesco Magazine is the UK's largest, most read monthly magazine. This makes it highly influential for brand positioning and advertising:

**66%** Readers are valuable or premium loyal shoppers

**29 mins** Average reading time

**£5** Average spent more per basket than non-readers

**8%** Average category uplift driven by ads