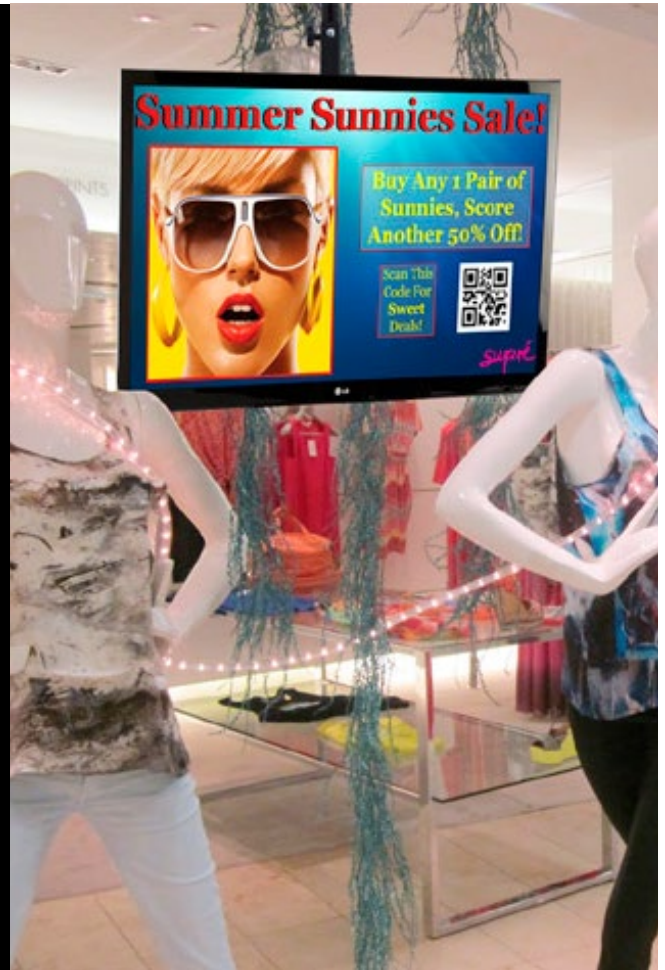

INCREASE YOUR
SALES WITH

DIGITAL SIGNAGE



marketingworks.
.nz



ABOUT DIGITAL SIGNAGE

Grab your customers' attention and influence their purchasing decisions right at the point of purchase. Digital signage opens the door to new design possibilities in retail spaces, creating a digital display that perfectly complements your products and store architecture.

With their eye-catching visuals and dynamic messages, retail digital signage displays can transform an unremarkable store visit into an inviting and innovative shopping experience.

WANT TO GET DIGITAL SIGNAGE BUT NOT REALLY SURE WHERE TO START?

Let us take the hassle out of sourcing the best hardware and software for the job. We'll even install it for you!

CASE STUDY

Client:
Independent Liquor

Network:
Liquor

Strategy:
Drive sales

Independent Liquor ran a digital campaign promoting various products in the beer and RTD categories.



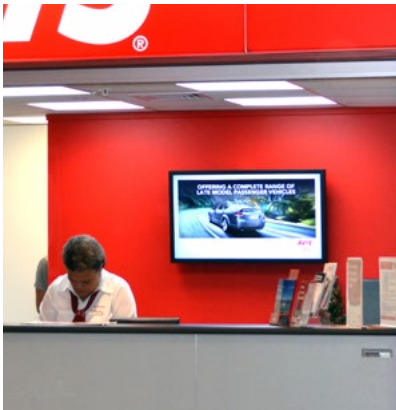
SALES INCREASED BY 25%



SALES INCREASED BY 30%

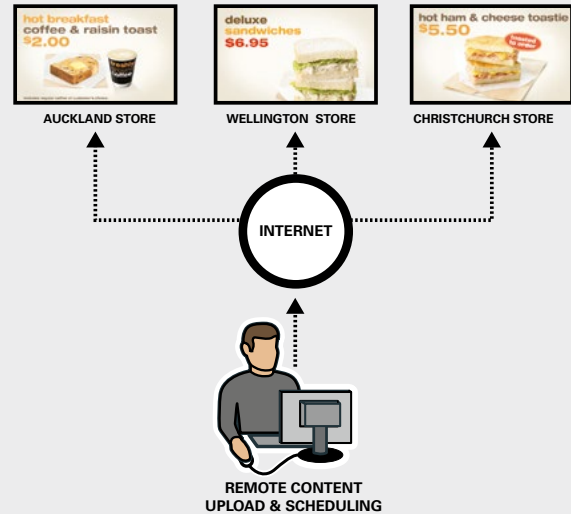
BENEFITS

- Attract significantly more attention to the shop front
- Drive foot traffic to your location
- Reduce perceived wait times
- Reduce promotional printing costs
- Change offers daily
- Enhance offers with high quality visual content

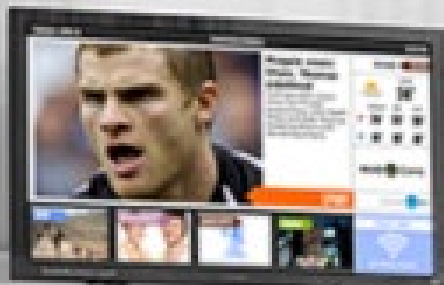


REDUCE COSTS BY
CREATING A SINGLE
PIECE OF CONTENT THAT
PLAYS ACROSS ALL
LOCATIONS.

HOW IT WORKS



Content can be controlled from any location with an internet connection using our digital signage software.



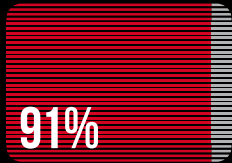
ADD CONTENT

Content is the name used to describe anything designed for and displayed on the screens. Content can include text, images, video, audio and interactivity. Having good content that is relevant to your customers is the key to successful digital signage.

Content can be created from scratch or based on existing creative from posters etc. Simple animation of a static poster is eye catching and proven to be 7x more likely to be noticed.



RETAIL FACTS



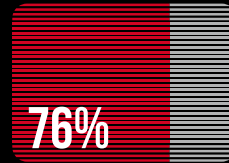
91% of shoppers shop without a list.

Point of Purchase Advertising International, 2003



In-store marketing can increase sales by up to **65%** per annum.

POPAI, 2005



More than **76%** of purchase decisions are made in-store.

POPAI, 2012

7X

Moving images are **7x** more likely to be noticed than static images.

POPAI

“WE’VE BEEN LOOKING AT DIGITAL SIGNAGE FOR A WHILE AND AS ITS BECOME MORE EFFICIENT AND AFFORDABLE WE’RE ABLE TO BUILD A BUSINESS CASE AROUND SETTING UP A NETWORK AND SIGNING UP SUPPIERS TO ADVERTISE.”



WHY DIGITAL SIGNAGE?

- Digital media signage eliminates the cost and waiting time compared to printing. Content can be updated any time, and almost immediately
- It's impressive. Digital signage attracts attention and it's a great way to attract customers. Digital signage allows you to generate money from advertisers, especially for places such as large shopping centres
- It helps to engage customers at the point of sale - refer to one of our previous blogs for more info
- Digital signage can be used as a tool to interact with your customers.
- You are in control of what is displayed. You have the ability to show and change relevant information depending on when is best for you.
- It goes without saying that digital signage displays make the atmosphere much more lively, and they also look attractive.
- You can display anything you choose to. From news channels to twitter feeds, photographs to advertisements - the list is endless.

WHAT DOES THIS MEAN FOR YOU?

We can help you with digital signage from single to multiple screens, as well as producing world-class creative for your campaign in our in-house studio.



Contact us

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E info@marketingworks.nz



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