

Digital advertising in pharmacies

The Primedia Unlimited subsidiary X/procure has closed a deal to install two 42" full HD LCD advertising screens in each of Dis-Chem's 56 existing pharmacies. The in-store screens assist consumers in passing the time while waiting in queues, as they view advertising, educational and entertaining information. The deal is being handled by XP Digital, a new division of X/procure.

JD Henderson, MD of XP Digital explains, "Our business was ready to diversify into new product offerings and as Dis-Chem is one of the major players in the South African pharmacy industry, the media opportunity was obvious. Research into the platform has revealed that 98% of audiences watch the ads shown on screen and 66% of consumers make a point of watching the content.

"The demographics of its customers opens up advertising opportunities for pharmaceutical, FMCG and serviced based businesses to engage directly with affluent, economically active individuals. A further advantage of the platform is that the screens are located within the dispensary - which is typically right at the back of the store. After being exposed to the advertising, shoppers have to work their way through the store to the pay points."

The team believe that the right message displayed at just the right time has the potential to influence consumers' purchases and opinions about advertised products. The further benefits of digital advertising are that updates can be done quickly and that multiple advertisers can be accommodated simultaneously - in turn generating greater profitability than static counterparts.

Go to www.xprocure.com for more information.

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