



INDEPENDENT STUDIES ON DIGITAL SIGNAGE IN RETAIL SECTOR

TVs placed inside retail environments is nothing new. Utilizing screens to maximize profitability certainly is. “In the early 1980’s ‘Loblaw’s’ Vice President, Dave Nichol, rolled TV sets into the garden sections of his grocery stores, and showed videotaped commercials promoting azaleas. When azalea sales jumped to 1,700 per store per week from one, he knew he was onto something.” (Canadian Business Magazine; May 22, 2006) Welcome to the world of digital signage's in the retail environment.

With studies such as that published in the Wall Street Journal [Wal-Mart Adds In-Store TV Sets, Lifts Advertising (Sep 22, 2004)] showing the effectiveness of last-mile-selling with in-store demand being pushed through digital signage's, that displayed short, yet effective brand and product communications; digital signage's such as do Publicity’s DigiSignware has filled the gap between the technology and in-store requirements, to being retailers easy to use, programmable & customizable digital signage solutions.

The retail environment Digital Signage has many features and benefits that static signage's and displays cannot offer. The Dynamic nature of digital signage grabs a customer's attention. Attention once captured, effective content influences the customer's purchasing decision right at the point of purchase. Without the cost and logistical nightmare of printing, distributing and ensuring reach of a traditional PoS campaign; digital signage is near-instant and offers the ability to change promotions on-the-fly, for across multiple products and categories, or to focus on specific target customers. Keeping aside a sizable slice of advertising space for paid use by suppliers is an additional revenue stream, besides helping suppliers push volumes – which in turn benefits the retailer over the medium and long term.



The use of digital signage's in the retail space:

- Promote sales by pushing specific products within the store
- Display daily discounts and promotions
- Launch new products
- Create product awareness and instill brand recall

The study conducted by Wipro on the retail environment explains that the shopping experience is the moment of truth in defining a retailer's brand. Primarily defined within the four walls of the store, but increasingly moving into the virtual world, this retail brand identity is expressed through the interaction of customers, employees, and products.

- Relentless competitive pricing pressures
- Demanding customers
- Impatient shareholders

are pressing retailers to become more creative in their service offerings while maintaining strong top and bottom-line growth.

Today's consumers seek

- More convenience
- Better service
- Faster shopping
- Information to aid in purchase decisions.

They are also getting increasingly comfortable with technology, and technology is definitely having an impact on their view of the shopping experience. The key to success in this environment is clear – differentiate by creating a more compelling, convenient, and consistent in-store experience for consumers. This has given birth to Digital Signage technology in India.



How can a retailer reach out to its customers?

How can the promotions be made more focused and relevant?

How can an advertiser get more value out of his advertising money?

The success or failure of any promotion would depend on the effectiveness and relevance of the communication to the customer by a retailer. In the Concept Store, large digital displays are used as advertising boards. They provide information over products and special offers via images and video animations which change based on the time of day, seasons and new promotions. The customers thus receive regularly updated product information which is more relevant to their needs.

Benefits of Digital Signage

1) Cost and Time Savings:

Digital Dynamic Signage eliminates the need to print and distribute static signs every time the message or campaign is changed; it saves on printing costs and processing time.

2) Source of Revenue:

Digital Dynamic Signage Network can be turned into a profit center by selling advertising time to the suppliers.

3) Attention Seeker:

A digital sign has the stopping power to get your customers' attention. Once their attention is grabbed, an opportunity is available to influence their buying decisions.

4) Quick, Easy Content Updates:

Digital Dynamic Signage System allows the change of content at multiple locations, displays in one venue, or on any screen anywhere in the world to provide updated content where it is required.



A very positive study on the effectiveness of digital signage in retail arena was released by research firm OTX during Christmas .As you hit the mall this holiday season, expect to see these sleek screens -- from large wall-mounted units to tiny four-inch displays embedded inside cases -- staring at you from more places than ever. Increasingly, retailers are not only using them to play commercials but also loading them with eye-catching video to draw you inside their store and enhance the experience while you're there.

MORE THAN SHOPPING. The concept of using TVs in stores has been around for a long time. But in the past, you could find them only in such large chains as Blockbuster ([BBI](#)), Wal-Mart ([WMT](#)), and Best Buy ([BBY](#)). And the content wasn't exactly appealing -- mostly a series of ads, ranging from movie previews to special in-store sales and promos.

But as costs steadily fall, "digital signage" is working its way into high-end and mass-market retail alike. And rather than using them to explicitly hawk products, retailers are embedding these slim-profile screens into walls and display cases to push their brands more subtly while also embellishing their décor and bringing the atmosphere to life.

At H&M's flagship store on Fifth Avenue in New York City, customers are bombarded with music and fast-moving videos presented on clusters of small flat-screen TVs behind the cash registers. The Swedish clothing giant draws huge crowds -- and often long lines -- and the TVs are there to entertain the masses while they wait. "I like it a lot," says Bridget Heliak, a 17-year-old shopper visiting from Buffalo, N.Y. "It really gives you something more to do than just shop."

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