

# CASE STUDY

## PROVING NEWSPAPERS WORK: METRO USES NEWSPAPERS TO REACH LOCAL

### The Challenge

Metro wanted to re-establish its commitment to quality food. It wanted to stand out from other grocery stores by doing something different while also effectively reaching into local markets.

### The Objective

Metro chose to inspire Ontarians by providing food ideas and solutions to the local markets it serves. It wanted to show interesting, delicious food while, on a practical level, also activating them to purchase at Metro.

### The Plan

Kick-off during the summer and participate in local food festivals. Showcase ideas and host pop-up markets so participants can then take the ideas and act on them.

Also use multi-media to reinforce the message. Include newspapers and their flyers which deliver a key local component - as grocery is a business at the heart of many Ontario communities.

### The Creative

The newspaper ad creative would be used to feature food festivals and highlight Metro's participation via "Metro Master Class" run by local chefs.

The flyer, delivered through local papers, highlights the theme "Taste Summer" and provides inviting recipes with seasonal ingredients that beg to be tried.

A dedicated microsite, PR and in-store "mini-festivals" also support the initiative.

### The Results

"We're trying to optimize the media mix... print and online buy is about 30% of our total budget. Traditional media still has big value for Metro.. it promotes its in-store events through ads in smaller, community newspapers as well as its flyer. Metro's flyer still earns more than 10 million impressions weekly, and by running ads in smaller, community papers, it can reinforce its community role as a food provider."

— Nancy Modrcin, Senior Director of Marketing, Metro Ontario Inc.

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**metro Taste Summer**

For all our savings, I can't resist my METRO

- 1.77 1/2kg Large Grapes
- 1.77 1kg Large Grapes
- 4.88 1kg Large Grapes
- 3.49 1kg Large Grapes
- 2 for 4.00 2L Large Grapes
- 7.99 1kg Large Grapes
- 2.99 1kg Large Grapes
- 3.33 1kg Large Grapes
- 2.49 1kg Large Grapes
- 3.99 1kg Large Grapes
- 4 DAYS ONLY! LONG WEEKEND MEAL DEAL! 7.99

**WORK UP AN APPETITE**

- Use strong chicken or turkey
- Bring some extra... used about 1/2 cup
- No substitutions... use a 1/2 cup
- Use a 1/2 cup

**A TRIP TO THE PARK**

**HEALTHY CANTALOUPE & RASPBERRY MUFFINS**

**INGREDIENTS**

- 1 cup cantaloupe, diced
- 1/2 cup raspberries
- 1/2 cup flour
- 1/2 cup sugar
- 1/2 cup milk
- 1/2 cup oil
- 1/2 cup eggs
- 1/2 cup baking powder
- 1/2 cup salt

**PREPARATION**

1. Preheat oven to 350°F.
2. In a large bowl, mix flour, sugar, baking powder, and salt.
3. In another bowl, mix cantaloupe, raspberries, milk, oil, and eggs.
4. Combine the two mixtures and mix well.
5. Pour into muffin tins and bake for 20 minutes.

**MEDITERRANEAN POTATO SALAD**

**INGREDIENTS**

- 1/2 cup potatoes, diced
- 1/2 cup tomatoes, diced
- 1/2 cup cucumbers, diced
- 1/2 cup onions, diced
- 1/2 cup olives, sliced
- 1/2 cup feta cheese, crumbled
- 1/2 cup olive oil
- 1/2 cup lemon juice
- 1/2 cup salt

**PREPARATION**

1. Boil potatoes until tender.
2. Drain and cool.
3. In a large bowl, mix potatoes, tomatoes, cucumbers, onions, olives, feta cheese, olive oil, and lemon juice.
4. Season with salt and serve.

**EXPLORE THE GREAT OUTDOORS**