POPAI

PART OF THE shop! GLOBAL NETWORK

Digital Spotlight

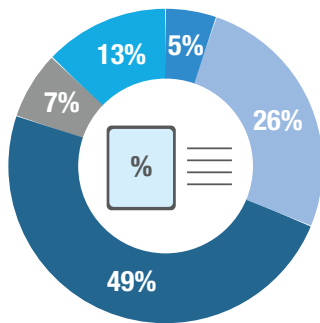Retail case studies and top tips from industry experts

What's inside:

Introduction

As shoppers return to the high street post-lockdown, there is a massive opportunity for brands and retailers to re-engage with their customers in ways not possible through pure e-commerce retail.

Digital most definitely has its part to play in this. Encouraging shoppers to engage and interact with digital P-O-P can add an important experiential element to high street shopping.

This technology is also uniquely placed to convey product information, helping shoppers to better understand features, benefits and options.

Screens by type

- Single small screen <9"
- Single medium screen 9"-40"
- Single large screen >40"
- Multiple screens in same location
- Video wall (single image across multiple screens)

Source: POPAI

When it comes to digital, brands and retailers must consider a whole raft of things, including the choice of technology, content type and length, and in-store location. Not to mention budgets and installation. Getting the balance right can help to enhance brand presence, increase disruption in-store and ultimately drive sales.

However, although digital technology has been with us for many years, digital displays in store environments can vary significantly, from implementation and maintenance to effectiveness.

The potential pitfalls facing the digital marketer are many. Poorly located display, inappropriate size, content length not aligned to dwell time, and lack of maintenance are just a few of the issues that can ultimately detract from — or even negate — the impact and return on investment from a digital display.

POPAI's own research into digital screens alone is testimony to the wide range of considerations and challenges facing

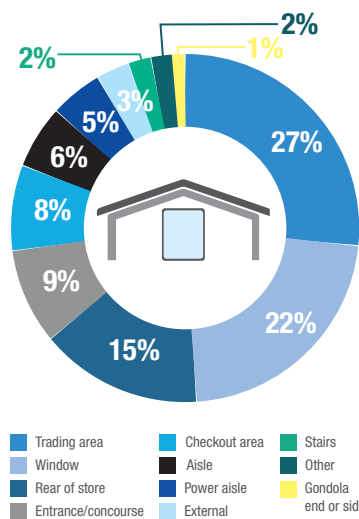the digital marketer when planning a programme using this technology.

For starters, there are a multitude of different screen sizes to choose from, ranging from under nine inches to entire video walls, with the image spread across multiple screens.

The most popular digital screen size is 40 inches or larger.

Siting is also a key consideration. Get it right and it can ensure maximum return on what is usually a significant investment. Get it wrong and it could be a costly error. Siting considerations include areas of high footfall and dwell time, which in turn must reflect the length of message and length of time shoppers are likely to engage with the screen.

Unsurprisingly, most digital screens are located in high footfall areas. However, it's important for retailers to consider if these are the best places for shoppers to properly engage with them.

Digital screen in-store locations

- Trading area
- Window
- Rear of store
- Entrance/concourse
- Checkout area
- Aisle
- Power aisle
- External
- Stairs
- Other
- Gondola end or side

Source: POPAI

Proximity to other screens is another important consideration when choosing a location. While the majority of stores with a digital screen tend to have only one, some may have more than 20. Proximity to other digital technology is likely dilute the impact of both.

14% of stores with digital screens have between three and five.

Proportion of stores by number of screens being used

- 1
- 2
- 3 to 5
- 6 to 10
- 11 to 20
- More than 20
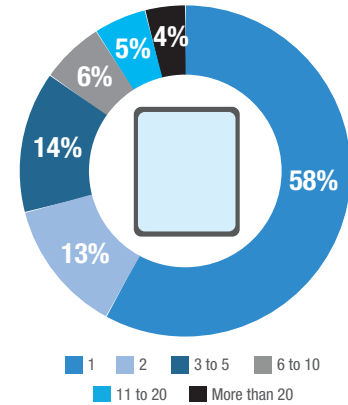
Source: POPAI

Quality of equipment and its location in relation to other light sources is also vital. POPAI's research revealed that 18% of functioning screens only had adequate clarity and in 3% of cases this was actually poor.

Only 20% of digital screens observed have excellent clarity.

These are just some of the factors which need to be carefully considered before committing the substantial amount of funding often associated with a digital display programme.

Screen clarity

- Excellent
- Good
- Acceptable
- Poor
- Screen not functioning
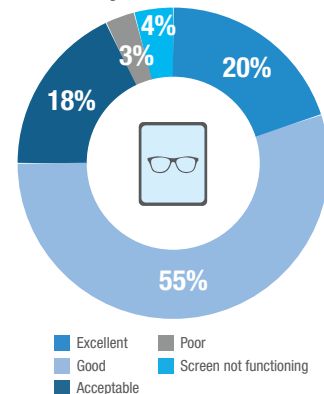
Source: POPAI

The question isn't just about what type of digital technology to employ. First, retailers and brands must ask: is digital the answer?

Here, we outline key aspects for consideration in a digital rollout, with top tips from industry experts, along with case studies and best practice examples.

Shopper Engagement

What do shoppers want on their customer journey? What are the best touchpoints and triggers... and is digital always the answer?

Top Tips
from the experts

✓ Map out the shopper journey, not just for while they're in-store, but the continued experience when they leave. Consider the touchpoints.

✓ Ask where digital can help or could hinder. Think about how it differs to the mobile experience they can get at home.

✓ Remember the 'why' as well as 'what' and 'how'.

✓ Get the balance right. You need to convey your product or brand message, so consider where the added value of digital comes into play.

✓ Make sure the in-store digital experience is equal to its online counterpart.

✓ Consider scalability. If you have a proof of concept, how does this become scalable and manageable within budget.

✓ Understand when not to use technology. It should solve a problem, not cause one.

Case study

LANCÔME

Lancôme wanted to activate shopper engagement for their new mascara launch of 'Lash Idôle'.

Objectives

— To use a digital tool to complement and support in-store face-to-face interactions to support the product launch.

— Drive sales for the new product launch.

— Continue to drive engagement with the brand.

— Increase newsletter sign ups to Lancôme.

Solutions

— Insights suggest that a shopper is more likely to engage if they are gaining added value, in this case a free sample or discount code for use on purchasing the product.

— Concessions with digital signage already exists in various department stores but an interactive product launch added value for a temporary window display.

— Mapped out the end-to-end customer journey. What interaction happens in-store, with store colleagues, and what happens for the wider target audience across social and web channels?

— Consideration was given to allow for data capture and signing up to Lancôme newsletters, as well as to how digital savvy the target customer and in-store colleagues were. Would they be confident using digital tools and how would the customers different devices perform?
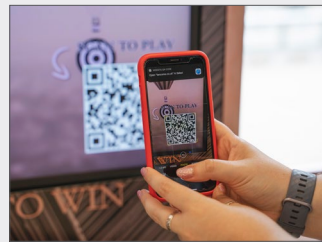
Outcomes

— A short in-store game that customers can play on their own device interacting with the large display.

— Two prize options: a free sample or a discount code once samples ran out.

— A social / online version to support the product launch hit a wider audience.

— Proven concept of the technology for future in-store product activation, meaning hardware can be re-utilised and development software can be reskinned for a different product.

Best practice spotlight...

The digital element of Vodafone's #MerryGIFmas display, which communicated promotional

activity and encouraged social media sharing, really stood out. Meanwhile, Vodafone's Roaming display at Harrods was praised by the judges, who felt it would not only generate disruption and stopping power but also create a significant increase in dwell time.

Smaller units in high footfall areas, especially where shoppers' movement is slow, can achieve real standout. This was perfectly demonstrated by Intel's 10" Totem Gaming Conversion Kit, which capitalised on both the vacant shelf space between laptops and the captive audience interacting with them.

In the case of EA's Anthem Theatrical 3D display, the judges felt that the interactive liquid crystal display (LCD) screen would attract shoppers in the first instance, while the 'wow' factor generated by the three-dimensional nature of the display in which the screen was mounted would be equally powerful in gaining and holding their attention.

Vodafone's #MerryGIFmas display
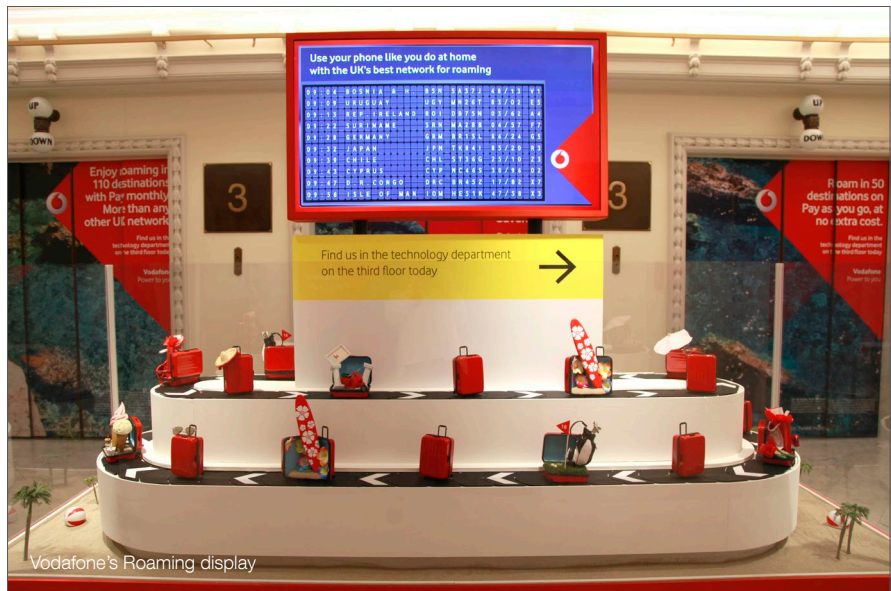
Vodafone's Roaming display

Intel's 10" Totem Gaming Conversion Kit

EA's Anthem Theactrical 3D display

Strategy

Setting objectives can help to build a digital team, engage stakeholders and ensure you select the right digital tool.

Top Tips
from the experts

✓ Look at what insights exist, and use shopper input to shape your solution. If you don't have any, consider a small trial before large-scale implementation.

✓ Consider the present and future: what technology is relevant now and what is coming next?

✓ Remember, content is vital. Sometimes this might be the driver for your solution. Consider the future for your content. Is it real-time updated, or is there continued funding to keep content relevant and new?

✓ Agree clear roles and responsibilities upfront, and consider ongoing responsibilities for maintenance and faults.

✓ Ensure the brief is clear and realistic in what can be achieved.

✓ How will you engage with the shopper once they have been in-store? Is data capture appropriate? Sometimes this could just be tracking of usage or dwell, so you have measurements to refine and improve the experience post-implementation. Digital should be a complementary part of the entire shopper journey.

✓ Clearly establish the role of each digital touchpoint.

Case study

Foot Locker **MADE⊕** **ZARA**

Objectives

— Identify and engage key stakeholders.

— Understand the current hardware infrastructure, if any.

— Design and deliver content with a platform which adds defined value to your customer's journey.

— Drive engagement online and in-store, improving customer experience.

— Define KPI and revenue metrics for measurement, as appropriate.

— Refine the process and review with the project team.

— Define KPI and revenue metrics for measurement, as appropriate.

— Refine the process and review with the project team.

Solutions

— Begin building your digital strategy with a process of workshops, working with an experienced partner. They can challenge existing thinking and generate focused workstreams to define the 'why' in your digital strategy.

— Once you have the 'why' and your audience defined, you can start to think about the 'how'. This will be defined by many elements which will be specific to you and your brand, including geographic locations, space, demographics, product mix, content, campaigns, budget etc.

— Carefully design your measurement process: what does success look like? Will it be more sales? More customers in your locations? Better engagement across other platforms? Think about the measurement tools, and the broader the dataset the better the reference. And of course, never forget the 'control' location.

Outcomes

— With the right hardware, the right software platforms, the right content, and the right locations all coming together, you will have the key components for a successful digital implementation.

— The strategic value of the planning and processes will ensure that all stakeholders have a clear vision of success.

— Your customers will get value from the transformational digital spaces and surfaces your messages and experiences are deployed with.

Case study

next

Objectives

— To bring to life their home diffuser range in-store using an elevated display solution.

Solutions

— Lift and learn: with a chip/sensor attached to the base of each diffuser sample, content can be triggered when lifting each product from the surface.

— Detailed information about the ingredients and origin of the sample will appear.

— Presenting the screen at a vertical level increases attraction across store, and connected content allows delivery of seasonal messages or tailored campaign content.

Outcomes

— The pilot unit integrates glorified product presentation with lift and learn Radio Frequency Identification (RFID) technology.

— Each of the fragrance products is fitted with an RFID chip which when placed in the illuminated hotspot triggers content to a large portrait light-emitting diode (LED) display panel.

— Media content includes a summary of the product placed, information about the scent ingredients, and other associated fragrance items the shopper may be interested in. Initial engagement and reaction to the unit has been brilliant both in store and across media and social channels.

Planning & Execution

How to manage the practical elements of the digital lifecycle, from timescales and critical paths to installation, sign-offs, approval, QA and testing.

Top Tips
from the experts

✓ Engage with your stakeholders and take them on the journey with you. Remember, IT are generally key to ensuring a solution works in-store.

✓ Set aside a recurring time to communicate with your partner agency. There may be nothing to discuss, or a lot, but regular touchpoints work well for both parties.

✓ Have a designated point of contact so comms are concise. Use a task brief to set out what you want to achieve. This can be updated over time but gives you a starting point to refer back to throughout the project.

✓ Ask your partner agency to deliver quarterly refreshes on your systems.

✓ Don't reinvent the wheel. Take learnings from previous projects and build on these.

✓ Plan in time for testing and define what you are testing. There should be two clear stages: the user experience and customer feedback, which will lead to changes before you go live, and the final-stage testing before go live for quality assurance and control.

✓ Have team members that are passionate to find a solution and are willing to make it happen.

✓ Determine who is responsible for technology in store and that your partner agency knows which element.

✓ Consider a view of the tech's lifecycle and ensure an OPEX (operating expenses) budget is available. Technology can last a long time but is still prone to failures, which can be costly if not budgeted for.

Case study

GRIDSERVE®

Objectives

— GRIDSERVE® wanted to create an entirely new type of forecourt and integrated digital sales environment for existing and prospective owners of electric vehicles.

— It is crucial to make the experience of shopping for electric vehicles — and indeed charging them — a reassuring, even enjoyable, path to the future. To make customers want to be a part of the sustainable electric vehicle revolution.

Solutions

— With this in mind, a variety of custom-designed digital surfaces were deployed throughout the site.

— These included a large fine-pitch LED screen, dynamic LED-equipped roadside totems, digital wayfinding totems, bespoke digital room booking solutions and meeting room technology, wellbeing touchscreens and customer feedback/survey screens, all driven by the signage. ninja content platform.

— Environmental graphics were also used throughout the internal and external spaces including the charger designs themselves, binding together the analogue and digital spaces.
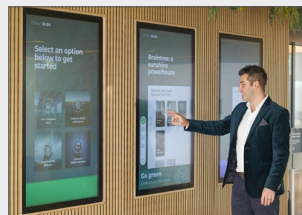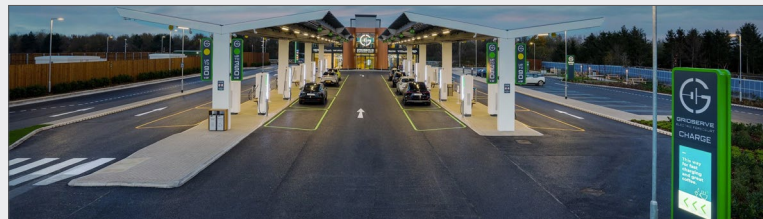
Outcomes

— The forecourt has been incredibly well received, both in the UK and internationally, garnering critical acclaim in both the motoring and environmental press.

— It has also received political acclaim, as politicians encourage companies like GRIDSERVE® to help start to move the needle on climate change.

— The creation of the holistic digital sales environment contributed significantly to the success of the first forecourt, success which helped facilitate the funding required to secure the next stages towards the 100-forecourt rollout.

— Every digital instance uses bespoke structural design, design consultancy, motion graphics, bespoke coding and graphic design. This is all deployed to help customers fully engage with the benefits of electric vehicle ownership, and associated environmental benefits, and to facilitate a positive, meaningful, visit to the forecourt.

Measurement

It is important to gauge the effectiveness of digital engagement, using a range of measurements and metrics.

Top Tips
from the experts

✓ Plan ahead. Make sure you're not forcing data and analytics into your process, but rather introduce and include them right from the start.

✓ Data isn't just about sales. Make sure you consider engagement levels, interactions, dwell time, footfall, media value, social shares etc.

✓ Set what you want to know at the beginning of the project. Data measurements can provide so much information it can be unmanageable or blur the lines of what you're actually looking for.

✓ Think about how to check compliance — crowd sourcing can be effective for comprehensive coverage. Widely available standard software can also report on content and exceptions.

✓ Set alerts using self-diagnostic digital tools to notify you of any problems with in-store technology or screens.

✓ Use real-time results and feedback to make necessary changes once activity is live.

✓ Ensure the data drives your daily strategy, don't just review it at the end of a quarterly report.

✓ Set clear measurement objectives so your data collection is as effective as possible.

✓ Make sure your measurement period is realistic: for example, would a longer timeframe offer clearer insights?

✓ Are you looking purely to drive sales? Or are you seeking to improve other measures such as brand metrics?

✓ Set out what you want to know at the beginning, so you are not consumed by data.

✓ Think about General Data Protection Regulation (GDPR). Consider how you might already have a partner for data collection and how they can integrate with your digital screens partner. Bring suppliers together to collaborate.

Technology snapshot

Analytics & measurement

Digital displays can gather user information in a number of ways, from how they are interacted with to detail about the user such as demographic and mood data.

— People counting at different areas of a store can measure traffic flow and the effect of digital displays.

— Enhanced recognition technology can gather facial analytics using special computer software.

— Facial recognition technology plots landmarks on the images, which can be turned into age, gender, mood and attention-span data.

When and where to use it

— Measure the effectiveness of point-of-sale display design and position through the number of interactions and subsequent shopper behaviour.

— Inform merchandising choices and display layouts using the collected information in-store.

— Measure return-on-investment (ROI) using data collected alongside sales information.

— Content can be tested for different audiences and shape marketing campaigns through A/B testing.

— Demographic data can help you focus your use on the signage and what content is best fit.

— The use of journey planning aligned with dwell time is powerful when it comes to the placement of your signage.

Case study

SHISEIDO

Objectives

- What areas of the store are the most popular?
- How long did the customer spend in each area?
- Are staffing levels appropriate for customer traffic and sales volume?
- Who is the customer?
- Are they engaging with our content and products?
- What samples are they interested in?
- What is the store passing traffic?
- What about the turn-in rate?
- How do the sales match up with consumer activity?

Solutions

- Launch new product with interaction podiums.
- 4 consumer demographic cameras.
- 5 store customer traffic cameras.
- Vending machine analytics.
- 3 LED screens.
- 1 LED cube.
- Remote screen content management.
- Creation of a sales pipeline to our data warehouse.
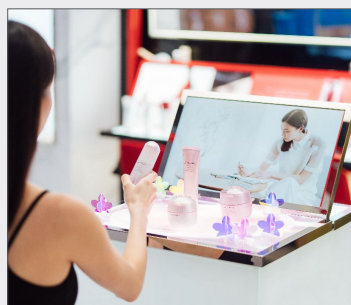
Outcomes

- Ensure store advisors in situ at peak trading times.
- Measuring shoppers' attention allows for continual improvement and optimisation.
- Data shows that if a demographic favours one type of product, remerchandising with similar or complementary items can drive an upsell.
- Tailor content for daytime demographic vs afternoon/evening.
- Remerchandise least-visited area and improve experience in this zone.
- Vending machine data content optimised to drive engagement which is tracked by number of free samples collected.

Case study

COTY

Objectives

- Remotely manage and update content across the Travel Retail Estate.

- Promote two different fragrances and provide the customer with information to help purchase decision.

- Communicate gift with purchase offer to drive sales.

- Understand the customer demographic and journey.

Solutions

- An NFC-enabled lift and learn display to allow customers to explore each fragrance.

- Picking up a product triggers the specific content

- Measures content engagement with dwell time.

- Allows for remote campaign updates that can be linked to flight data for maximum reach.

- Ability to include inventory management where needed to ensure unit fully stocked at peak times which also doubles as a sales reporting tool.

Outcomes

- The data showed the campaign was ineffective.

- Dwell time was too low vs length of content and customers were missing the free gift with purchase that drives higher revenues.

- Content reworked: shortened and communication optimised.

- Increase of approx. 20% in sales revenue.

- Increase in customer engagement enabling fragrance discovery.

Best practice spotlight...

Microsoft's Surface Furniture FY17 delivered a 15% sales uplift, as well as increasing shopper dwell times in the category, while Sky's Q Experiential Campaign generated over 40,000 shopper interactions across the country.
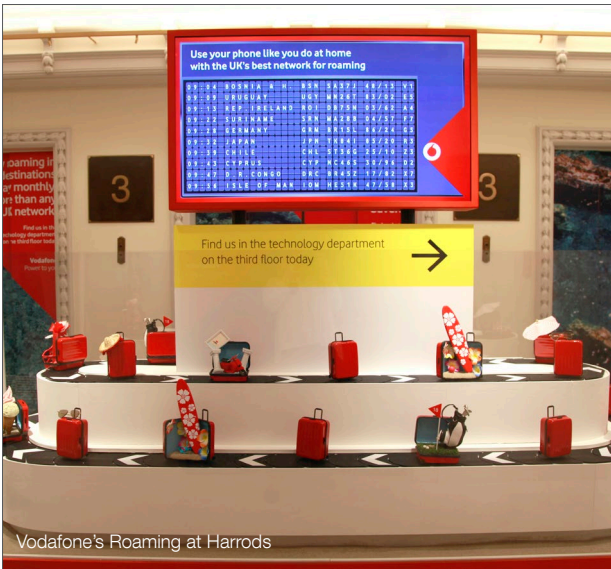
Other success measurements included Vodafone's Roaming at Harrods, which increased the store's footfall by 6%, and the Next Generation Hive POS, which saw 28% higher sales in stores which had the display compared with those that did not.

Microsoft's Surface Furniture FY17

Sky's Q Experiential Campaign

Vodafone's Roaming at Harrods

Next Generation Hive POS

Digital Signage - Hardware

Digital signage can be a powerful in-store device. Here, we look at the fundamentals, from displays and hardware to content.

Top Tips
from the experts

✓ Attract shoppers' attention with moving content and noticeable colour changes in-store: don't create brand wallpaper.

✓ Creating reams of original, bespoke content can be expensive, so consider your longer-term plan to build a suite of assets for digital signage that provide longevity.

✓ Remember, a screen is not a TV and most of the time does not have audio. Keep messaging short, clear and concise.

✓ Advertising screens are not sales experts. They should be a teaser to entice a customer to stop and look and consider, not instant purchase.

✓ Consider integration with mobile, using scannable codes to link to online content. This also allows a data measurement mechanism and a platform for more detail to your campaign.

✓ Map out all power and internet requirements preinstallation.

✓ Engage an expert partner for your implementation. They may even suggest an OEM partner to join your journey, offering guaranteed stock and secured pricing.

✓ A good CMS platform should allow for any real-time integration and provide relevant content to your shoppers (pricing, place, promotion).

✓ Consider scalability rather than a screen that 'suits each store'. Every different format of screen will require a different format of content, and this can get costly very quickly.

✓ Use digital displays and a content management system that allows you to be creative with your playlist and scheduling, to create bespoke experiences in-store.

Technology snapshot

Screen & Network Hardware

The right screens and hardware infrastructure is the backbone of any in-store project. However, it can often be a something of a minefield, with a multitude of options available for different budgets and installations.

— The three main types of digital displays used in retail are LCD screens, LED displays and projection.

— LCD screens are the pillar of digital signage around the world, with the current trend being towards high resolution and large screens, perfect for showing high-quality video content.

— LED displays are an increasingly popular dot matrix style of screen, with large areas made up of individual tiles. These are now increasingly taking over from LCD. LED screen technology is now far more affordable than it was a few years ago. However, its technology is moving apace, so planning ahead is crucial to ensure that the right solution is procured for future projects.

— Projectors can be used to cover wider or more unusual spaces and in recent years this technology is having a resurgence in Retail due to the creative possibilities and the advent of more economical laser lamp technology.

— Content can be delivered to displays through a separate media player or 'system on chip' where the hardware is built into the screen and is just as important — if not more so — than the physical aspect.

— When creating LED display walls, engage store designers well in advance of the implementation to ensure that the most appropriate physical space in available for the installation.

— Using a content management system that supports your desired outcomes and integrates with your selected displays is key.

When and where to use it

— Choose your display based on its location, how long it will be running for, and the content it will play.

— Consider the brightness, display size, and quality of content playback.

— Use commercial grade products and screens in-store specifically designed for the retail environment and long running times

— LED panels are increasingly prevalent for larger displays in retail, as they can be built into any shape or size, and better resolutions are becoming commercially achievable. Most sales now are around 1.9mm pitch compared to 3.9mm two to three years ago.

— LCD screens continue to be the main products deployed.

— Consider using projection where a luxury feel is required or where a physical screen may look harsh or out of place. Projection can also be a good solution where the content is needed to interact with physical product.

— Media players offer the most control over the types of content played on the display, but many displays offer the ability to play content direct.

— Consider your display's purpose to help define the suitable hardware. Does it need integration with pricing, or live TV / PiP. Is it purely for media playback?

— If you're considering a store rollout, set standards. Make it easier to manage rather than designed to suit each store.

Examples (Screen & Network Hardware)

Morphe Cosmetics

Morphe Cosmetics landed in the UK from the USA in 2018 and instantly hit the UK high street with a strong digital presence. Investing in large-scale LED formats, shelf-edge displays and gondola end displays, Morphe manages their estate with a well-established digital partner through a sophisticated content management system to ensure continuous playback of all devices.

Porsche

The unique Porsche@CityLife concept store in Milan features three large LED videowalls to help the brand combine the physical and digital in order to bring the visitor closer to the brand and dealers closer to potential customers.

Ted Baker

Ted Baker stores worldwide use a range of different screens to display content controlled from Ted Baker HQ, through a content management system which ensures consistency across their estate.

Technology snapshot

Touch & Gesture

Digital technology can be used to encourage shoppers to interact with in-store displays and content via touchscreens and gesture technology.

- Touchscreen technology is widely used in retail to encourage shopper engagement and to enable the customer journey.

- These can be either fully contained units or created with separate overlays onto standard screens.

- Gesture cameras can capture movement, translating it to an action on the display in-store and are more suited to experiential pieces.

- As well as engaging your customers, touchscreen technology is a great tool to support your sales teams. They can provide a large amount of pre-sale information at the customers' fingertips.

When and where to use it

- The interaction and engagement created by using touchscreens can enhance the shopper journey, making it more memorable. It's also the perfect way to facilitate a more complicated user journey, particularly useful where customers may have FAQs or need assistance and prefer to use technology rather than engage with a salesperson or if a salesperson is not present or available.

- Bring your brand to life using interactive content to create a two-way conversation.

- Use-cases including click and collect and self-serve kiosks are becoming more and more prevalent.

- Gesture technology can be used outside the store as part of window displays to attract attention even when it's closed but this technique is often sensitive to light and changes in the external environment so needs to be designed and deployed with care.

- Often gesture interaction in an experience can create a really engaging 'wow factor'.

Case study

SAMSUNG

Objectives

To produce an experiential space within five key John Lewis & Partners stores for showcasing Samsung's hero product and lifestyle range.

Solutions

- Maxmised the use of the space in each store by introducing the latest technology to demonstrate the full range of features and benefits.

- Utilised a touch-free demo experience by using gesture control on the 8K Hero bay with the added wow factor of projection mapping to really draw in the consumer.

- Highlighted the unique rotating feature of the Sero model by offering a demo solution using a linked phone that twisted on its totem.
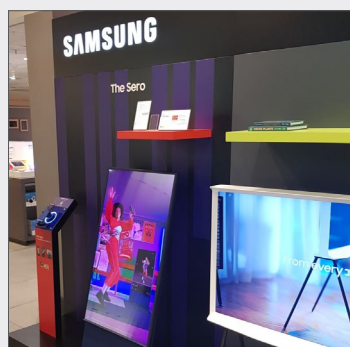
Outcomes

A successful execution initially in the Oxford Street flagship store, with four more stores being rolled out. A dynamic retail display solution that will encourage customers to return to stores with the promise of a unique and safe experience they can't get online.

Examples (Screen & Network Hardware)

Rockar

Transforming the car-buying process, Rockar has made clever use of digital technology to put the shopper in control of the purchasing journey. Removing the pressure of a salesmen and encouraging more browsing, they have offered customers a way to purchase a car in a more pleasant, modern way without the need to haggle. Multiple touchscreens and digital devices allowed customers to browse, test drive, sell their car and buy a new one at the touch of a button; with little or no interaction from sales staff.

Nike

Nike created a window campaign to attract attention and encourage engagement in key European sites. Viewers were invited to change content and engage with the brand simply by walking past or moving the content with gestures. The campaign created stand-out on the high street, created engagement through interactivity and was perfect for new product launches.

Joules

Joules Centre Parc locations now have an interactive floor projection within the kids' area; using bespoke software from their digital provider, customers can walk over the projection area to trigger content reactions through the real sense camera linked to the projector in the ceiling. There's no sales promotion here but an objective to increase brand engagement and dwell time in store.

Bank of Scotland

Home buying can be a highly complicated and confusing process, especially as a first-time buyer. Bank of Scotland flagship branches have designated spaces to the home buying process, including a large-scale touch screen and multiple tablet devices that instore staff can use as an aid to conversations to explain key steps and where the bank can offer support. Built within HTML5 and running through an established content management system, they can ensure updates to content are well managed and delivered within time.

Bank of Scotland

A great example of combining innovation and skill with a digital partner. These stand-out double-sided LED pillars are for Bank of Scotland's new branch in Edinburgh St James Quarter. Content can be run independently on each pillar or across all pillars together to create an effective piece of content or display dynamic information from an integrated API into the content management system.

Rapid changes in shopper behaviour

During the first months of the pandemic, some clients turned the 'touch' element of their screens off and instead used them to purely display content. Others kept the touchscreens in use but provided cleaning tools to assist customers in keeping safe – often these were stores or hospitality locations where the customer journey requires these screens to function.

As customers looked for other ways to engage with clients that were 'Covid-secure' we also saw the deployment of new technologies including gesture sensors. These are more reliable over short distances than cameras and allow the customer to control the content they see swiping left, right, up and down but not actually touching the sensor.

We also saw increased demand to use mobile phones to control on screen content in store by connecting wirelessly to the system and using the mobile as a remote device in a similar way to that employed in consumer TV technology.

Technology snapshot

Content and software

Digital displays need the right software to play content such as images and videos – these should communicate a clear message and be used wisely.

— HTML5 is increasingly popular as it allows much more dynamic or live information – such as current product promotions and weather-related campaigns – to be used, and can also link to external data such as traffic and weather feeds.

— Software provides the platform to effectively display the content, and consists of a media playback software application that can run on a computer system or sometimes directly on the screen.

— The software connects via the internet to a server-based Content Management System (CMS), which allows a range of admin functions to be completed.

— More advanced systems also provide a customisable user experience for day-to-day operations.

When and where to use it

— Make sure you're using the right content element – primarily image-based content may risk the messages feeling a little dull and slow, but too much motion and animation can be overwhelming.

— Build anticipation and expectation with the content, which should ultimately surprise and excite the viewer.

— Ensure content has a purpose and adds value for the viewer.

— Choose a software platform which matches your project objectives.

— The best software will allow you to customise and refine the functionality to suit your requirements.

Integration

Integrating your digital technology into the in-store experience.

Top Tips
from the experts

✓ You don't need to choose either print or digital: think about how they could complement each other

✓ Make sure your investment is cost effective by planning and analysing the ROI. A lot of companies offer lease or rental if it's a short-term implementation.

✓ Consider if the platform is a revenue stream and how you may manage this with your own suppliers for paid for advertising. Discuss with your partner agency who may have inbuilt tools to help you sell space / provide proof of play.

✓ Look for ways to integrate and hero your product into the digital display

✓ Compare the impacts of your digital signage with your printed point of sale

✓ Use the collected data to improve, develop and refine the digital and/or physical offer.

Kiehl's
SINCE 1851

Objectives

— Better engage with consumers at physical retail.

— Understand consumer behaviour in stores.

— Deploy more efficient consumer communication in store.

— Enable data-based decision making in physical retail.

Technology snapshot

Smart Displays

Clever use of digital technology in-store helps you create smart displays that allow remote content management.

— They include connected, android-operated display screens powered by an intelligent software platform.

— Smart displays allow remote management and data feedback from digital content displayed in-store.

— There are two key advantages to this type of technology – providing enhanced digital experiences for the shopper and providing data analytics for the brand or retailer.

— They allow you to support the team in-store with real time, remote diagnostics.

Case study

Solutions

A digitally, re-developed store-front chalkboard easel with ever changing content.

— The display contains:
  – Traffic and demographics camera.
  – Vertical LCD screen.
  – 3G/ 4G / Wi-fi enabled media player.

— Data captured:
  – Area traffic.
  – Number of impressions.
  – Dwell time.
  – Consumer demographics – age / gender.

When and where to use it

— Embed smart displays into a physical display to create a stand-out retail experience that you can update regularly at a lower cost than traditional screens

— Measure ROI and understand shopper engagement using digital technology at the point of purchase.

— Encourage active and educational engagement for shoppers with interactive smart displays.

— Offer smart displays to support purchase decisions, especially for high-value items.

Outcomes

— Tailored content is driving a steady increase in dwell time which is correlating to increased transactions and revenue.

— The data revealed that a large number of men are present in the store – previously unknown – by adjusting communication and merchandising to reflect this demographic, Kiehl's have seen a 20% increase in sales in this category.

— The digital easel is so fundamental to Kiehl's in-store strategy that it is now part of all new store openings.

Technology snapshot

Integrating Digital Screens

Integration has moved on from simply integrating digital into traditional display. Integration should now also be thought of as the use of highly automated flexible multiplatform software allowing digital content to be shared across numerous channels and outlets, requiring minimal intervention by the provider.

- Digital screens work best when used in combination with printed point of sale – rather than replacing them.

- Get the right message on the right screen at the right time using this technology – traditional P-O-P is set to a specific place and time.

- They enable you to use the right medium to tailor content based on the stage of the customer's journey, when combined with 2D and 3D P-O-P.

- They allow you to support the team in-store with real time, remote diagnostics.

When and where to use it

- Add excitement by animating content, signposting to a physical product in-store and showcasing products not available in store.

- Use technology, such as audience measurement software, to analyse shopper interaction with screens and P-O-P.

- Raise brand awareness, increase repeat visits to store and lower the perceived queue waiting time by installing digital screens behind the counter in tandem with traditional P-O-P.

Case study

next

Objectives

To bring to life their home diffuser range in-store using an elevated display solution

Solutions

- Lift and learn: with a chip/sensor attached to the base of each diffuser sample, content can be triggered when lifting each product from the surface.

- Detailed information about the ingredients and origin of the sample will appear.

- Presenting the screen at a vertical level increases attraction across store, and connected content allows delivery of seasonal messages or tailored campaign content.

Outcomes

- The pilot unit integrates glorified product presentation with lift and learn RFID technology.

- Each of the fragrance products is fitted with an RFID chip which when placed in the illuminated hotspot triggers content to a large portrait LED display panel.

- Media content includes a summary of the product placed, information about the scent ingredients and other associated fragrance items the shopper may be interested in. Initial engagement and reaction to the unit has been brilliant both in store and across media and social channels

The Shoppers' Screen

What technologies are available for the shoppers' screen, and what tools do you need to activate them?

Top Tips
from the experts

✓ Think first before using Augmented Reality (AR), Virtual Reality (VR) or QR codes: are they relevant and useful? If you do use it, make sure it is engaging for shoppers.

✓ Establish the shoppers' rationale for engaging with the screen in-store.

✓ What is in it for the shopper? Will they be rewarded sufficiently for pulling out their smartphone and opening an app?

✓ QR codes can be useful for driving traffic to landing pages.

✓ Unlock additional information and provide further brand engagement at the point-of-purchase by activating the shoppers' screen in-store.

✓ Don't assume shoppers understand all technology and terminology: being overly technical can discourage them from participating.
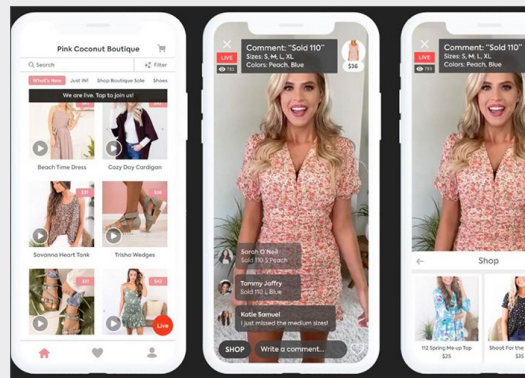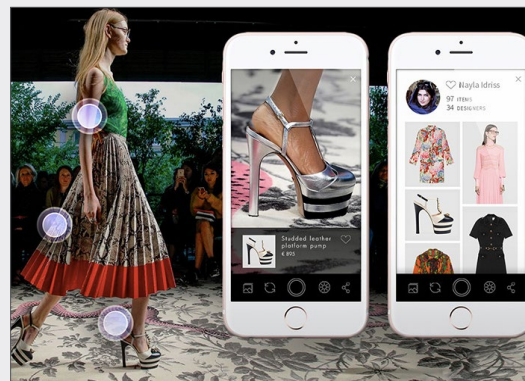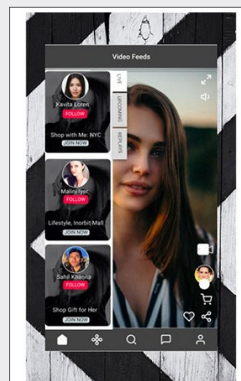
Case study

Shoppable livestreaming

Objectives

— Creating strong customer relationships through one-on-one calls, one-on-many broadcasts and more social shopping options

— Developing a seamless offline and online experience to create community and boost sales, connecting with shoppers wherever they are

Solutions

— By downloading an app, shoppers can call brand representatives with any inquiries straight from their phone.

— Brands set up a virtual storefront that allows customers to connect directly to them.

— Live streams can host live events like flash sales, giveaways and fashion shows.

Outcomes

— Online shopping with a human touch, answering questions in real time and creating an attentive shopping experience.

Case study

Data on Things

Objectives
— Making data more easily and quickly applicable to all objects.

— Using technology to encrypt and insert invisible codes into printed materials using dedicated apps to read information with mobile devices.

Solutions
— Using their mobile, shoppers can scan a product's packaging, a printed advertisement, or graphics on an in-store display to unlock information to help them make their final purchase decision.

Scan in-store display graphic.

Link to Walmart to make a purchase.
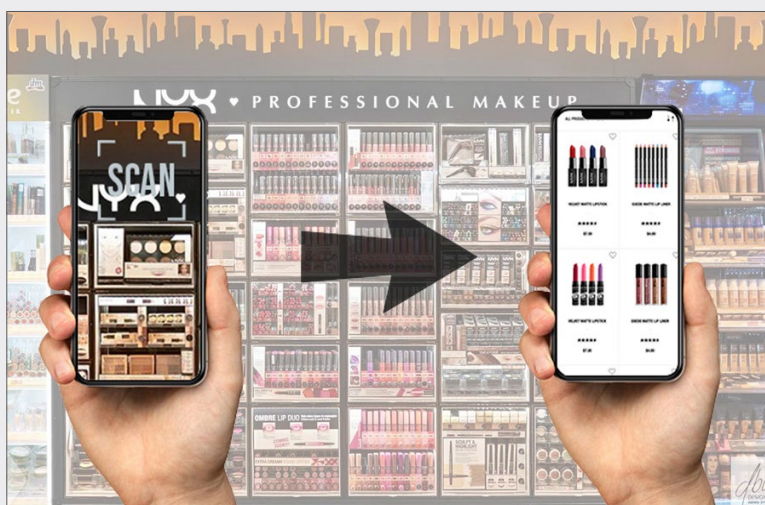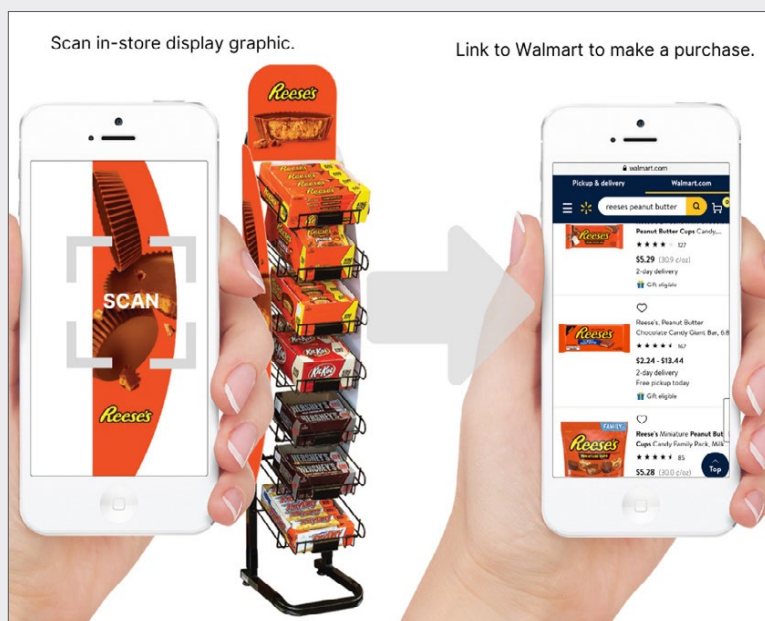
Outcomes
— This technology is not limited in application — unlike a QR code. Using invisible codes adds information without damaging or disrupting the image design.

Technology snapshot

Apps and Mobile

Thanks to mobile devices like smartphones and tablets, on-the-go shoppers have ready access to all kinds of digital information.

— The average person has 60-90 apps installed on their phone (App Annie).

— Social media apps are the most popular apps with nearly 40% of smartphone owners listing them as their most frequently used (The Manifest).

— Shopping apps are said to account for 5% of users' daily time (eConsultancy).

When and where to use them
— Draw shoppers into apps by providing product searching functions, information, reviews and special offers.

— Provide additional information to guide a shopper's purchase decision – such as extra specifications, video of a product in action, influencer endorsements and reviews – using scannable codes placed on pack and on P-O-P.

— Use the function to build filters on many apps to raise awareness and create interest and buzz around a campaign or offer.