



Geo-Targeting By Unveiling the Target Audience Using GIS Technology

Reports to understand duplication in coverage and identify the best media option

The agency was able to supply a list of retail locations (by address and postal code) and a set of target criteria that included high annual HHI and RRSP expenditures. AdWest's GIS was used to integrate data from multiple sources and in various forms to create a one to one connection between the target audience and most appropriate newspaper. The result was a listing of publications defined in two ways; by the retail locations captured in the coverage area and then by the value of the coverage area relative to the income and expenditure criteria.

Figure 1

LOCATION	ADDRESS	CITY	POSTALCODE	HH income: Average household income	Registered retirement savings plans (H)	Registered retirement savings plans (SUI)	Retirement and pension fund payments: Other government pension funds (H)	Retirement and pension fund payments: Retirement and pension fund payments (SUI)
I002 Athabasca	4914 - 49 Street	Athabasca	T9S1C2	\$69,672	\$1,361	\$1,289,052	\$234	\$2,050,946
I004 Barrhead	4929 - 50 Avenue	Barrhead	T7N1G9	\$56,778	\$575	\$939,919	\$156	\$2,471,795
I005 Bashaw	5101 - 50 Street	Bashaw	T0B0H0	\$53,606	\$877	\$304,178	\$164	\$560,023
I010 Bow Island	204 - 5 Avenue W	Bow Island	T0K0G0	\$61,960	\$1,300	\$801,117	\$252	\$1,384,130
I266 Trans Canada Centre	210 1440 52nd Street NE	Calgary	T2A4TB	\$72,834	\$1,432	\$38,944,813	\$244	\$51,582,949
I266 Blackfoot	3345 0 8 Street S.E.	Calgary	T2G3A4	\$90,291	\$2,555	\$13,646,103	\$332	\$14,552,557
I266 Sunridge	130 2929 Sunridge Way N.E.	Calgary	T1Y7K7	\$63,081	\$1,316	\$3,750,169	\$266	\$6,367,355
I013 Bashaw	5101 - 50 Street	Bashaw	T0B0H0	\$53,606	\$877	\$304,178	\$164	\$560,023
I663 Three Hills	602 Main Street	Three Hills	T0M2A0	\$50,840	\$705	\$778,133	\$207	\$2,243,942
I663 Delburne	2209 - 20 Street	Delburne	T0M0V0	\$56,840	\$842	\$293,625	\$211	\$743,885
I663 Alix	4859 - 50 Street	Alix	T0C0B0	\$58,767	\$982	\$345,349	\$221	\$694,934
I663 Bashaw	5101 - 50 Street	Bashaw	T0B0H0	\$53,606	\$877	\$304,178	\$164	\$560,023
I663 Provost	5004 - 50 Street	Provost	T0B3S0	\$76,897	\$2,025	\$1,636,149	\$292	\$2,006,204
I663 Elnora	216 Main Street	Elnora	T0M0Y0	\$49,645	\$786	\$104,355	\$183	\$237,203
I025 Crowsnest Pass	2420 - 89 Street	Coleman	T0K0M0	\$56,085	\$749	\$463,782	\$166	\$1,008,231
I026 Crowsnest Pass	2420 - 89 Street	Coleman	T0K0M0	\$56,085	\$749	\$463,782	\$166	\$1,008,231
I028 Devon	6 Superior Street	Devon	T9G1E8	\$81,405	\$1,891	\$3,297,982	\$386	\$4,922,225
I030 Drayton Valley	Box 6908 5506-50 Street	Drayton Valley	T7A1S3	\$89,867	\$1,779	\$5,219,191	\$318	\$7,437,009
I703 Millwoods	2857 Millwoods Road	Edmonton	T6K4A9	\$66,337	\$1,427	\$17,590,384	\$293	\$28,491,209
I703 Southgate	6 5015 111 Street NW	Edmonton	T6H4M6	\$0	\$1,538	\$15,891	\$255	\$24,705
I703 Southside Banking Centre	4504 - 99 Street	Edmonton	T6S5H5	\$77,096	\$2,447	\$950,772	\$400	\$1,147,094
I703 Roper Road	7203 Roper Road	Edmonton	T6B3J4	\$81,939	\$2,243	\$4,880,095	\$400	\$6,215,704
I701 Beverly	4230 - 118 Avenue	Edmonton	TSW1A4	\$59,931	\$940	\$8,904,488	\$210	\$17,409,234
I701 Delton	12809 - 82 Street	Edmonton	TSE2S9	\$52,793	\$790	\$4,948,934	\$162	\$9,530,979
I701 City Centre	201 10200 - 102 Avenue	Edmonton	TSJ4B7	\$49,659	\$442	\$101,859	\$109	\$291,248
I701 107 Avenue	10303 - 107 Avenue	Edmonton	TSH0V7	\$49,659	\$442	\$101,859	\$109	\$291,248
I701 Clearwater	15345 - 97 Street	Edmonton	TSX5V3	\$80,339	\$2,384	\$3,130,632	\$419	\$3,856,012
I701 Manning	14404 Miller Boulevard NW	Edmonton	TSY0G3	\$68,126	\$1,458	\$17,994,691	\$273	\$27,847,707
I701 Namao Centre	16517 - 97 Street	Edmonton	TSX6B1	\$90,576	\$2,608	\$909,334	\$487	\$1,137,483
I700 Palisades	13106 - 137 Avenue	Edmonton	TSL4Z6	\$69,239	\$1,388	\$14,755,870	\$276	\$23,339,372
I700 Clearwater	15345 - 97 Street	Edmonton	TSX5V3	\$73,517	\$1,844	\$19,607,880	\$349	\$27,483,455
I700 Namao Centre	16517 - 97 Street	Edmonton	TSX6B1	\$84,102	\$2,248	\$26,576,261	\$416	\$34,985,354
I700 Delton	12809 - 82 Street	Edmonton	TSE2S9	\$56,534	\$922	\$3,481,589	\$187	\$6,281,526
I700 West End	14909 - 121A Avenue	Edmonton	TSV1P3	\$0	\$1,597	\$2,003	\$273	\$2,754
I700 Safecu	11635 0 160 Street	Edmonton	TSM3Z3	\$0	\$0	\$0	\$0	\$0
I702 Insurance	9109 - 82 Avenue	Edmonton	T6C0Z4	\$65,550	\$1,168	\$52,911,174	\$230	\$86,404,923
I702 Bonnie Doon	100 8723 - 82 Avenue	Edmonton	T6C0Y9	\$65,804	\$1,205	\$18,575,166	\$235	\$29,795,171
I702 Capilano	1100 Capilano Mall 50 Street & 98 Avenue	Edmonton	T6A0A1	\$74,103	\$2,048	\$15,239,727	\$330	\$17,116,360
I702 City Centre	201 10200 - 102 Avenue	Edmonton	TSJ4B7	\$96,537	\$1,616	\$2,897,662	\$275	\$4,074,112
I702 Southgate	6 5015 111 Street NW	Edmonton	T6H4M6	\$81,561	\$2,005	\$564,908	\$339	\$696,106
I702 Southside Banking Centre	4504 - 99 Street	Edmonton	T6S5H5	\$65,324	\$1,334	\$314,047	\$252	\$474,196
I702 Roper Road	7203 Roper Road	Edmonton	T6B3J4	\$67,638	\$2,152	\$1,282,791	\$349	\$1,460,491
I702 Beverly	4230 - 118 Avenue	Edmonton	TSW1A4	\$86,160	\$3,367	\$2,032,908	\$440	\$1,789,115
I702 Petroleum Plaza	10747 - 100 Avenue	Edmonton	TSJ2W3	\$94,968	\$1,625	\$2,640,771	\$264	\$3,632,508
I702 107 Avenue	10303 - 107 Avenue	Edmonton	TSH0V7	\$67,648	\$922	\$434,444	\$178	\$787,685
I704 Southgate	6 5015 111 Street NW	Edmonton	T6H4M6	\$68,241	\$1,511	\$12,747,807	\$272	\$17,482,768

For more information, or for help with your own project, please contact AdWest at info@adwest.ca