

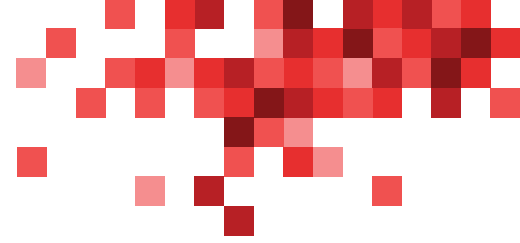


FUJI VISION ™



## 5 Ways Retailers Can Use Digital Signage to Engage Consumers and Increase Sales

FUJIFILM



For many consumers, shopping has truly become an interactive experience. They are no longer visiting your storefront or your website just to make a purchase—instead, they are seeking memorable interactions with your brand across all shopping channels. In fact, research by Oracle reveals 81 percent of European consumers are willing to pay more for a superior shopping experience. But to compete with online retail giants like Amazon.com and captivate customers in-store, retailers are turning to innovative technology—like digital signage—to deliver interactive experiences across retail locations. As a result, consumers are more engaged in the brand and sales volume has been shown to increase by 32 percent.





# Harvey Norman Paves the Way for Retail Innovation

Harvey Norman, a leading Australian retailer, has already implemented a digital signage strategy to ramp up its sales and marketing efforts.

The retailer, which sells an extensive range of electrical, computer, entertainment and household furniture items, utilises its digital signage solution across 100 franchise locations, advertising specific products in various areas of the stores—a successful cross-selling technique

Digital signage gives Harvey Norman—and any retail business—the opportunity to expand their marketing and sales initiatives.

Through a combination of hardware, such as commercial display panels, tablets and video walls, a retailer is able to run department-specific content to monitors around the store. “We are able to have our customised playlists managed on a national, metropolitan, store and even screen level, allowing very targeted messaging throughout the day”, McIntosh added. The store can even run specific content at determined times.

*“We now have the potential for generating additional revenue through sales lifts and the ability to create effective co-branding opportunities with suppliers”.*

— Ben McIntosh, General Manager, Harvey Norman Computers.



# Understanding Today's Consumers

But it's not all about the store; it's about consumers. And while online shopping has made its mark on today's economy, research by Monash University's Australian Centre for Retail Studies suggests bricks and mortar remains the most important channel for shoppers.

However, this does not mean consumers are simply looking for the traditional bricks-and-mortar experience they once knew; they expect a convergence of digital and physical, as Harvey Norman has begun to offer. Technology has allowed consumers to take more control of their purchasing, creating shopping lists that automatically search the web for coupons or better prices, accessing reviews written by experts or peers from the palm of their hands, or uploading a product image to enlist opinions from their social networks.

**Times have indeed changed, but digital signage elevates the in-store experience, engaging your customers with a new level of service that can help increase sales, store traffic and more.**

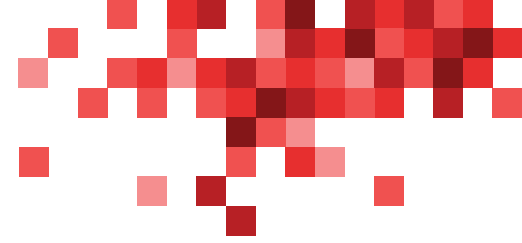
Technology-enhanced elements, including the replacement of print signage with digital signage displays and incorporation of self-checkouts, are just the beginning of how retailers can regain relevance amongst e-commerce loyalists and drive in-store sales.

With this incorporation though, consumers are expecting more than what is available on their computer screens—they are expecting an interactive and relational experience. This "experience" must be fully integrated and digitally enhanced to engage customers. The environment must adapt to consumers' needs and evolve to their choosing, all in real time.



1. Forrester Research Online Retail Forecast 2012 to 2016 (U.S) as quoted by Sapient Nitro at [http://edge.sapient.com/assets/pdf/insights/Retail Goes Rogue-Insights 2013.pdf](http://edge.sapient.com/assets/pdf/insights/Retail%20Goes%20Rogue-Insights%202013.pdf)





# How Can Retail Digital Signage Displays Engage Consumers and Increase Sales?

The potential for growth and greater revenue are endless with the implementation of digital signage—the natural next step to complement your efforts to engage customers in-store.

Digital signage is the future of retail marketing, sales and service.

Check out the five top ways integrated digital signage can take your marketing to the next level and reach tech savvy consumers.

## 1 Increase Brand Awareness with Targeted Messages

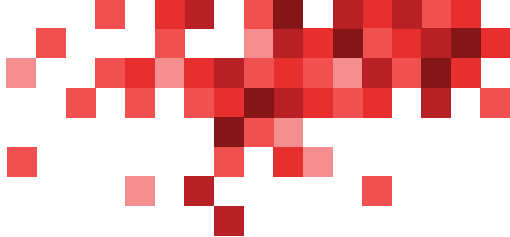
To successfully market to consumers in a fast-paced retail environment, you need to be able to deliver timely and relevant messages that align with your brand, a specific product or a promotion you're running. Digital signage displays have already been shown to increase brand awareness by 48 percent, indicating that retailers using digital signage technology are more recognisable to consumers.

For example, because each retail location is managed by a franchisee, Harvey Norman headquarters is using digital signage to harmonise branding and messaging for conformity across all locations. While your company may have fewer than 100 locations to bring together, consistent branding is still imperative.

Digital signage can be used to combine images, videos, audio, text and even RSS feeds all geared toward increasing sales and promoting products. Digital displays have the ability to not only lift the awareness of the corporate brand, but also to instantly improve the look of the physical location. Creative messaging conveyed to consumers on attractive, high-tech screens can make a huge impact when it comes to advertising and reinforcing corporate brand identity.

Approaching consumers via television ads, social engagement, informative content on the web and, finally, with digital signage in physical locations delivers fully integrated marketing.





## 2

### Drive Store Traffic and Attract New Customers

Digital signage is a technology proven to increase traffic for store-front locations—market research reveals 74 percent of consumers are effectively drawn to active digital media displays when seen in-store. Additionally, digital signage displays have been shown to increase store traffic by 33 percent.

Nad's, a renowned chain of hair-removal clinics in Australia, effectively applied this tactic to attract new customers. The company has traditionally highlighted promotions and product offers using print banners placed inside and around its clinics. While these marketing efforts delivered results, they recognised that to raise customer awareness and drive passing traffic into stores they needed a more powerful and dynamic medium, as such they invested in highly visible screens in store windows complemented by additional digital signage within their clinics. As a consequence they experienced a dramatic increase in the number of inquiries in clinics with advertising shown on digital screens.

If you are a shop owner located within a shopping mall, along a high street or anywhere with local competition, it is imperative you make the effort to stand out. Simple banners or static signage in your window or outside your doors can be easily ignored or passed by. And while your product may be unique and offer an abundance of strengths over your competitors, it can sometimes be hard to communicate that information to buyers.

However, investing in digital signage, whether it be a fully networked solution across multiple stores or simply an eye-catching display in one location, can improve the reach of your messages. But digital signage alone will not get you noticed; rich content is needed to display on those digital signs! Take time to develop specific digital content, including graphics, videos, audio and text that reflects the attributes of your brand or products. It needs to be dynamic and vibrant, yet simple enough that it can be communicated quickly as people walk by.

A stable digital marketing platform can be used to advertise monthly deals, communicate messaging, showcase new products and, most importantly, attract the attention of countless consumers.

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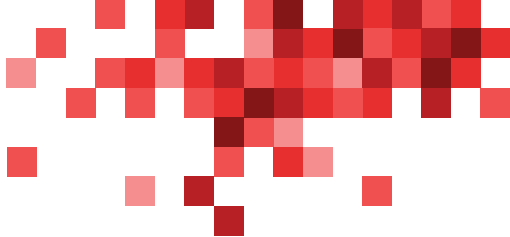
## 3

### Create Memorable Shopping Experiences That Drive Sales

Digital signage is a powerful tool retailers can use to enhance the shopping experience for customers. And many consumers prefer it! When asked why digital is preferable to traditional in-store advertising channels, 53 percent of customers reported it was far more interesting, and 48 percent said digital information was more entertaining. More importantly, 60 percent of customers are more likely to tell someone about their experience within one to three days when exposed to interactive in-store advertising, according to a Gesturetek Arbitron study.

Digital signage, with its ability to change content quickly and easily, ensures your in-store advertisements and promotions are timely, accurate and up-to-date to create the most engaging shopping experience. This allows you to capitalise on immediate marketing opportunities rather than having to wait for posters and point-of-sale (POS) materials to be printed. For example, running a specific promotion from 5 p.m. to 9 p.m. on a Thursday would represent quite a challenge if you had to switch out POS materials for a small four-hour window. However, digital signage offers your business the flexibility to highlight a marketing message for any time period you choose ie. advertise a product offer in your storefront window, and during that 5 to 9 window, your collateral inside will be on-target without the need for re-merchandising printed materials.

All in-store collateral reflects current promotions and marketing without the worry of being outdated, wrong or needing to be created weeks in advance. Impactful visual displays effectively engage customers for a longer period of time, allowing you to influence their buying behavior using tailored marketing communication in real time.



# 4

## Make Sophisticated Merchandising Decisions to Increase Basket Size

You already know today's consumers expect never-ending aisles and adaptive environments that blend the digital and physical world they are used to living in. Take advantage of this expectation by guiding consumers around your store, placing signage at key points to promote impulse purchases. When given the ability to connect to digital and in-store information that can be blended and customised to an individual store, consumers feel more at ease and pre-conditioned to purchase—47 percent of customers are more inclined to purchase the advertised product when exposed to interactive in-store advertising.

Add to this the expectation of personal service and a localised product selection, consumers are choosing an immersed shopping experience—an absolutely customised event—all available through digital signage.

With high-tech solutions and targeted content, you possess the power and flexibility to engage with customers, clients and visitors to assist in making them more responsive to your marketing messages.



# 5

## Equip Consumers with the Knowledge and Confidence They Need to Purchase

One of the biggest frustrations with shopping online is there is often no one to talk to. Whilst some online merchants offer a chat service, which whilst being convenient, is often no substitute to having an engaging experience in-store with either a sales associate or an interactive display.

Your customers should be able to acquire the information they need to make the right purchasing decision. Going above and beyond the usual service expectations will keep customers coming back and increase purchase amount as a result. In fact, digital signage displays have been show to increase sales volume by 30 percent.

Also, combining the digital and physical world allows your staff to step outside of their roles as local employees and become brand experts. Equipped with mobile-based collaborative tools, such as smartphones or tablets, and inventory data, as well as consumer data, employees can become more knowledgeable and effective sales professionals.





# How Do I Get Started?

Fujifilm Australia's digital signage solution, Fujivision® offers a “one supplier, one contact” approach to your digital signage needs providing a complete solution, ranging from hardware and software through to implementation and management.

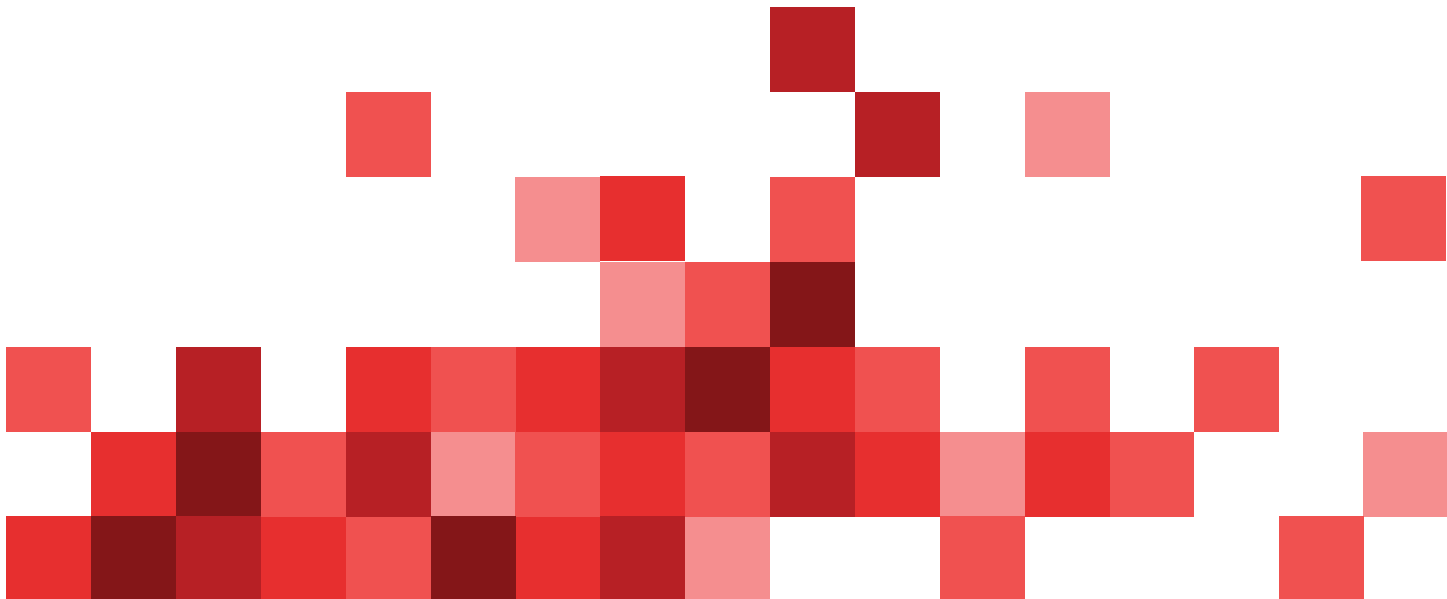
Leveraging Fujifilm's wealth of experience in networking capabilities it provides a reliable technology solution that is easy to manage, simple to use and perfect for capturing customers' attention on a national, state, single store or individual screen basis.

Fujifilm can tailor a Fujivision digital signage solution to meet your individual needs and environment, managing as much or as little as you need, whether it be for a single location or a fully managed network of connected retail stores.

But it is not only suitable for the retail industry. Rather, Fujivision lends itself well to corporate communities, medical facilities and university campuses where providing information is a high priority.

Fujivision from Fujifilm delivers an integrated visual and interactive experience by taking digital marketing and signage to the next level.

Fujivision, incorporates signagelive, the leading cloud-based digital signage software, which allows you to customise signage to suit your needs—from a single screen to thousands of screens managed centrally, remotely or locally for maximum flexibility and unlimited creative options. Fujivision also has the backing of a global company with eight decades of forward thinking and national support.







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Contact Fujifilm today to discover how  
**Fujivision digital signage** can create and deliver  
a communication program exclusively  
for your business.

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[CLICK HERE TO GET STARTED »](#)

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For more information or a demonstration on how Fujivision can deliver  
a communication program exclusively for your business, please contact us.

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