

# Mobility Plaza®

## Wawa joins retail media network trend

**The retailer has launched Goose Media Network, a platform offering product and brand partners a new channel to connect with customers.**



Wawa has joined other retailers such as 7-Eleven and Casey's General Stores with the launch of Goose Media Network, its own retail media platform.

This new addition into the chain's portfolio will allow product and brand partners to reach customers through customized ads through the company's mobile app, website and pumps.

To create Goose Media Network, Wawa has partnered with Publicis Sapient, Publicis Groupe's business transformation subsidiary, CitrusAd and Epsilon, both tech companies focused on retail media solutions.

"This new opportunity will help connect our customers with new and relevant offers from brands they love while allowing us to increase visibility for our product partners," explained Melissa Seabright, advertising manager at Wawa, according to a report by C-Store Dive.

Retailers have been looking at retail media as a potential new source of income, leveraging their infrastructure and connection with consumer packaged-goods brands to offer new advertising spaces. Currently, only major players have been able to develop their own platforms across the world, of which Wawa is the most recent to join their ranks.