PSN In-Store Audio
MEDIA CHANNEL CASE STUDY

Reach people where they shop with **PSN In-Store!**

The Public Service Network (PSN) offers government agencies and nonprofits the unprecedented ability to place audio PSAs in grocery stores and pharmacies.

PSN In-Store and Pharmacy is a nationwide delivery channel that reaches shoppers at retail outlets that they frequent. The number of participating stores varies by state.

How It Works

- PSN places :15 or :30 audio PSA messaging in pharmacies and grocery stores with pharmacies via their in-store digital audio systems. PSAs are aired twice per hour in pharmacies and once per hour in grocery stores for approximately 18 hours a day.
- The network includes more than 15,000 drug and grocery stores nationwide. Programing airs on average 36 times per day in pharmacies and 18 times per day in grocery stores.

Reach

Nationwide campaigns reach millions of unique consumers during a one week flight. The guaranteed number of impressions will be determined by the number of participating partner locations included in a campaign.

Targeting

PSN In-Store stretches across the country and includes major store chains. For clients wishing to target specific states, regions, or demographic profiles, PSN can recommend and aggregate the stores that will best meet those goals.

Giant · Duane Reade · Weis · Save Mart Supermarkets · Winn-Dixie · Ingles · Brookshire's · QuickChek · Sweetbay · Raley's · Stop&Shop · Martin's · Tops · Krasdale · Central Grocers · Western Beef · Unified Grocers · Shop 'n Save · Rite Aid · Food Lion · Price Chopper · IGA · Safeway

CHANNEL HIGHLIGHTS

National opioid prevention campaign reached over 5 million shoppers per week in multi-year campaign by a federal agency

Low PSA pricing schedule

Reach 1 million+ consumers per week statewide

Available in more than 15,000 retail locations nationwide

Largest retail media network in the U.S.

Available on the GSA Schedule

PSN
publicservicenetwork.com

STATE TEEN VAPING PREVENTION

YEAR
2021

CLIENT
State Department of Health

MEDIA CHANNELS USED
In-Store, Radio, TV, Digital

TARGET AUDIENCE
Teen vapers and their parents

IN-STORE PSA PLAYS
197,568

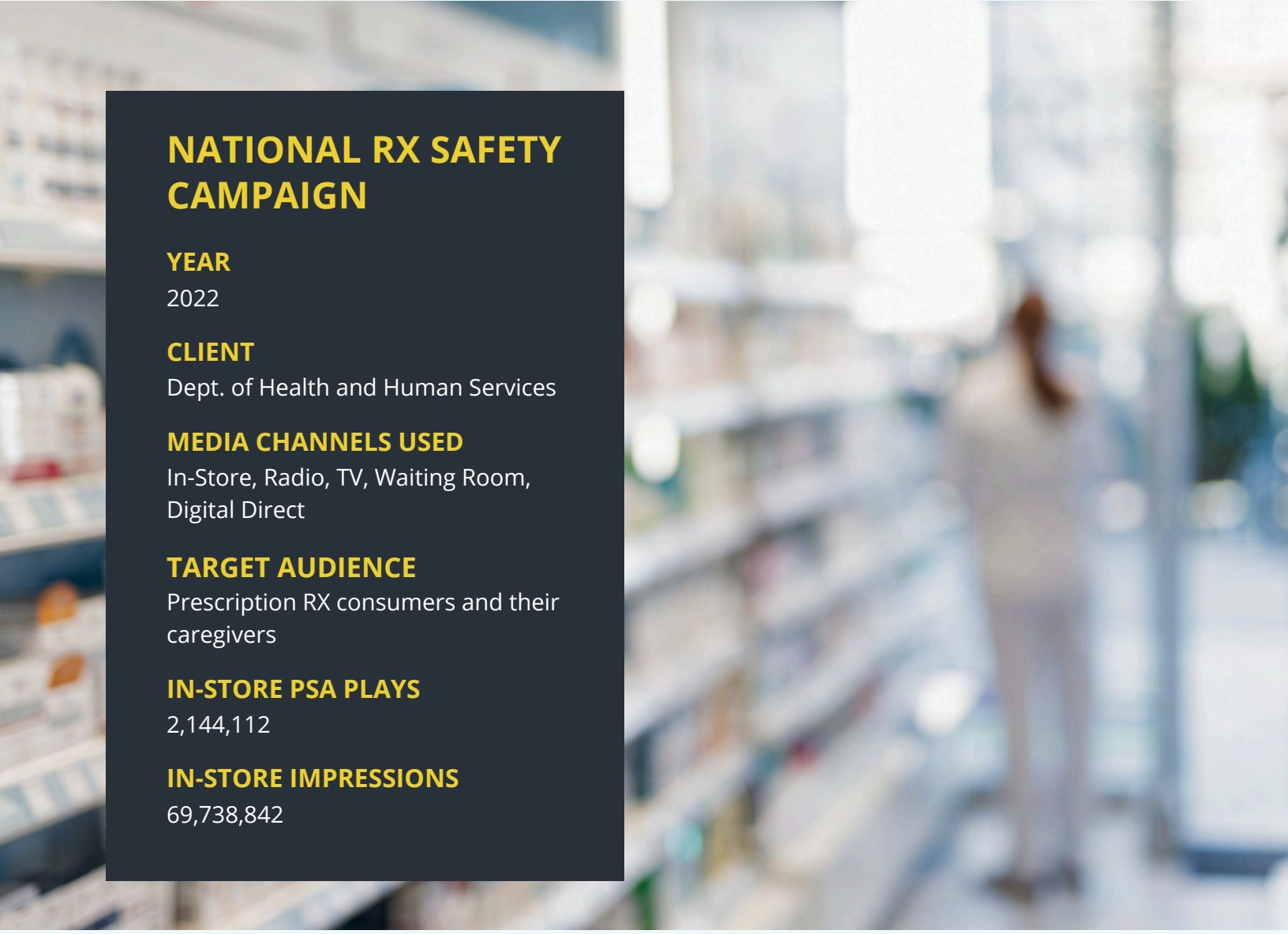
IN-STORE IMPRESSIONS
3,837,292

Teen vaping is a nationwide problem, with over 3.6 million teens using e-cigarettes in just the past 30 days. One state health department enlisted PSN to help create a statewide anti-vaping campaign to combat this.

PSN created a custom landing page and generated traffic for it using the In-store audio, radio, TV, and digital channels.

The In-Store audio channel turned out to be an important part of the overall effort, reaching both teens and parents and generating 25% of the total impressions for the entire campaign.

"The state anti-vaping message was played 197,568 times, reaching 3,837,292 people during the campaign period.



NATIONAL RX SAFETY CAMPAIGN

YEAR
2022

CLIENT
Dept. of Health and Human Services

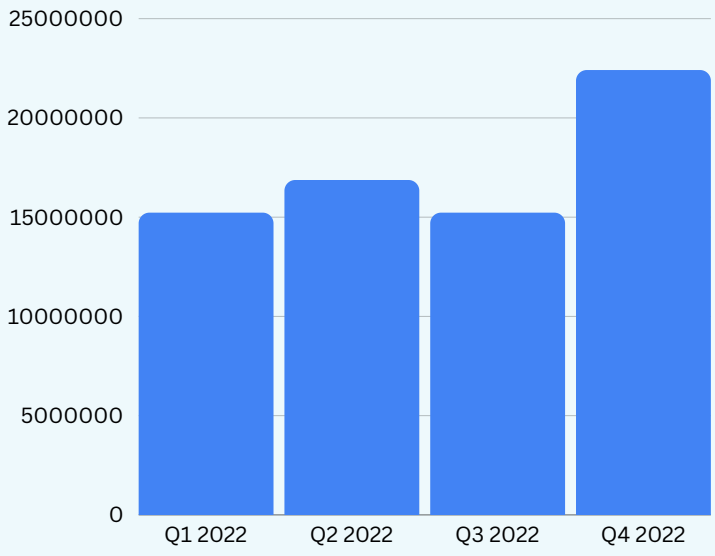
MEDIA CHANNELS USED
In-Store, Radio, TV, Waiting Room, Digital Direct

TARGET AUDIENCE
Prescription RX consumers and their caregivers

IN-STORE PSA PLAYS
2,144,112

IN-STORE IMPRESSIONS
69,738,842

As many as 90% of prescription opioid users don't finish the pills in their bottle, which creates a risk for abuse. The Department of Health and Human Services initiated a campaign to educate consumers about the potential dangers of keeping unused opioids in the home and the importance of disposing of these medications when they are no longer needed.

The department engaged PSN in a multiyear medication safety campaign, using In-Store audio, videos played in medical waiting rooms, TV and radio PSAs, and digital advertising. This multi-year campaign has consistently used PSN In-Store because of its effectiveness in reaching the target audience, its cost efficiency, and its flexibility.

IMPRESSIONS PER QUARTER