

# Digital Signage Applications For Retail

Special Report



S&L Digital Signage

inform

advertise

navigate

interact



Changing rules of engagement In-Store!



# CONTENTS

- 3 Introducing digital signage for Retail
- 4 Applications for Digital communications
- 5 Message Exchange - connecting with your Customer
- 6 Wayfinding – navigating made easy
- 7 Designing Content – the message is King!
- 8 Location, Location, Location!
- 9 How Does Digital Signage work?
- 10 Social Media, Traditional Media & Digital Signage
- 11 How can Digital Signage help my bottom Line?
- 12 Summarising the Case for Digital Signage
- 12 Useful Contact Information



# Introducing **Digital Signage** For Retail

## *Retailers need a win-win digital signage solution*

Large and small retailers are using mobile and social media customer contact/relationship programs to bring consumers into the store. Digital signage will keep them engaged once in-store with powerful imagery and content to enhance the buying (and selling!) experience.

Once in-store, digital signage can be used to highlight sale information and bring special offerings to life. It can also enhance store and product branding and deliver engaging product demonstrations. Delivered in high definition, these messages allow the customer to learn more at their own pace, without feeling they are being pressured to buy something.

The consumer is standing there waiting to be educated, informed, assisted to ensure they make the right buying decision. It is at this moment - this time - that you are in a better position than any other retail establishment in your area. You don't have to compete for their attention because they are in your store watching your key informational and sales digital signage messages in brilliant HD (high definition!).

The key now is to entertain, educate, inform, convince them that you can provide the best products, services and support that they need.



# Applications for Digital Communications

## *Inform, Advertise, Navigate & Interact*

Digital signage solution gives your property a dynamic communication solution that not only attracts the attention of your customers, but also offers you a unique method to break through the clutter of boring paper signs and get your message noticed.

### **IMAGINE ...**

*... highlighting specials and linked product promotions*

*... promoting sales, discounts and featured lines*

*... sharing news about forthcoming events, special opening hours, seasonal offers*

Explore this: Fuel bowsers and pumps make ideal situations where in the time it takes to fill up a tank of petrol, messaging related to in-store specials, car wash deals, equipment hire or other more general information (weather, news etc) can enhance the customer experience.



### **Applications**

- ▢ Showcase products
- ▢ Wayfinding
- ▢ Establish a strong corporate culture & brand identity
- ▢ Direct customers in-store or out of store with maps & directories
- ▢ Alert visitors & staff of emergency information
- ▢ Display dining menus
- ▢ Facilitate employee training
- ▢ Display health & safety messages
- ▢ Dual purpose - staff training or key messages before opening for trade

# Message Exchange - Connecting with Your Customer

## Retailers in Control

Digital signage puts you, the Retailer, in control.

Retailers operate close to the consumer action and digital signage allows them to respond to minor trends, local events, special short-term opportunities very efficiently. Whilst nationally controlled/managed signage networks can set the general theme, digital signage allows you to tailor your messages to your location and your customers.

Digital Signage is ultimately flexible ... it operates in 'real time'. Would you like to be able to tailor messages according to the populist/cultural thing of the day? Or display the latest iconic style worn by celebrity X the day after the Oscars? Or respond to impulsive consumer decision-making bought about by economic, political or climatic influences?

Research consistently shows that 50% of all purchase decisions are still made in store. Consider the ways that digital signage can be used in your retail space to:

- Promote new products, special offers, and sales using in-store screens
- Showcase product demonstrations and testimonials
- Educate and inform customers about loyalty programs
- Easy networkability from one central location - suits business' with multiple stores
- Deliver ads from suppliers or third-party advertisers on digital retail signage
- Show maps or directions of your store
- Increase foot-traffic by installing store window displays
- Broadcast training videos, safety tips, and messages from management
- Use QR codes for discounts/vouchers/events

Ideal locations for screens, kiosks, tables or displays include:

- Shopping centre lobbies
- Shop entrances and display windows
- Welcome and information areas
- Point of Sale
- Elevator banks, hallways and high traffic areas
- Restaurant and food court facilities
- Larged glazing areas with projection systems

### **IMAGINE ...**

- ... promoting special deals of the day or even hour!*
- ... playing advertising videos relevant to the products/brand*
- ... announcing new products or features coming up*

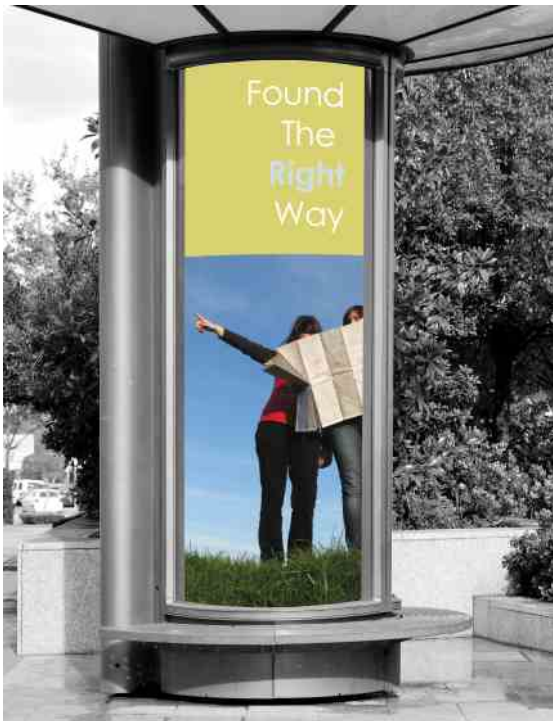
# Wayfinding - A Key Feature of Digital Signage

## *Navigating Made Easy*

A digital signage network is far more than signs on the wall.

With built-in wayfinding technology, you can efficiently direct people throughout your retail space with interactive digital touchscreens. Getting people where they need to be is no easy task in a large shops, department stores or centres. Interactive digital signage offers powerful solutions to relegate that awkwardly folded, printed map to the pages of history.

From any point in the retail space, wayfinding tools can be utilised to create the perfect fit for your visual mapping needs.



### Wayfinding Digital Signage Options:

- Step-by-step directions: Similar to popular online mapping solutions, with directions to allow you to provide your users with enhanced functionality that will guide them to their destination.
- A retail kiosk shows passersby general sales information; touching the screen opens a vast store of specific, easily searchable product details
- A quick-service restaurant network ties attractive menu boards and self-service ordering kiosks directly into the point-of-sale system
- Path Drawing: Intuitive back-end functionality allows a directional path to be drawn from one point to another, giving your users visual directions to their destination
- Dynamic Wayfinding: A link between your event list and map allows you to associate an event with an animated icon on the map.
- Static Mapping: Digital maps are an eye-catching addition to any digital sign and are proven to attract the attention of your users over standard, printed signage

# Designing Content

## *The Message is King!*

It's true. The success of a digital signage network depends entirely on the content.

By design, digital signage content must follow your overall business and marketing strategy. It must complement the other visitor orientated activities of the location and must be current, relevant, meaningful, interesting, motivating and evoke emotion for your guests.

The good news? Digital display signage is easy to configure, boasts HD picture quality, and allows for the management of multiple display boards from one central location. That means your content can always change when it needs to, and unlike information on paper signs, it will never fray or be torn down. It's always illuminated which catches the eye more, both day and night.



### **IMAGINE ...**

*... Moving people  
read static messages  
and static people  
read moving messages*

It's also important to get the length of messaging right. The type and length of your messages depends on the location where these will be delivered. Long messages will never work in corridors and highly trafficked areas as visitors will not be able to take them in.

Call-to-actions, such as "scan this QR code for today's presentations" are ideal for places where clients spend more time - displays, check-outs, restaurant areas, cafe, meeting places etc.

# Location, Location, Location!

## *Is the position of digital signage important?*

Yes! As in most things, location of digital signage is critical.

One of the first questions you will need to ask yourself before deploying a digital signage system is where should the screen(s) be located? The answer is simple: in those key areas where your target audience is to be found most often.

Identify daily routines and traffic flows to identify the most appropriate locations. Usually, these are:

**Entrance:** First impressions really matter. It's important to present key facts about your store, promotions, events and staff achievements to visitors.

**Pay Areas:** Check-outs are ideal areas for on-selling.

**Feature Displays:** Make your products even more appealing with highly targeted, visual screens or touch displays that customers will find hard to resist. Add product pictures, advertisements, promos, coming soon information, etc.



### *IMAGINE ...*

*... a sale in the Fresh Produce section with a digital message with animated logos, text, photos and video clips that change every few seconds. No print poster can do that.'*



*User friendly software creates dynamic and attractive promotional boards that grab your customer's attention and will give your business a competitive advantage.*



# How Does Digital Signage Work?

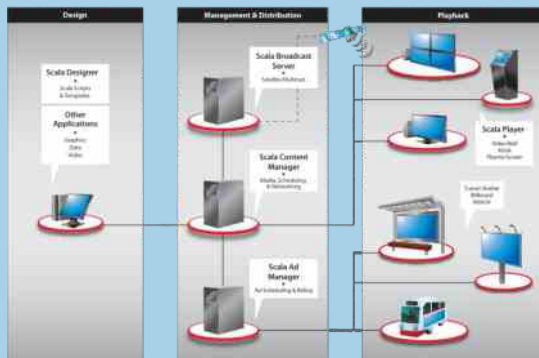
## Technology Made Simple

Software takes the complexity out of creating content as well as scheduling and updating digital signage makes it fast and easy for retailers to entice and engage customers in unique ways that use an informative style rather than a hard sell approach.

Networks of screens offer you a dynamic, exciting method to communicate with your guests and visitors. It becomes simple to inform them about events, display messages or exhibit work. All you need is a standard PC or Mac, an Internet connection and a few photos, videos and RSS feeds to play with and you're all set.

### Digital Signage is easy to use!

- ▢ Drag and drop user interface
- ▢ Integrates with familiar Microsoft programs
- ▢ Integrates with existing event or other management systems



Digital signage is ultimately flexible. Within minutes, messages can be displayed, updated or corrected. You need a computer with an Internet connection. Information can be streamed in real time from websites to display the latest newsfeeds or live video and TV.

### Main Elements That Will Need To Be Considered:

- 1.Content:** namely the message (text and imagery) you wish to display on the screen
- 2.Hardware:** the screen itself and the Media Player that stores your content and sends it to the screen. Do you want to display the same information on all screens, or vary it between screens?
  - One media player: to display the same information on all of your screens
  - Two plus media players – to display different information on different screens
- 3.Software:** this allows you to upload and schedule your content. It speaks to the Media Players transferring information to the screen(s). Your content is uploaded, scheduled and published, prior to being redirected to the Media Player(s) selected. The entire operation takes seconds allowing your message to appear on your screens in almost real-time.
- 4.Installation:** Your screen will need to be mounted on or into a kiosk, table, wall or plinth, and media players will need to be configured. You are now set to go.

# Social Media, Traditional Media & Digital Signage

## *Harmonised Communications*

Social media is at the heart of people's communication nowadays and ignoring it means losing immense opportunities of connecting to them and bridging generation gaps. Whether at home, or away, people rely on technology to guide them.

Digital signage, far from being a communication medium on its own, can be used to complement retail space's social media presence. Customers want, need and expect fresh communications – changing digital images and message will make screens more attractive to watch, transforming them into important sources of information that customers consider worth viewing.

### **IMAGINE ...**

*... stream live tweets on your digital screen to customers in-store*

*... use QR codes to lead customers to your promos*

*... engage with customers whilst they are still in-store - keep them buying*

How does it work in a nutshell? Your digital signage network directs viewers to Social Media which prompts them to visit your Website.

Let's not forget other communication channels too: - such as magazines, newspapers, radio, TV channel or internet. All still very relevant, and could be promoted and advertised through digital signage messaging.



# How Can **Digital Signage** Help My Bottom Line?

## *Cost Effective Communications*

### **Reduce Costs**

Even as your digital signage network is making money by increasing sales or generating advertising revenue, it's saving lots of money, too. A digital signage network does this by...

- Eradicating the cost of printing old-fashioned posters or billboards
- Replacing of printed collateral, such as brochures
- Cutting the expense of getting materials from the printer to multiple locations
- Eliminating labor required to take down old static signage and hang updated signs
- Reducing TV advertising costs by conveying video messages elsewhere



### **Digital Signage as a Revenue Stream**

Digital signage systems provide an additional revenue opportunity by offering prime advertising space for partners, retailers and stakeholders.

Examples include:

- Food retailers/cafe displays and promotions
- Cross selling between brands
- Messaging from transport or aligned public service providers close to your retail space.

### **A Valuable Sales Tool**

Digital signage is a powerful motivator and driver of increased sales leaving old-fashioned, printed signage far behind. How?

- Boosts your profits through the sale of advertising space
- Lets you experiment with different pricing models in different locations.
- Commands attention by displaying targeted messages focusing precisely on the thing you want to sell more of.
- Can use video and animation to build a more engaging message.
- Can be customized based on the location, the time of day or what's in and out of stock .

# Summarising the Case for Digital Signage

## Benefits Galore!

- Easily test your retail promotions, value added services and price points
- Increase your sales per customer by cross-selling and up-selling
- Influence your customer decision making by promoting your current specials
- Change your pricing on offerings remotely, easily and in minutes
- Adapt your offerings automatically at different times of the day
- Use eye-catching videos to make your products totally irresistible
- Decrease your printing costs
- Automate the messaging with interactive kiosks
- Much less of an environmental foot print compared to traditional static signage aids on all levels



### Why S&L Digital?

- 100% dedication to digital signage
- An end to end service with a focus on "ease of use" for the customer
- Competitively priced
- Trusted professionals in digital signage
- ISO 9001 Certified
- SCALA Certified

Explore the possibilities: connect to an S&L Digital Consultant today!

From the creative brief to execution on site we facilitate the entire process, making it streamlined and efficient for our clients.

S&L Digital  
5 Meliador Way  
Midvale WA  
Australia

P: 08 9274 5151

F: 08 9274 5294

E: [tim@signsandlines.com](mailto:tim@signsandlines.com)

B: [thesignblog.com.au](http://thesignblog.com.au)

W: [www.signsandlines.com](http://www.signsandlines.com)

W: [www.digitalsignagewa.com.au](http://www.digitalsignagewa.com.au)



Quality  
ISO 9001

