



AD Retail Media Announces Enhanced In-Store Audio Solutions

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Channels Reach Customers at Leading East Coast Grocery Brands: Food Lion, Giant Food, The GIANT Company, and Stop & Shop

Salisbury, N.C., (Oct.3, 2024) – AD Retail Media, the advertising arm of the East Coast's largest grocery retail group, Ahold Delhaize USA, is now offering enhanced in-store audio solutions to further empower consumer packaged goods (CPG) partners as they look to develop personalized omnichannel media plans. Through a partnership with Vibonomics, a Mood Media Company, CPG suppliers can leverage data and insights to create in-store audio strategies that complement their in-store programming across the AD Retail Media channel mix.

"Enhanced audio provides even more opportunity for our partners to inspire customers during their shop," said Bobby Watts, SVP, AD Retail Media. "They also provide increased agility for our partners because of the speed to market. Through these channels, our partners can respond instantly to what customers are experiencing. For example, the channels could be leveraged to drive units by promoting cold beverages or frozen treats during a heat wave, or to promote a new product launching in stores."

Vibonomics technology offers the flexibility to dive deeper into omnichannel measurement and analytics, allowing CPGs to engage customers with personalized, real-time messaging, creating a multi-sensory in-store experience that can be customized based on features like product type, DMA, Daypart and demographic. Spots play two times per hour, maximizing exposure with the target audience, which spends an average of 30 minutes in an ADUSA brand store.

"Vibonomics will play a key role in adding in-store audio to their offerings for AD Retail Media advertisers," said Paul Brenner, SVP of global retail media and partnerships at Vibonomics, a Mood Media Company. "With the addition of four of Ahold Delhaize USA's local brands, Vibonomics now serves the top three pure-play grocers in the U.S."

The addition of enhanced audio is part of the continuation of AD Retail Media's Connected Store initiative, aimed at maximizing the possibilities of an integrated strategy across the fully omnichannel journey, including in-store, on-site and off-site channels. See AD Retail Media's full set of offerings at www.adretailmedia.com.

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About AD Retail Media

AD Retail Media, a division of leading grocery retail group Ahold Delhaize USA, is the end-to-end, in-house retail media business supporting Food Lion, Giant Food, The GIANT Company, Hannaford and Stop & Shop. AD Retail Media supports Ahold Delhaize USA brands by leveraging their market presence and close customer connections to help consumer packaged goods partners meaningfully engage a significant East Coast omnichannel customer base. Together, the brands of Ahold Delhaize USA operate more than 2,000 stores, process more than 24 million transactions per week and total more than \$59 billion in annual sales.