

The market becomes a car showroom – How Opel is expanding the possibilities of brand activation with MediaMarktSaturn



Activation of the Opel Frontera in stores – the physical car in Media Markt stores in the Netherlands

The stationary retail landscape is constantly changing. As customer needs evolve, many stores are setting themselves apart by offering unique brand experiences. Traditional retail spaces are becoming attention-grabbing media stages. A recent campaign in the Netherlands demonstrates how retail media can transform the point of sale (POS) into an effective, full-funnel marketing channel. At the same time, it is opening up new opportunities for industries such as automotive, mobility, and finance to reach target groups when they are making purchasing decisions.

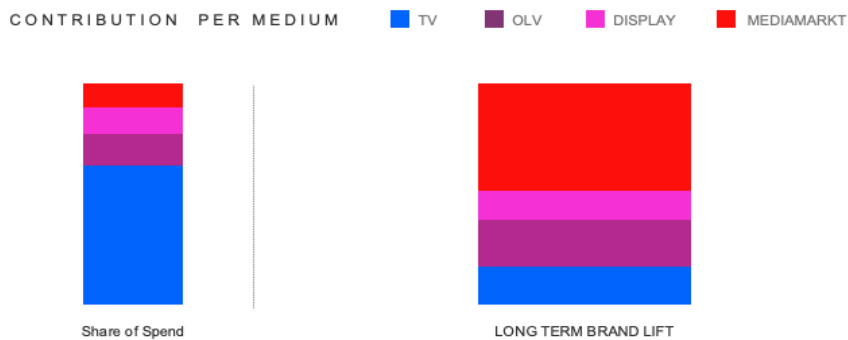
In collaboration with MediaMarktSaturn, car manufacturer Opel launched the new Opel Frontera at the point of sale. The vehicle was displayed prominently in over 50 Media Markt stores in the Netherlands, alongside eye-catching point-of-sale materials and digital screens. The result? A 30 per cent increase in brand visibility. This is a clear signal of the effectiveness of physical retail media formats.

What our colleagues in the Netherlands have achieved is an impressive example of innovative retail media activation in a non-endemic environment. The campaign demonstrates how a traditional product presentation can evolve into a cross-channel brand experience with quantifiable results. This is highly relevant for the German market too: "Germany is one of the key growth drivers in the European retail media sector, and its retail landscape offers ideal conditions for scaling up such concepts," explains Till Göhre, Head of Product & Data Retail Media at MediaMarktSaturn.

Impact in the media mix: retail media with leverage effect

The result is clear: the combination of Total Video (TV/OLV) and MediaMarktSaturn Retail Media significantly increased both short-term (33%) and long-term (18%) brand KPIs. Notably, the values for salience and meaningfulness increased particularly strongly, which is a remarkable result for a campaign that was clearly product-oriented.

The in-store presentation of the Opel Frontera was the most attention-grabbing element: the physically displayed vehicle and accompanying digital content were the most effective drivers of brand perception.



Contribution of MediaMarktSaturn Retail Media to long-term brand lift in a cross-media comparison; measured in the Netherlands among people aged 35–65 with medium to high incomes (n=575 (Kantar LIFT+ powered by THX.)

The innovative campaign was set up by the media agency Publicis Media and monitored closely by the advertising impact research team at MeMo², a company in the Kantar Group. Impact was measured using Kantar LIFT+, a data-driven model that analyses the effects of advertising on brands based on actual advertising contacts.

Creativity at the POS: How attention is generated

Retail media is most effective when brand messages can be experienced directly as well as being visible. The creative implementation of the Opel activation, which involved placing a vehicle in an unexpected environment, made this possible.

“This case clearly shows that retail media advertising increases marketing effectiveness throughout the entire consumer journey. There is a pronounced stop effect, especially in the case of non-endemic collaborations, which significantly increases attention for the channel,” explains Coen Kempen, Global Head of Strategy at Kantar.

The stop effect refers to a visual signal in physical space that deliberately breaks with the usual context, thereby attracting the customer's attention. To make greater use of this effect in future, larger banner spaces and clearer product labelling on the vehicle on display are planned.

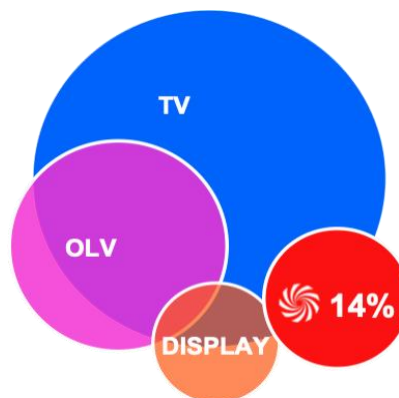


Cross-media x Attention for Opel x MediaMarktSaturn Retail Media (Kantar LINK AI as part of LIFT+ powered by THX.)

Retail media in the market: an overview of the most important lessons learned

The collaboration between MediaMarktSaturn and Opel confirms Kantar's key findings that chief marketing officers should know about retail media in the retail sector.

- **Physical stores tap into new target groups.** MediaMarktSaturn Retail Media primarily reaches younger consumers and households with higher incomes. With a 29 per cent share of exclusive reach, the channel significantly expands the contact base of traditional video campaigns.
- **Digital formats increase market impact.** Moving images on screens at the point of sale increase visibility in the market and draw attention to physically presented products.
- **Experiential formats have a more intense effect.** The physical presence of the vehicle in the market achieved particularly high scores in terms of brand awareness (+12 per cent) – a strong example of the impact of multisensory presentations in brick-and-mortar retail.
- **In-store campaigns increase brand value and sales.** The combination of physical presence and retail media led to a sustained 18 per cent increase in key brand KPIs such as salience, meaningfulness and differentiation for the Opel Frontera.



Cross-media reach including MediaMarktSaturn Retail Media reach (NL18+ / control group N: 11,891. Exposed group N: 6,689 (Kantar REACH powered by THX.)

Conclusion: New partnerships – closer to customers

The cross-industry collaboration between MediaMarktSaturn and Opel demonstrates that retail media can be an effective activation tool for non-endemic brands, too. This case study demonstrates that the digitisation of physical retail is creating new touchpoints that meaningfully complement traditional channels.

Retail media transforms the point of sale into a creative space where brand messages can be presented in a multi-sensory way, reaching the target group exactly where their attention is captured.

About MediaMarktSaturn Retail Group

MediaMarktSaturn Retail Group is Europe's leading retailer of consumer electronics and related services. As part of its strategic realignment, the company is now redefining this category: MediaMarktSaturn uses the term 'Experience Electronics' to describe its repositioning and, at the same time, the range of services it offers its customers, with the electronics retailer focusing on the customer experience and personal advice with its portfolio of formats and brands. The company includes the core brands MediaMarkt and Saturn, which comprehensively network their approximately 1,030 brick-and-mortar stores in 11 European countries with online sales platforms and occupy the number 1 or 2 market position in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 48,000 people and is majority-owned by CECONOMY AG. The company's turnover in the 2023/24 financial year was around €22.4 billion, with online sales, including third-party providers, accounting for 24 per cent of this. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2024)