

Promote your weekly circular specials in dynamic video ads

CHALLENGE For grocery retailers, showing timely/relevant content is crucial but promoting weekly circular deals on video advertising channels (CTV, OTT, Social) is next to impossible to maintain store-to-store over time.

SOLUTION With Dynamic Video Circular Ads – we've revolutionized advertising for grocery retailers, making it effortless to promote weekly circular specials and store-specific deals to shoppers based on their location. Ads update automatically to mirror and promote what's happening store-by-store with zero effort or added cost.

Dynamic Content Examples - displayed and updated within Video Circular Ads:

WEEKLY CIRCULAR DEALS



Video ads automatically update showing the latest circular specials

SEASONAL CONTENT

Option to define and show seasonal promotions, recipes or events



NEARBY STORE

Driven by location of the ad viewer to show the nearest store location

HEADLINE OR MESSAGE

Change it up as often/little as you like...

BRAND VIDEO

Existing video assets can integrate with dynamic content or exist as an independent feature (see page 2 for examples)



KEY DETAILS AND BENEFITS:

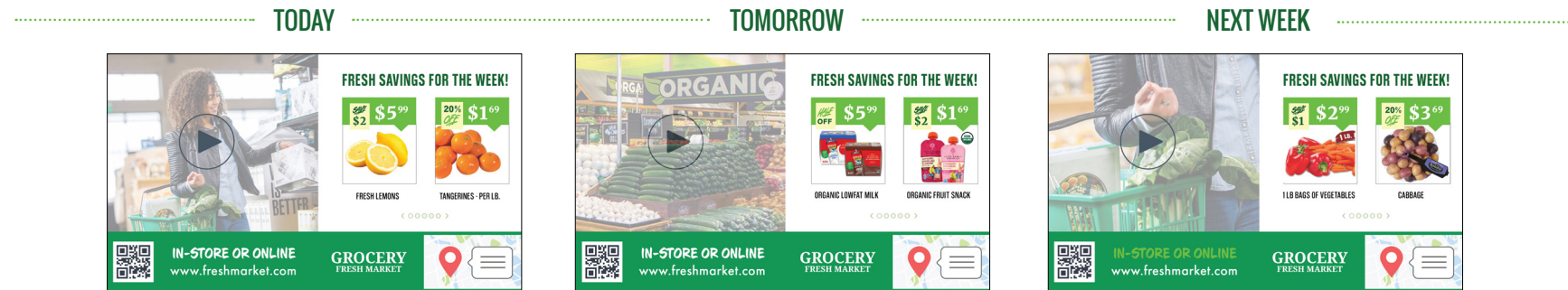
- » **Promote Daily/Weekly Specials:**
Dynamic content populates ads to mirror your weekly circular offers
- » **Automatic Updates** display accurate specials today, next week, and months from now – with zero effort or added cost to update consistently
- » **Pivot Faster – for no added cost:**
iterate on one ad to show seasonal themes, swap video/voiceover, or simple change a background – ads auto update at the viewing point
- » **Widely supported finished product**
able to appear anywhere audience(s) are watching (CTV, online video, social)
- » **Display Store-Specific Offers** to nearby shoppers – ad content can shift based on location of the viewer
- » **Localized Across Markets:** GeoVAST lets you distribute store-specific versions of one ad across all markets
[LEARN MORE ABOUT GeoVAST - PAGE 3](#)

DYNAMIC CONTENT – UPDATE AND DISPLAY OPTIONS

VIDEO CIRCULAR ADS

Automatic Updates (DAILY/WEEKLY)

Mirroring Circular Specials – ads refresh to display accurate specials today, next week, and months from now – with zero effort or added cost to update consistently



Seasonal Pivots (AS OFTEN AS YOU LIKE)

Option to make post-distribution edits or seasonal pivots – iterate on the same ad to show holiday themes, swap a voiceover or simply change a background...



Flexible creative options for how you want to display dynamic content....



Stores with multiple locations leverage GeoVAST with Video Circulars to ensure the correct ad is served based on the location of the viewer.

CHALLENGE Grocery retailers have multiple locations with store-specific specials, pricing, etc., but it is cost prohibitive to run multiple campaigns for each store with individual store-based specials...

SOLUTION GeoVAST lets you distribute store-specific versions of the same ad across all markets – featuring store-specific offers/pricing. Depending on where a person is located, they see a different version of ad with content that is relevant to the nearest store.



📍 **Localized by Market:** Connect with nearby shoppers by featuring store-specific offers/pricing by location to ensure content is most relevant to the customer viewing the ad.

📍 **Timely + Relevant:** Provide accurate pricing, and promote individual stores current specials, coupons, and events.