

Key messages (in no particular order) from Andrew Michel in his presentation were: -

Digital signage is not to be taken as an isolated component - it is part of a continuum of advertising/marketing/informing.

Any ROI's should look at incremental costs benefits (soft and hard) as part of a unified marketing package

Posters provide wallpaper DS provides dynamic messaging,

Digital Signage schemes ARE NOT digital posters as some may state!

TV ads have no place on a retail outlet floor - they are strictly in-home. TV ads are only one part of a continuum, they have their place but the valuation methodology is not transferable to DS.

Players and networks (such as Dynamax) are SQL based - use the data for compliance performance charging etc.

A one second "ad" can be just as powerful as a 40 second movie and vice versa. It depends who you are where you are and what you are doing

Dwell and Churn are both good 2 sec stills are good for moving audience 15 second flash files good for a static audience.

The same screen may, at different times, enjoy both passing and static viewers so plan accordingly and only go for systems that can respond accordingly

There are times to encourage dwell and then to encourage churn within spaces - feet of each other - so use triggers

We can trigger with time, stockouts, rain, footfall, queue length, EPOS system....you name it.

DS can be updated globally and locally by the day by the minute by the second

Don't irritate your customers with inappropriate ads or info

Get and protect buy-in from everyone - from chairman, staff and customer right through to shareholder - we need buy-in at every level