



## THE CHRISTMAS WISH LIST

### ASTRAL RADIO DELIVERS...

- ✓ LOCAL AND HOLIDAY-THEMED CONTENT, ONLINE AND ON MOBILE APPS
- ✓ AUDIENCES WHO ARE MORE LIKELY TO SHOP ONLINE AND SPEND MORE WITH EACH VISIT

**ONLINE SHOPPING** in Canada is mainstream, with 45% of Canadians planning on doing some holiday shopping online this season.<sup>1</sup> The added convenience of smartphones is changing the retail landscape, especially with younger consumers, who are using mobile apps to research products, look up store hours/locations, read consumer reviews and make online purchases.

With increasing customer demand online, advertisers are looking to connect with this growing segment of 'online shoppers' through multi-media campaign executions.

**ASTRAL RADIO** is embracing the Christmas spirit, with our elves working diligently to produce festive online and mobile content to celebrate the holidays: select stations are switching to an all-Christmas format and Toronto's boom 97.3 Ugly Christmas Sweater contest is a Holiday tradition.

Sources:

(1) Deloitte – 2011 Holiday Outlook Survey



*Start integrating digital and mobile tuning into your on-air discussions and proposals!*



# A RECORD YEAR FOR ONLINE HOLIDAY SHOPPING



The Holiday Season is prime-time for Canadian Retailers, discounts are bringing customers through the doors and to the stores' websites. According to Deloitte's 2011 holiday outlook survey: 45% of Canadians plan on doing some holiday shopping online, up to 70% will research products before going to the mall, and 20% plan on utilizing mobile applications to assist with shopping<sup>1</sup>. 2011 is shaping to be a record year, with online spending estimated to grow by 12% over 2010 to \$18.5 billion.<sup>2</sup>

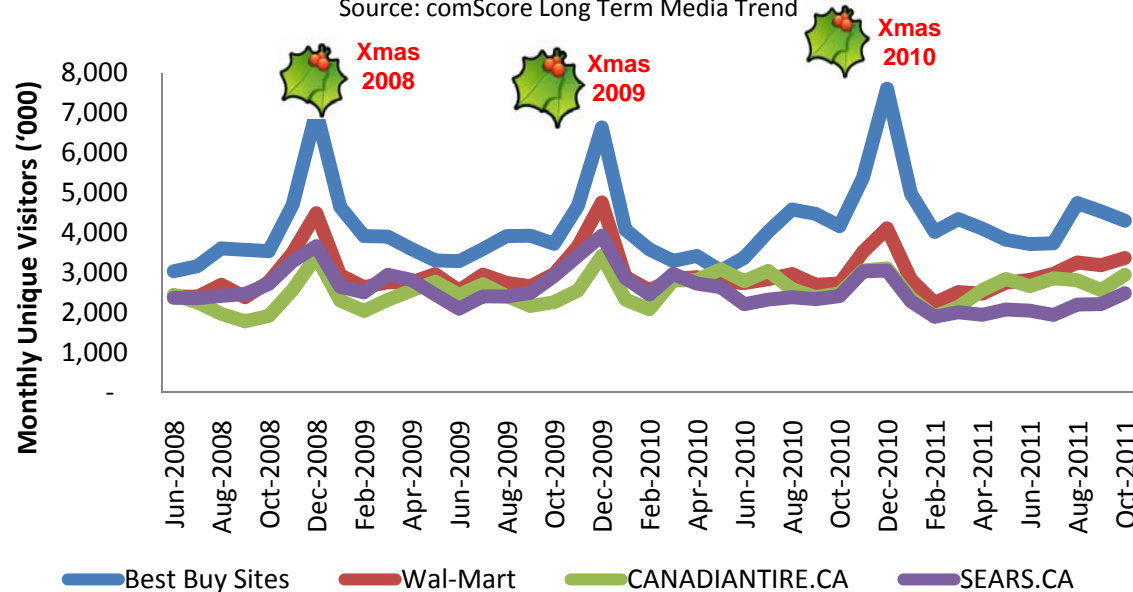
## TOP 5 REASONS CONSUMERS CHOOSE TO HOLIDAY SHOP ONLINE RATHER THAN IN STORES

- (1) 24-hour shopping convenience
- (2) Easier to compare prices
- (3) Free shipping offers
- (4) Don't want to fight the crowds
- (5) More convenient to shop online

Source: Shop.org 2010 eHoliday Survey, conducted by BIGresearch

## Monthly Traffic to Retail Websites

Source: comScore Long Term Media Trend



## TOP 5 ITEMS CUSTOMERS EXPECT TO PURCHASE ONLINE

- (1) Live Entertainment (tickets for sporting events, concerts, etc.)
- (2) Entertainment (DVDs, CDs, games)
- (3) Hobbies and other specialty goods
- (4) Electronics
- (5) Toys

Source: Maritz 2010 Holiday Shopping Poll



Source:

- 1) Deloitte – 2011 Holiday Outlook Survey
- 2) Media Experts – The Top 6 Priorities for e-Commerce Holiday Results



# HEY BIG SPENDERS!

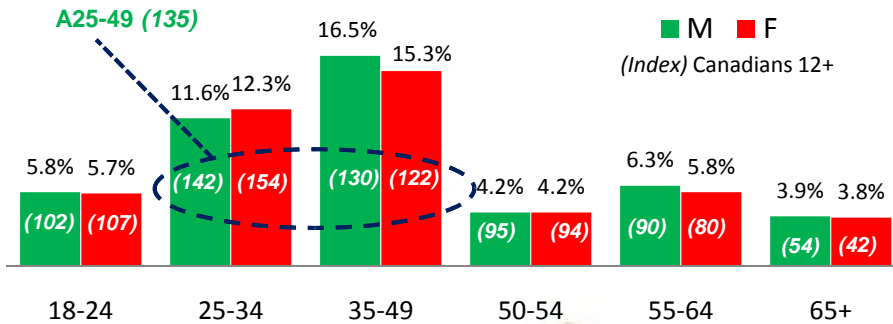


Of the 6.4 million or 21.7% Canadians 12+ that visited a **RADIO STATION WEBSITE** in the past 30 days:

- 3.5 million **made an online purchase** in the past year
- 1 million made online purchases **at least once per month**
- 532,000 **spend over \$500 online** in the past year

## ONLINE SHOPPERS' PROFILE

HHI: \$150K+ (118)



## ACCESS A RADIO STATION'S WEBSITE (PAST 30 DAYS)

Compared to Average Canadians 12+

### INTERNET SHOPPING - AMOUNT SPENT/ PAST YEAR

\$500+ (*Index 130*)

### INTERNET SHOPPING – HOW OFTEN SHOPPED

1+ times per week (*Index 122*)

### INTERNET SHOPPING – STORES SHOPPED

- Book Stores (*Index 134*)
- Electronics Stores (*Index 149*)
- Department Stores (*Index 160*)
- Toy Stores (*Index 173*)
- Sporting Goods and Athletic Wear Stores (*Index 176*)
- Furniture/Appliance Stores (*Index 184*)
- Jewellery Stores (*Index 187*)
- Home Décor/Improvement Stores (*Index 162*)
- Pet Stores (*Index 188*)



Source: BBM RTS Canada Fall'11 > Accessed a Radio Station Website/past 30 days > and for Online Shoppers Profile, Internet Shopping \$1+/past year



## A BOOM 97.3 HOLIDAY TRADITION, AND A SEASONAL SUCCESS STORY

Toronto's boom 97.3 Ugly Christmas Sweater created such a stir in 2010, that we're making it a new Holiday tradition!



### LAST CHRISTMAS, THINGS GOT REALLY UGLY...

Listeners were encouraged to send a picture of themselves wearing their ugliest Christmas sweater to boom973.com for their chance to win \$5,000! For the first 2 weeks, all entries were visible online and then the top 12 Ugliest Christmas sweaters were revealed & posted online where listeners could use the voting tool to choose the ugliest.

Promotions included: Hourly produced 30-second spot, Hourly live liner, Main-Page carousel and Newsletter.

On December 21, the owners of the top 3 Ugliest Christmas sweater contested were invited to the boom studios and were each awarded a prize by the boom Breakfast Show. In addition, all were welcomed by our special in-studio guest - Lucy, a sheep from a local farm. First place won \$5,000; second place won \$1,000; and third place was promoted to win the sheep, but in reality, walked away with \$500.

**Engagement on the website went up by +68%, with 5.8 Pages being viewed with each visit. The Ugly Sweater gallery pages generated a total of 240,000 Page Views over the course of the campaign – these features can be a great turnkey opportunity for advertisers.**



Source: Omniture SiteCatalyst

