

Richard Gee

From: strategy+business.com editors [editors@strategy-business.com]
Sent: Tuesday, 13 January 2009 8:23 p.m.
To: Lisa Barraclough
Subject: s+b Exclusive: The Impact of In-Store Advertising



RESILIENCEreport

Major Media in the Shopping Aisle

by Matthew Egol and Christopher Vollmer

New York, January 12, 2009 – The last bastion of prime-time mass marketing may well be the retail store. Over the next few years, digital in-store advertising will transform the consumer shopping environment and the advertising industry.

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