



RAYCO **MARKETING**

CAPTURE YOUR TARGET AUDIENCE

RaycoMarketing.ca

MARKET YOUR BUSINESS THROUGH RETAIL DIGITAL MEDIA

WHAT ARE THE ADVANTAGES:

- Captivate audience
- Promote your products and instigate purchase
- Build brand awareness and loyalty
- Target new customers & expand your customer base
- It stimulates recall
- Costs significantly less than newspaper or television ads
- Targeted to current customers who are already buying
- Increases impulse buys



Studies found that nearly 40% of shoppers really wait until they're in the store to decide what brand to buy and 73% of shoppers make one of four major purchase decisions in the store.

About Rayco Marketing

Rayco Marketing helps businesses market their products and services, through retail digital media, print advertising and web presence. Our goal is to reach as many potential customers as possible to increase our clients brand recognition and most importantly their revenue. We are focused and dedicated, working hard to ensure success for each of our clients. That is what's kept us in this business for over a decade and this is our commitment to you.

THE ADONIS GROWTH

1984 : The store's surface area grows from 6,000 sqft to 10,000 sqft

1991 : The central store on Acadie Blvd. grows from 12,000 sqft to 20,000 sqft

1991 : Opening of a new 6,000 sqft store on des Sources Blvd., D.D.O

1998 : Early opening of the 18,000 sqft store on Curé-Labelle Blvd., Laval

2002 : Relocation of the 24,000 sqft store on Sauvé St., Ville Saint-Laurent

2004 : Opening & Relocation of a 29,000 sqft store on des Sources Boulevard, D.D.O

2009 : Opening of the 40,000 sqft store on Côte-Vertu Blvd. in Ville Saint-Laurent

2011 : Opening of the 50,000 sqft store at the 10/30 in Brossard

2012 : Opening & Relocation of a 57,000 sqft store on Curé-Labelle, Laval

2013 : Adonis opens in Ontario with a 37,000 sqft store in Mississauga

2013 : Opening of a 30,000 sqft store in Downtown Montreal – Séville location

2014 : Opening this April a 65,000 sqft store and production facility in Scarborough, Ontario

2015 : Opening of the 50,000 sqft store in Anjou this June

2015 : Opening this December a new store in Laval East off the 440

2016 : Opening a second downtown location in Griffintown this June

2018 : Opening this spring in Gatineau, Québec

2019 : Opening 3 new locations in Mississauga, D.D.O. and Ottawa

2020 : Opening in Québec City, Québec



PARTNERSHIP WITH METRO



On October 26, 2011, ADONIS signs a partnership agreement with Metro. Elie Cheaib, Jamil Cheaib and Georges Ghrayeb continue to manage ADONIS independently in order to maintain the family business philosophy established. The markets continue to be administered by the family: cousins, aunts, uncles, brothers and sisters. The family now extends well beyond Cheaib and Ghrayeb. It now includes more than 1,300 dedicated employees in eight locations. Among ADONIS's staff, you will find employees who have been working with the company for 10, 20 and even 30 years. The founding family occasionally welcomes specialty grocer's families coming from abroad.

"Our affiliation with METRO, who approached us first, enables us to ensure easier growth through an international partner. The opening of new stores is also facilitated in financial and logistic respects"

Elie Cheaib, Founder



The Adonis Promise

Backed by a team of careful management, ADONIS continues to excel and makes every effort to distinguish itself with a warm welcome, unparalleled customer service, and diverse and high quality products offered at competitive prices.

35
YEARS
IN BUSINESS

CLIENT CAMPAIGNS



Coca-Cola's campaign in the Adonis Quebec supermarkets promotes their three major brands of soft drink, Coca-Cola, Diet Coke and Coca-Cola Zero.



Agropur launched a National campaign in 2014-2015 promoting their Oka brand "Quebec's original treasure since 1893". It ran in Adonis Québec and Ontario.



PepsiCo took advantage of the digital network at Marché Adonis, to promote their Iced T brand **Pure Leaf** as well as their softdrink brands, **Pepsi**, **Diet Pepsi** and **7up**.



Sony picture's 2018 campaign on the Adonis screens promotes their new movie release of Peter Rabbit, known in Québec as "Pierre Lapin".



CAPTURE SHOPPERS ATTENTION AT POINT-OF-SALE THROUGH OUR DIGITAL DISPLAY SCREENS

# of screens	Store location (Québec)
16	Anjou (7250 Boul. Des Roseraies, H1M 2T5)
10	Brossard (8880 Boul. Leduc, J4Y 0G4)
11	Côte Vertu (3100 Boul. Thimens H4R 0C9)
16	Griffintown (225 Rue Peel, Montreal, H3C 2G6)
16	Laval E (2655 Av. Des Aristocrates, H7E 0E3)
14	Laval W (2425 Boul. Curé-Labelle, H7T 1R3)
11	Sauvé (2001 Rue Sauvé Ouest, H4N 3L6)
10	Séville (2173 Rue Ste-Catherine H3H 1M9)
16	Gatineau (200 Promenade du Portage, Gatineau, J8X 2K5)
16	D.D.O. (3291 Boul. des Sources, H9B 1Z6)

# of screens	Store location (Ontario)
16	Mississauga (1240 Eglinton Av. West L5V 1N3)
18	Scarborough (20 Ashtonbee Rd. M1L 3K9)
16	Mississauga-Dundas (2561 Stanfield Rd. L4Y 1S4)
16	Ottawa (1055 St-Laurent Blvd., K1K 3B1)



The Network



2,000,000+

Monthly shoppers



14

Locations (Quebec & Ontario)



202

42-50-inch screens (HD commercial)



140+

POS screens (still image)

AD SPECIFICATIONS FOR DIGITAL MEDIA DISPLAYS

Length of Commercial:

:15 :20 or :30 seconds

All cash register (POS) ads are displayed for a duration of 10 secs as a still image.

Please be aware that your files will be displayed on a high definition monitor. If your graphic or video does not meet these specifications we cannot guarantee the quality of the display for your ad.



Graphic design and creative services available upon request.



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