



CASE STUDY

Converting from Static to Digital Signage

interactive signage that speaks!



Yap!total

the ultimate digital signage package



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DO YOU DARE TO BE DYNAMIC?

Have you considered implementing digital signage into your business or organization, but wondered if the investment would be worth your time and money? It's OK to have questions and concerns before jumping on board with the idea - it is a big decision. So, if you're ready to give digital signage a try, here are a few important things you should know.

GETTING READY FOR THE STATIC TO DIGITAL TRANSITION

Changing to digital signage can completely transform your business, helping you stand out from the crowd and give you a competitive edge. Importantly, transitioning to digital signage shows that you recognize what the

consumer wants in their purchasing experience in this digital age.

If you currently use traditional static signs with a fixed message but - your business model requires you to constantly change the content of your signage - digital signage is the answer. It is easily updated from anywhere in the world (as long as you have an internet connection!) and allows you to be highly responsive to customer demand.

If you currently use traditional static signs with a fixed message but - you are looking for ways to increase sales in response to market demand - digital signage allows you to take advantage of day-part scheduling to show different menus or items for sale based on the time of day, or day of the week. Special Offers can be streamed logically ... such as promoting ice-cream when it's hot

outside, or umbrellas when it's raining! If you currently use traditional static signs with a fixed message but - you're looking for ways to streamline costs and build revenue. Digital signage allows you to take advantage of selling advertising space and time to other complimentary advertisers. This may apply to a retail complex where there are several other outlets that pay for promotional space on the digital screen... e.g. at 10am promoting the coffee shops special "tea and muffin" - promotion to attract customers into the complex. e.g at 4pm promoting bottle shop specials.

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If you currently use traditional static signs with a fixed message but – you're looking to enhance your customer's buying experience - digital signage reduces both real and perceived wait times and allows customers to browse the information they want at their convenience. In a cinema complex, for example, touchscreen kiosks reduce wait times allowing customers to browse, buy and print tickets and then view trailers or find essential services eg. toilets. Digital signage also brings visual consistency and brand compliance across multiple locations.

DOES DIGITAL SIGNAGE GIVE ME VERSATILITY VERSUS STATIC SIGNS?

The main point of difference between static and digital signage is the intelligence of digital signage. It's a sign with brains!!!

Digital signage can be programmed through camera recognition software to recognize the biometrics of the viewer or user and feed tailored content to that person. This means that age, sex and other key factors are assessed, such that a men's active watch shown to a 40 year old, male or a pink kids watch is displayed to a 10 year old girl.

Digital signage can complement Social Media efforts by showing your company's Facebook, Instagram, or Twitter feeds, and allowing customers' status updates to be displayed using unique hashtags. It is uniquely placed to co-ordinate with other sales and marketing activity in real time.

Digital displays create an immediate impression

and prove that your company is modern and up-to-date – and let's face it, our decision makers of today are highly comfortable in the digital space and a high percentage will make buying decisions based on digital information. The content on digital signage is versatile enough to change with the fast paced evolution we are experiencing in this technology focused world.

Digital signage provides a platform for customer orders or enables viewers to give feedback – with product reviews or answers to surveys displayed on the screens. This proves to the customer that they're being heard! Back end reporting can be inbuilt to give real time marketing data.

By using QR codes, digital signage users can download promotions or information on display - whether it's a discount code, a map of your facility, or a calendar of events. Content from your company's website can be used on your digital signs (and vice versa), which saves you time and creates more exposure for your message.

Digital signs help with cross-selling by promoting the range of different products and services you offer. This is especially helpful for banks and financial institutions.

Digital signage allows you to display multiple forms of content at once. Digital signs allow you to display content 24/7—even when you're not open!

HOW COST EFFECTIVE IS DIGITAL SIGNAGE?

Whilst the upfront costs of converting from static signage to digital signage may appear prohibitive, the advantage of digital signage is its power to create a revenue stream, which over a short period of time will have paid for the initial investment and then provide an ongoing income.

Not only does digital signage allow you to fit more content onto one sign, it can also reduce the amount of signs you need overall. In essence your signage becomes a more effective tool as it can be multi-functional – a few obvious applications include sales promotions, information, wayfinding, training videos, performance statistics and more.

Marketing costs are reduced as fewer people are needed to update and manage marketing. Advertising and digital signage content can be managed by one person in a central location. This is especially relevant in large facilities like retail centres, school campuses, hospitals, airports, and shopping centers. It creates a sense of community— and you can give back to the community by displaying local news, events, or charity drives, and customers will, in turn, view your company as a local supporter.

DOUBLE SIDED DIGITAL RETAIL PYLON SIGN

FRONT

BACK



LED Screen

Easily up-dateable
with latest business
marketing &
advertising



WHAT CAN BE DISPLAYED ON THE DIGITAL SIGN?

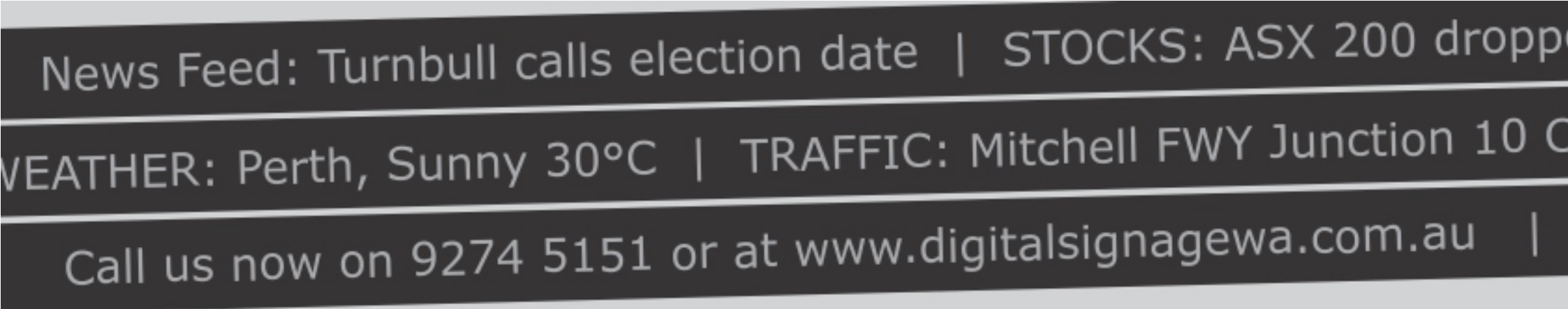
The content opportunities are endless.

Digital signs can display calendars, schedules, and upcoming events to keep viewers informed. This eliminates the recurring costs associated with printing and shipping new static signs.

Touchscreen are increasingly popular as it gives power to the user. In the same way that a tablet or iphone allow for touch button commands, a touchscreen can not only take the user places, but also promote marketing information via display pinch to zoom maps/images, include CRM data gathering and analytics and link to web information via QR codes.

Digital signs attract more attention by using high-definition motion graphics and video. Emotive imagery related to the marketing that is being used in other advertising mediums, will reinforce a powerful message. Other standard features can include inbuilt webcams which can be connected to the internet to allow for real-time news feeds, social media feeds, weather updates, blog posts, and video content and more.

With digital signage display suites you can provide a unique platform to showcase your company's work. Because you are able to connect and interact with your audience, you can display targeted content to cater to their wants and needs.



WHY YAP! DIGITAL?

It's a fact: more and more companies are choosing to replace their traditional signage with new digital signage technologies. But who can help?

Yap! Digital is the leading provider of turnkey digital signage solutions in Australia.

Working in partnership with clients, our professional approach is proudly leading the way in converting static signage into digital signage solutions, with an end-to-end offering encompassing software, hardware, content creation, content management, technical support and aftercare.

Yap! Digital works in partnership with NEC, and has long standing relationships with Corporates and Outdoor Media Providers throughout Australia. Our Case Studies are testament to our solution orientated approach, design, technical knowledge and ground breaking creativity in this rapidly expanding space. Check out more at www.digitalsignagewa.com.au/casestudies.

Every facet of a Digital Signage project is coordinated by our in-house team, whose combined skills can be used in full, or in part, to develop premium, innovative solutions. We see ourselves as enablers in this exciting and growing market place, offering minimal stress and a maximum result outcome.

WHAT NEXT?

Businesses and organizations of all sizes, from all industries, are already taking advantage of the benefits of digital signage.

If you want to create customer engagement, promote brand loyalty, get more customers in your door, and increase sales, and make the switch to digital.

WE'RE READY TO START TALKING! SPEAK UP NOW ABOUT YOUR NEXT PROJECT OR IDEA.

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