



PRESS RELEASE

New Vestcom research reveals the power of in-store media and practical guidance on maximizing impact

New consumer research and real campaign insights reveal huge opportunities in the 'impulse economy'

- 72% of shoppers report making unplanned purchases based on in-store messaging
- Shoppers indicate that in-store marketing is three times more likely than digital ads to influence trying a
- Seasonal in-store campaigns have proven to deliver an average \$3.00+ incremental return on ad spend (

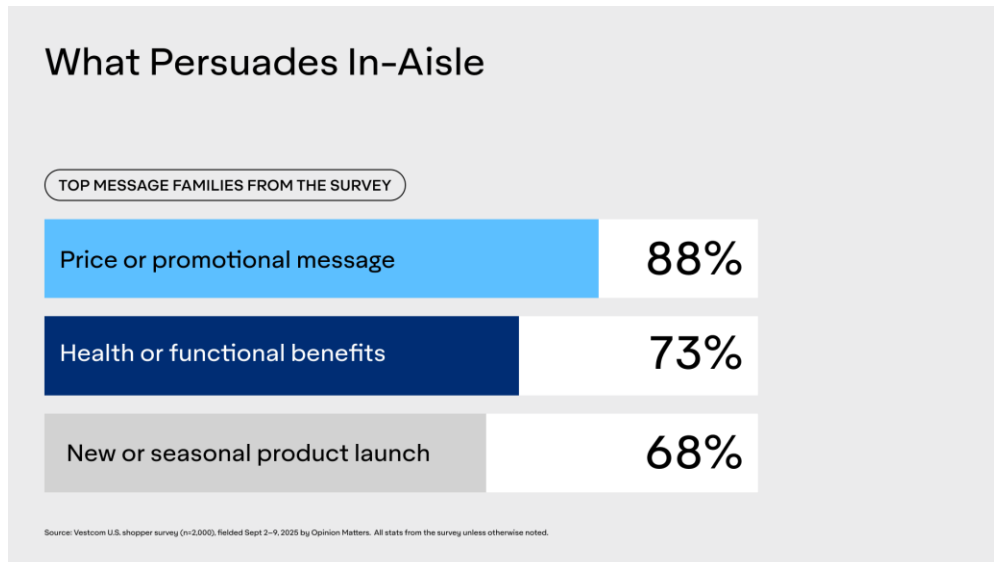
MENTOR, OH – November 10, 2025 - [Vestcom](#), an [Avery Dennison](#) (NYSE: AVY) company, today released based [In-Store Messaging Guide](#), combining new consumer research and real campaign insights. These findings challenge marketers' historical tendencies to over invest in digital media, with shoppers reporting that in-store marketing is three times more likely than digital ads to influence them to try a new product.



The study, which surveyed 2,000 US respondents, reinforces the opportunity for brands to shift budget dollars to in-store media tactics in the 'impulse economy', with three out of four shoppers making unplanned purchases as a result of in-store brand messaging. The comprehensive guide pairs these recent shopper insights with Vestcom's analysis of thousands of in-store media campaigns to provide actionable recommendations for brands to deliver effective in-store messaging that drives results. With approximately 30 million grocery store visits occurring each weekday across the US, store audiences represent massive scale and a significant, measurable growth opportunity for brands that invest in this channel.

Building value beyond price: a balanced approach to in-store influence

While price and promotional messaging remain the most influential in-store message type (88% of shoppers respond), research finds that consumers are also highly responsive to messages about health or functional benefits (73%) and seasonal product launches (68%). While balancing the effectiveness of promotional offers, CPGs can apply this insight to shape brand messaging that adds value and motivates action, fueling sales growth while preserving margin.



Seasonal campaigns deliver exceptional returns

Analysis of campaign performance data reveals that strategically timed seasonal activations drive strong returns, delivering an average incremental return on ad spend (iROAS) of \$3.00 or more. These campaigns capitalize on heightened demand during peak consumption periods by delivering timely, relevant messaging at the point of purchase.

“The physical store is where 85% of consumer purchases are made, yet digital channels dominate the focus of media spend,” says Shock Torem, SVP, Vestcom Media Solutions. “Whether you’re launching a new item, educating on health or functional benefits, or inspiring new usage occasions, the shopper data validates that in-store media delivers more incremental sales at the point of decision, which digital channels simply cannot replicate. Quite simply, an in-store campaign can react in real time to a brand message with far less friction, which increases the potential for conversion, and should be the ultimate objective for any media campaign. The brands that recognize this fundamental truth and invest in it will capture the impulse economy, while their competitors chase less effective impressions.”

The research identifies the shopper’s path from entry → aisle → endcap as the critical ‘decision belt’ within the store. 81% report this is where they most notice and engage with messaging. Among all in-store media formats, shelf messaging is the most noticed, reinforcing [Vestcom’s shelfAdz™ solution](#) as an essential component of any full-funnel marketing strategy.

8 out of 10 shoppers most notice
and engage with in-store messaging
along the decision belt:

entry → aisle → endcap

The phygital reality: Almost half of shoppers use phones while in-store

Vestcom's research validates that 45% of shoppers 'often or always' use their mobile phones to look up products while in-store, with these digital behaviors only becoming further ingrained. This highlights a growing opportunity for brands to harmonize physical and digital messaging and experiences. Tactics such as deep-linked QR codes on packaging are emerging as key ways to extend in-store engagement beyond the shelf and create a more connected purchase.

Transforming the shelf-edge

Shelf-edge innovation is evolving rapidly, with data-integrated media solutions now engaging shoppers directly at the point of decision and driving measurable sales impact. [Vestcom's shelfAdz™ campaigns](#), for instance, deliver an average incremental sales lift for over 800+ participating CPG brands, including Procter & Gamble, Coca-Cola, Nestle, Kenvue and more.

Vestcom's full research findings are available in the [Effective In-store Messaging Guide](#). It provides a data-driven framework for CPG brands and retailers seeking to optimize in-store marketing investments and drive profitability in an increasingly competitive and margin-sensitive environment.