

REACH CONSUMERS WHERE THEY SHOP

WITH **DIGITAL OUT OF HOME ADVERTISING** IN THE URBAN MARKETPLACE



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NRS DOOH MEDIA WORKS WITH ADVERTISERS & AGENCIES TO BRING THEIR MESSAGE TO THE RETAIL COMMUNITY THROUGH **DOOH ADVERTISING**



BRANDING
AWARENESS

CUSTOMER
RETENTION

REVENUE
INCREASE

ON-SCREEN
AD MEDIA

LOYALTY
PROGRAM

VIDEO & STATIC
ADVERTISING

THE NATIONAL RETAIL SOLUTIONS POINT OF SALE SYSTEM



DIGITAL AD NETWORK



SHOPPING TRENDS



PRODUCT INSIGHTS



AS FEATURED IN



NRS' ROBUST POS HARDWARE

integrates with the most powerful and user-friendly merchant software interface, providing the ultimate management system for retailers

15", high-definition, customer-facing screens help merchants market your products by increasing brand awareness, customer loyalty & revenue

NRS DOOH MEDIA: A MOST UNIQUE ADVERTISING OFFER

POINT OF SALE ADVERTISING + DATA INSIGHTS

Established in 1990, IDT Telecom is a pioneer in Prepaid and VoIP telephony. Today, IDT Telecom is an industry leader in prepaid communication and payment services through its Retail division, as well as one of the world's largest providers of international voice termination through its Wholesale division. IDT is listed on the NYSE, employs over 1000 people across 20+ countries and has revenues in excess of \$1.5 billion.



National Retail Solutions, a subsidiary of IDT Corporation, was created to leverage relationships with both customers and merchants. NRS operates a point-of-sale (POS) terminal-based platform for independent retailers and bodega owners nationwide. The platform provides a robust portfolio of tools to help these retailers compete more effectively including rewards programs, consumer coupons, wholesaler discounts, and integration with Boss Revolution® communication and payment service products. Consumer packaged goods (CPG) suppliers are able to leverage the NRS platform to provision promotions, coupons and special offers to independent retailers and their predominantly urban, ethnically focused customer bases nationwide. NRS is a subsidiary of IDT Corporation (NYSE: IDT).



With **NRS DOOH MEDIA's** unique advertising offer, which is unlike that of any other company, advertisers will reach a captive audience in the growing independent retail market. NRS is excited to offer merchants a revolutionary point of sale system that is changing the way retailers do business. Our sleek POS allows advertisers to reach a broad demographic of all ages and cultures, including but not limited to the Hispanic, Asian, African-American and global multicultural markets. With 5 million+ nationwide consumer impressions a day, our POS displays build B2C and B2B branding awareness, boost retail sales and increase customer loyalty.

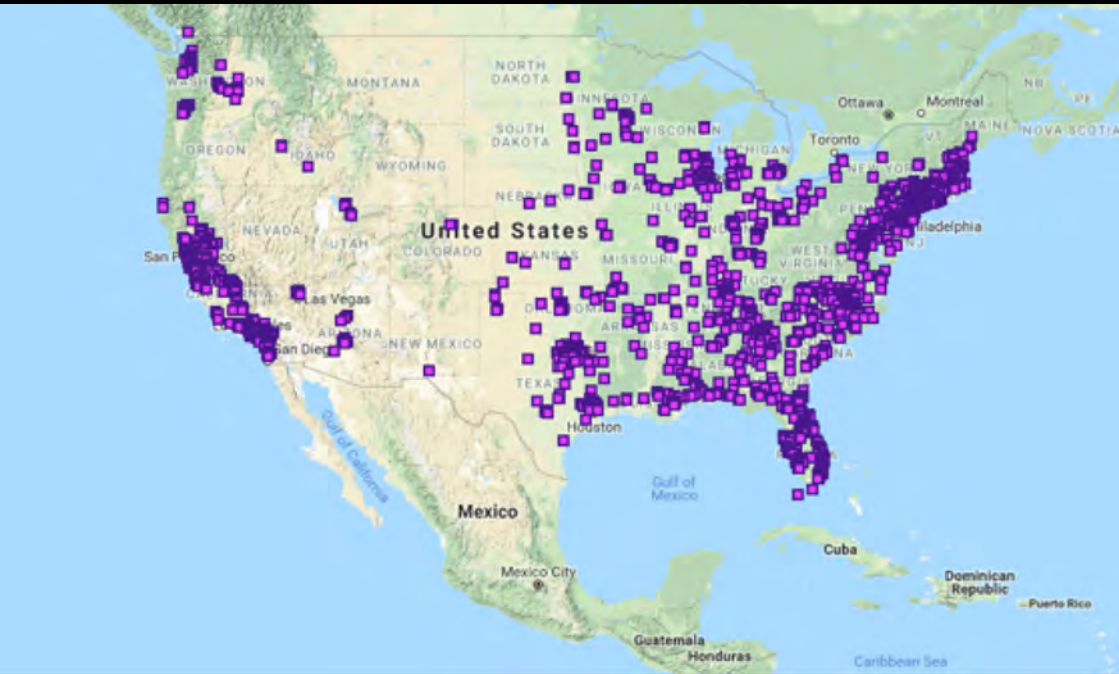
MEMBER OF:





DOOH
MEDIA

8,000+ POS RETAILERS NATIONWIDE



NATIONAL RETAIL SOLUTIONS PROVIDES A STATE-OF-THE-ART POINT OF SALE SOLUTION FOR INDEPENDENT C-STORES, MINI MARTS, GROCERY, LIQUOR & TOBACCO STORES



NATIONAL
RETAIL
SOLUTIONS

QUICK FACTS:

- **National Retail Solutions** was Est. 2015
- **NRS** is a Division of **IDT** (NYSE:IDT)
- **NRS** has 8,000+ POS Terminals Installed Across the US
- **NRS** is Growing at an Avg. Rate 350+ Stores p/mth.

2 BILLION+ ROTATING AD FLIPS PER MONTH



8,000+

NRS POS STORES ACROSS THE USA

1 BILLION+

MONTHLY POINT OF SALE AD IMPRESSIONS

25 MILLION+

POS TRANSACTIONS PER MONTH

- 15" HIGH-DEF DUAL SCREENS
- ROTATING ADS, ANIMATED ADS & VIDEOS
- CUSTOMER ENGAGEMENT AT POINT OF PURCHASE

MULTICULTURAL CONSUMERS

SPEND OVER \$65 BILLION & INFLUENCE
OVER \$1 TRILLION IN TOTAL CONSUMER SPENDING



Multicultural millennials equal **42%** of the millennial generation



84% of the most populated counties are multicultural majorities



Multicultural local markets drive **47%** of the total U.S. gross domestic product



44% of multicultural millennials live in Top 10 Nielsen DMAs, incl. NY, LA, San Francisco and Houston



Almost **50%** of millennials want to purchase foods from companies with a strong social purpose or mission, and offer multicultural products



44% of millennials feel that it's important for their foods to include "multicultural flavors"

NICHE CONSUMERS

REACH CONVENIENCE STORE CUSTOMERS WHERE THEY LOYALLY SHOP



LAUREN: AGE 28

BUSY MOM & SONOGRAPHER;
VISITS GROCERY STORE WEEKLY
FOR PERISHABLES, DIAPERS &
OCCASIONAL COFFEE



JOHN: AGE 37

DOG WALKER; VISITS LOCAL C-
STORE FOR BREAKFAST ON HIS
DAILY ROUTE, BACK EARLY
AFTERNOON FOR HIS COFFEE FIX



ROLANDO: AGE 54

HUSBAND & HANDYMAN; VISITS
BODEGA DAILY TO PURCHASE
COFFEE WITH A NEWSPAPER,
GROCERIES AND LOTTERY
SCRATCH-OFFS



NICOLE: AGE 56

FOOD BLOGGER; BY DAY, SHOPS AT
THE LOCAL BODEGA FOR
INTERESTING ITEMS TO SAMPLE
AND PROMOTE. BY NIGHT, SHE
TESTS RECIPES ON HER FAMILY



CHRISTINA: AGE 18

OFF TO COLLEGE; FREQUENT
BODEGA SHOPPER WITH
FRIENDS, ON THEIR WAY TO
AND FROM SCHOOL EACH
DAY. SHE ALSO OFTEN WALKS
HER LITTLE SISTER OVER, FOR
ICE CREAM AND SNACKS



JOHN: AGE 47

ACCOUNTANT; STOPS OFF AT
THE C-STORE IN HIS BUILDING
EACH DAY FOR A PROTEIN
SHAKE AND BANANA, ON HIS
WAY UP INTO HIS OFFICE.
SOMETIMES PICKS UP FLOWERS
THERE FOR HIS GIRLFRIEND

DID YOU KNOW...

52% consumers shop at a bodega because it is close to home. **68%** report shopping at the bodega at least 1X daily. The five most commonly purchased items are sugary beverages (29.27%), sugary snacks (22.34%), coffee (13.99%), sandwiches (13.09%) and non-baked potato chips (12.2%). Nearly **60%** of bodega customers report their purchase to be healthy.

DIGITAL OUT OF HOME PARTNERS



DOOH
MEDIA

ADVERTISING RELATIONSHIPS

lenovo



Reckitt
Benckiser



COMCAST



PayPal

CHASE



boostmobile

cricket
wireless

metroPCS

Sprint



BUD
LIGHT

Levi's

DELL

Cargill

Campbell's

Budweiser

NJOY
E-CIGS | VAPING

RITAS

Simply
healthcare

El Especialito

PETA

ME Massage Envy

scJohnson
A family company
at work for a better world

Skittles



ANHEUSER-BUSCH



Arby's

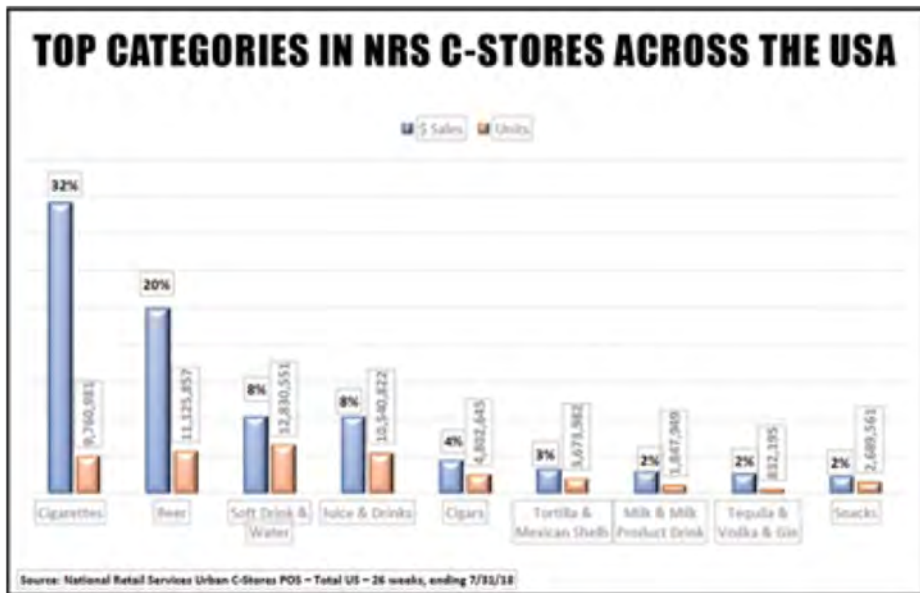


P.F. CHANG'S



BROADEST COVERAGE

MOST ACCURATE URBAN MARKET VIEW



National Retail Solutions provides the broadest coverage and most accurate urban market view. This information enables companies to understand opportunities within the independent retail market channel and develop strategies with this growing consumer. With this information on hand, you can begin building long term success with niche consumers.

WHO ARE THESE CONSUMERS BY ETHNICITY & COUNTRY OF ORIGIN?

HOW OFTEN ARE THEY BUYING MY BRANDS?

HOW DOES MY CATEGORY AND BRAND PERFORM WITH THESE CONSUMERS?

WHAT IS THEIR AVERAGE BASKET SIZE PER DAY, PER WEEK & BY STORE?

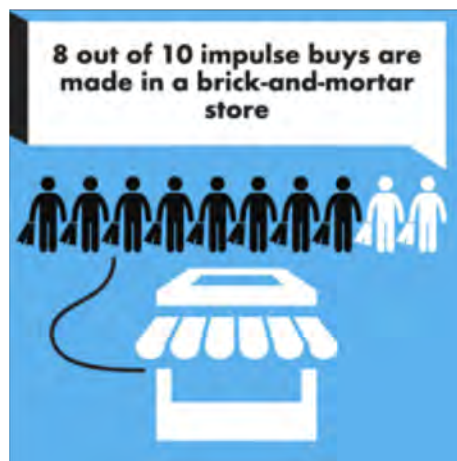
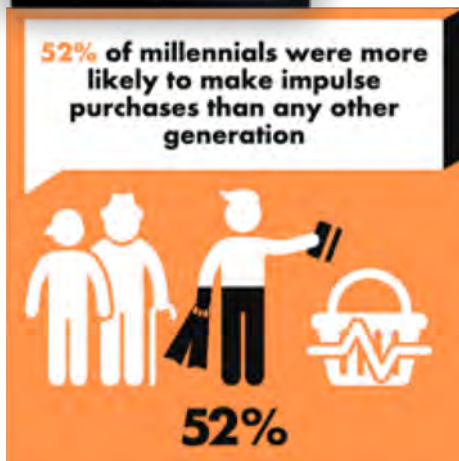
WHICH COMPETITIVE ITEMS ARE SELLING BEST?

WHAT IS THE BEST SELLING PRODUCT BY PRICE, SIZE, FLAVOR, ETC.; BY MARKET OR ACCOUNT?



ON-SCREEN POS ADVERTISING LEADS TO IMPULSE SHOPPING

ADS & VIDEOS ENCOURAGE CUSTOMERS TO BUY MORE AND
NRS PROVIDES YOU INSIGHTS TO INCREASE YOUR MARKET SHARE



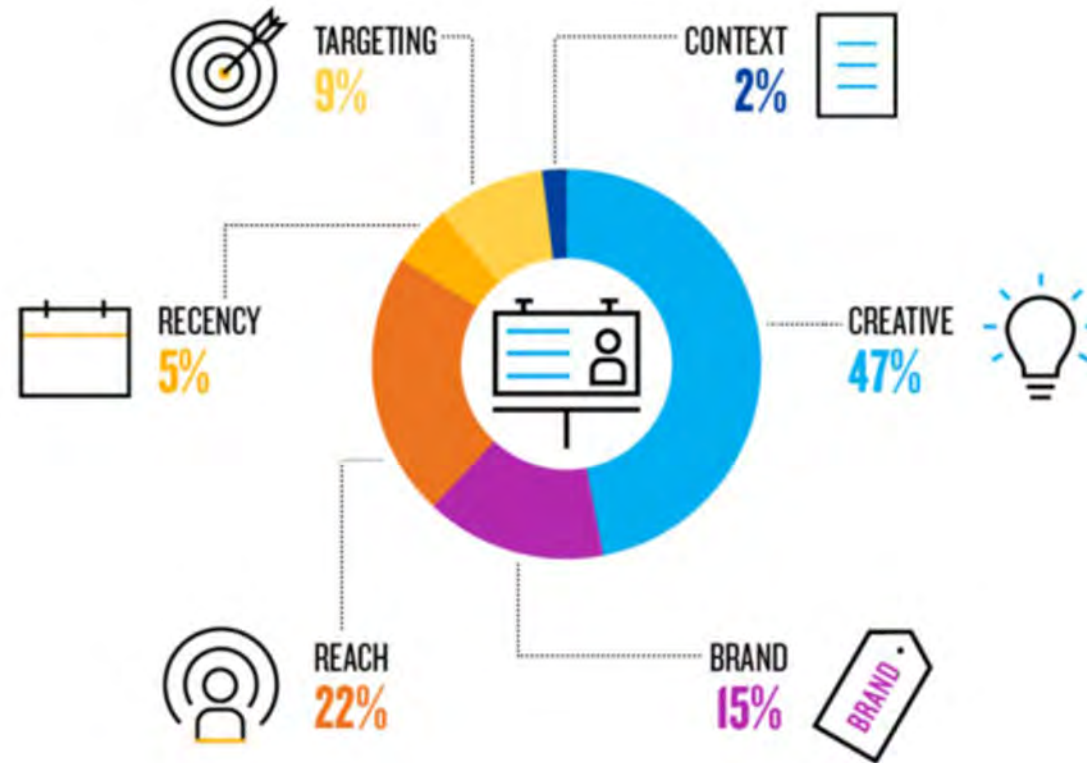
TRACKING CUSTOMER BEHAVIOR AT THE POINT OF PURCHASE

- Eliminate blind spots in the ethnic retail arena
- Grow your business within this untapped channel
- Identify key areas of opportunities and assess performance by better understanding how developed your brands and category are among these consumers
- Gain a better understanding of whether your brands are getting their fair share of the ethnic channel
- Improve activation by better understanding your performance and developing programs to drive results for you and the retailer
- Understand your market share against your competitors, so you can develop better tactics to grow your business within this untapped channel

THE POWER OF ON-SCREEN ADVERTISING

SALES LIFT + CUSTOMER LOYALTY

PERCENT SALES CONTRIBUTION BY ADVERTISING ELEMENT



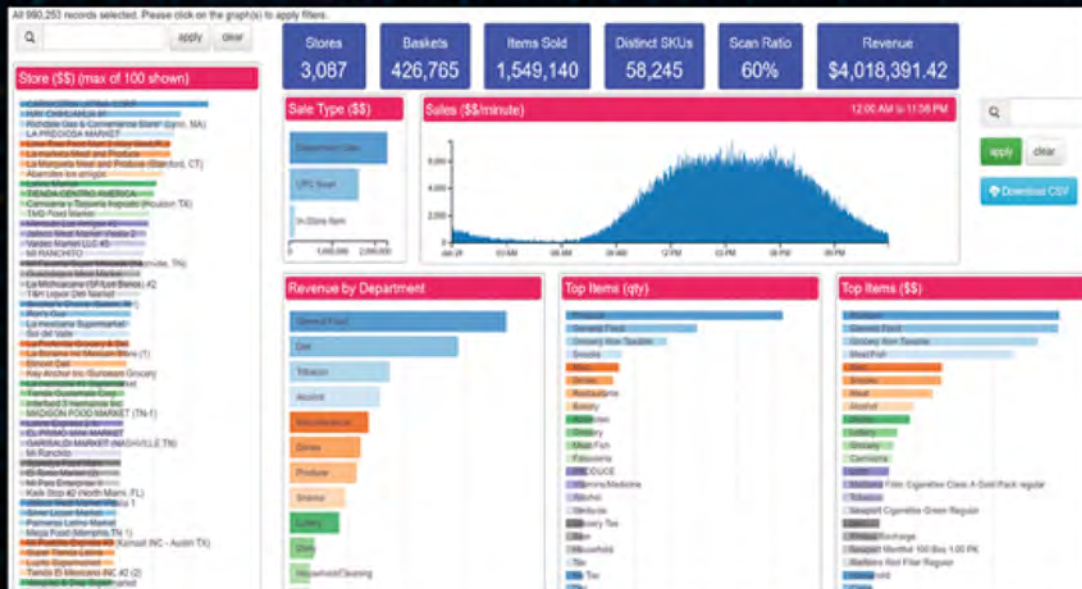
Nearly 500 campaigns across all media platforms
Source: Nielsen Catalina Solutions © 2017; Period 2016-Q1 2017

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SCAN DATA AT THE FINGERTIPS

NRS HAS THE KEY TO THE URBAN BLACK BOX OF DATA

NRS DOOH MEDIA is more than just a state-of-the-art point of sale solution for independent c-stores, mini marts, bodegas, liquor and tobacco stores across the United States. We are the only organization today that captures targeted, daily point of sale data from cooperating retailers. We track over twenty five million transactions monthly, and are consistently increasing our coverage at an average monthly rate of 350 stores.



- UPC SCAN DATA
- COMPETITOR SCAN DATA
- INSTANT GAP REPORTS
- CORRELATING BASKET DATA
- RETAIL SELLING PRICE BY STORE



TOP TEN DMAs

DOOH ON-SCREEN ADVERTISING ACROSS THE USA

NEW YORK TRI-STATE

LOS ANGELES

PHILADELPHIA

BOSTON

MIAMI / FT. LAUDERDALE

SAN FRANCISCO / OAKLAND

DALLAS / FT. WORTH

CHICAGO

ATLANTA

HOUSTON



STATIC, ANIMATED & VIDEO AD MEDIA OPPORTUNITIES



ADVERTISE TO CONSUMER

AD SPACE	SIZE	LOCATION
1 OUT-OF-TRANSACTION	1024 X 768	15" CUSTOMER FACING SCREEN
2 IN-TRANSACTION	597 X 768	15" CUSTOMER FACING SCREEN

ADVERTISE TO MERCHANT

AD SPACE	SIZE	LOCATION
A FULL SCREEN	884 X 530	POP-UP
B BANNER AD	395 X 54	REGISTER
C MEDIUM BOX	395 X 400	REGISTER/MARKETPLACE/OTHER

ENGAGING VIDEO ADVERTISING THAT REACHES YOUR TARGET AUDIENCE AT THE POINT OF SALE:

While on line at the check out counter, shoppers view rotating motion graphics on the POS. With eye-catching video promotions, advertisers attract maximum attention and precisely target their ideal niche at the point of purchase.

VIDEO FILE REQUIREMENTS: MP4 + H.264, WITH AAC OR MP3 (NO MORE THAN 30FPS) WEBM + VP8 (NO MORE THAN 30FPS)





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