



Briefing

The Power of Digital in Retail



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Introduction to the power of digital in retail

The focus on being more customer-centric has seen retailers shift marketing efforts firmly onto improving the customer experience through technology. This convergence of technology and consumer experience has propelled digital engagement to the forefront of retail strategies.

Digital in-store technology provides an opportunity to seamlessly blend the physical and digital environment. For any retailer or brand, innovating to deliver an enhanced customer experience and minimising the friction inherent within each and every interaction is vitally important.

For technology to make a real difference to a retailer, digital display and signage solutions that are easily integrated with internal systems need to be used to support a customer's purchasing journey. This is crucial when it comes to the implementation if retailers are to bridge the gap between online and offline experiences, nurturing footfall, engagement, loyalty and sales.

In this Briefing that accompanies our episode of *In Focus*, recorded in front of a live audience at London's Samsung KX venue, we showcase some of the latest examples of digital media best practice.

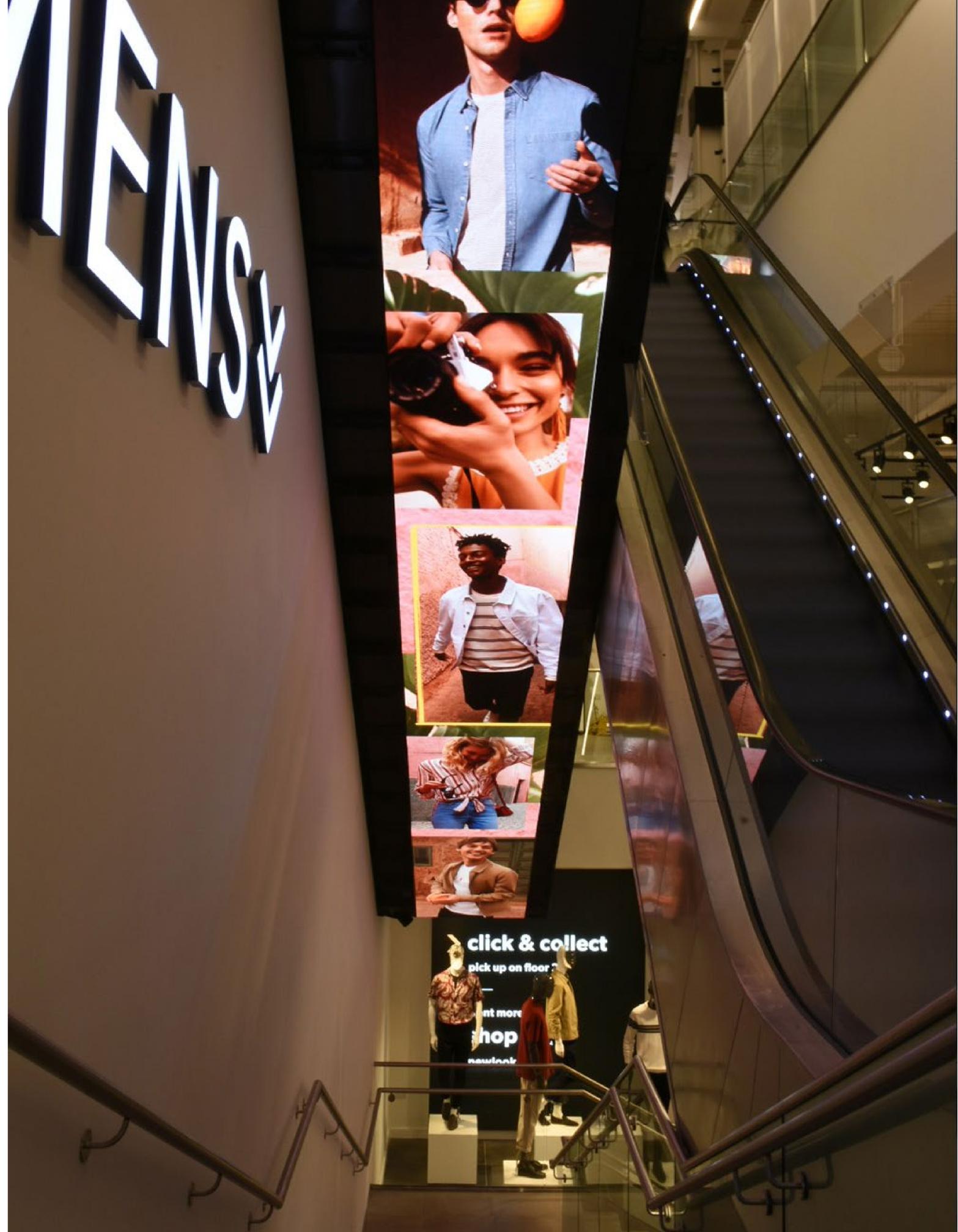
“
Digital signage ensures a convenient shopping experience, creates more value for your customers and can drive additional revenue.”

Further Listening



Check out the *In Focus* podcast episode that accompanies this PDF along with all other episodes of The Retail Exchange podcast online at theretailexchange.co.uk or on your favourite podcast App.

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Foreword



Foreword

Delight and inspire
customers with effective
digital engagement

“
**Brand loyalty is quite shallow—it is
given and taken based on the moment.**”

As someone who started their career in hospitality, I have always been passionate about providing customers with the best products and services.

Whether it's in retail, hospitality, travel or leisure, providing customers with relevant products and services that delight them is still critical and always will be. Technology has always played a crucial role in achieving success, and getting it right can help businesses stand out from their competitors and create customer loyalty.

If you are reading this and work within an organisation that operates within a consumer-focused sector, your fundamental need is to attract and engage with customers, to drive revenue and repeat business. Therefore you need to delight your customers with relevant products and services.

When deployed in a way that's considered, informed and measurable, technology has always been at the forefront to enable innovation and change.

With this in mind, we explore the role Digital Screens can play in supporting the digital customer experience, the impact on customer spending and loyalty, and how it can generate revenue.

We take our customers on a journey to encapsulate all the elements required to deliver a digital screen solution – based on the concept of 'more than a screen'. Our model and approach is based on proven results. For example, we design, deliver, manage and innovate the digital screen solution for the 4th largest supermarket in the UK & Ireland with 4000+ screens deployed and expanding the service cross Europe and North America.

As landscapes change and evolve we want to help you stay relevant – brand loyalty is quite shallow - it is given and taken based on the moment.

Mike Dowson
Commercial Director, Trust Systems



 TRUST

ALDI

Driving innovation and digital transformation



Discount retailer Aldi has been quietly building its retail media proposition and digital capability in recent years.

It already has a centrally managed solution across, with content robustly running across its full retail estate. The solution is much more than simply a screen in a store. By implementing a networked dynamic signage solution across its estate Aldi has the ability to drive additional revenues from real-time, targeted promotional content, as well as to support future innovations.

The proof-of-concept was trialed across six stores and along with the obvious cost savings from the reduction on the production and distribution of promotional materials Aldi also tracked KPI's based on the Return on Investment (ROI) of the screens over the trial period.

This in turn has given Aldi the confidence to not only commit to installing the technology in its new stores, but also a retro-fit roll-out programme, resulting in a deployment to over 1000 stores.

The proven ability of the dynamic signage to convey messaging that hits home has led to it being an integral part of the Shop & Go concept store.





EE

Digital's role in creating immersive retail experiences

The latest Studio Concept store by EE are designed to give customers a more immersive experience.

The EE Studio situated at Westfield London, is the UK's largest telco retail space, combining physical and digital experiences, designed to empower customers to enjoy for their connected life.

Shoppers can also scan a QR code on the shopfront to bring to life an AR experience that will welcome them to the Studio and encourage them to head inside and explore.

The innovative new Studio space showcases a host of 'experience zones' and 'room sets' with each area carefully curated to demonstrate how cutting-edge technology and connectivity can enhance everyday life—allowing customers to get a taste of future living, from gaming and relaxing, to working and cooking.



The launch of the Studio forms part of EE's new nationwide retail strategy, which seeks to reinvigorate the high street and reinvent the role of retail in the telco industry, putting innovation, personal experience, and community front and centre.

The new Studio leads the way for the roll out of the new Experience stores. Interactive zones, equipped with touchscreens and demo areas, bring to life a range of household devices, including games consoles, streaming platforms, and fitness gear.

Nike

Running towards playful interactive retail spaces

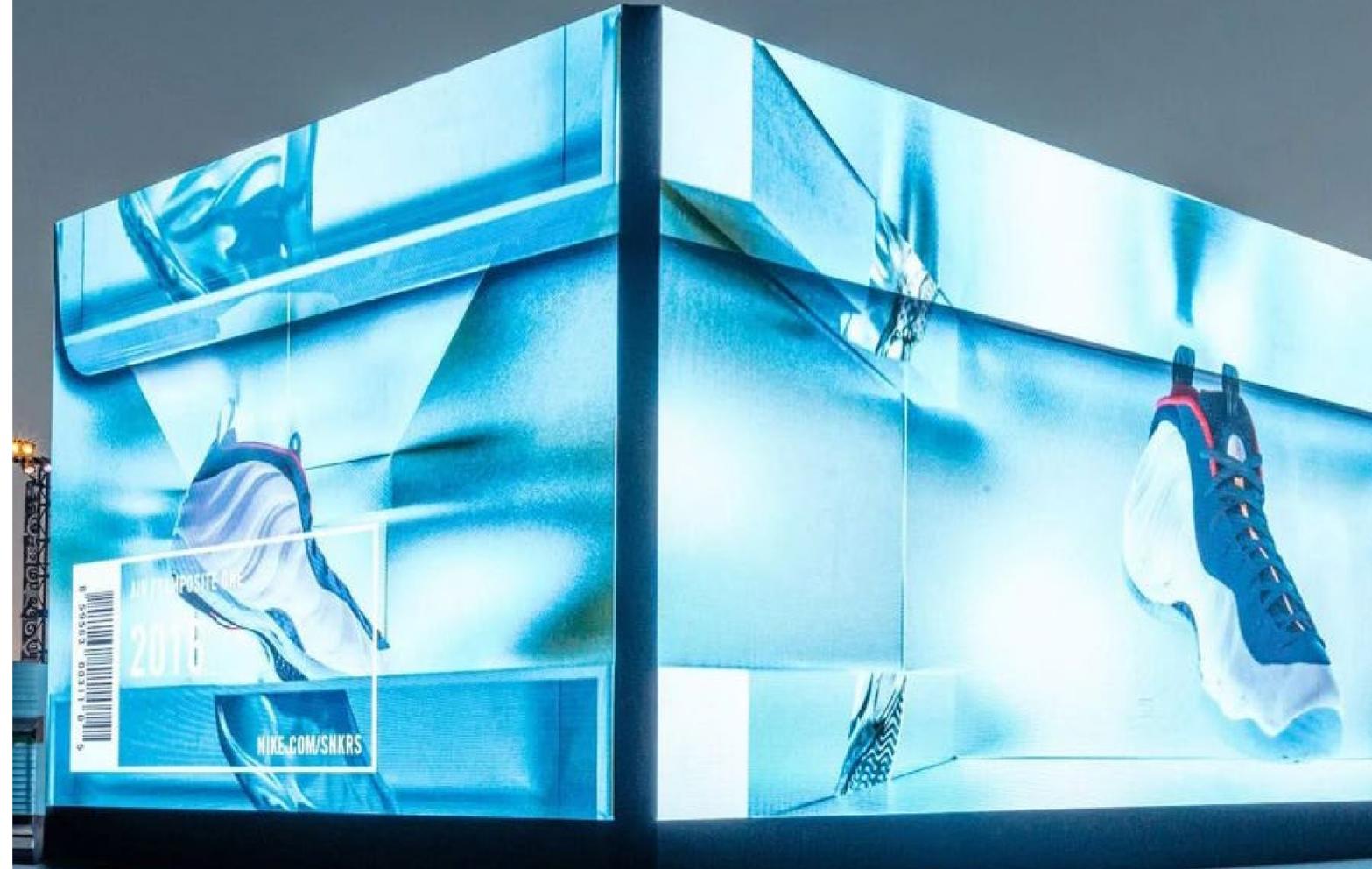


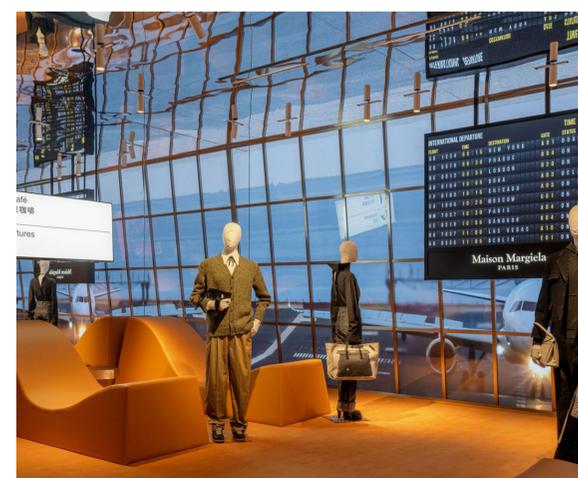
Nike is renowned for its ability to craft statement spaces that captivate attention and accentuate the brand's distinctive style and intrinsic DNA.

Through innovative combinations of products, styles, and design elements, Nike merges graphic visual installations with futuristic technology to create environments that demand interaction and engagement.

These spaces serve as dynamic showcases where the audience is enveloped in a playful atmosphere, urging them to interact with the surroundings.

By seamlessly blending cutting-edge tech with bold aesthetics, Nike establishes immersive experiences that not only showcase their products but also reinforce the brand's commitment to creativity and innovation.

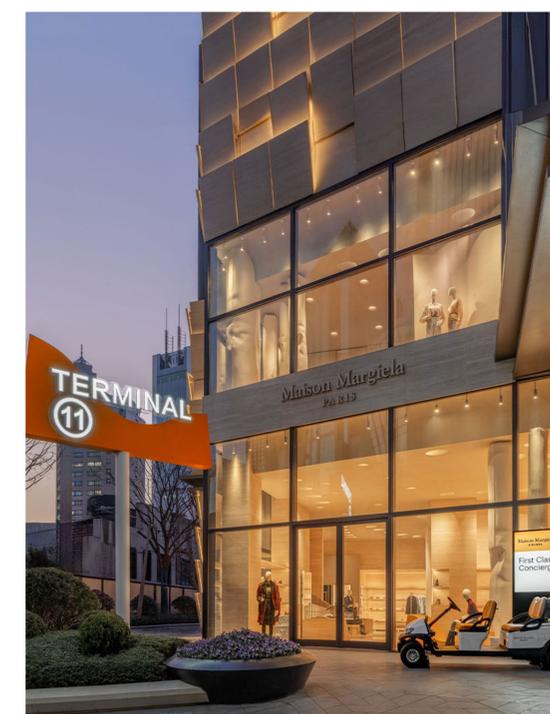




Maison Margiela hosted a travel themed exhibition pop-up at its flagship store in Shanghai at Mandarin Plaza, packed full of digital interactivity.

Showcasing Maison Margiela's elevated style, the temporary 'First Class Travel Exhibition' installation enabled customers to delve into the brand's Spring / Summer travel-inspired fashion collection in real life.

As well as digital screens showcasing the brand's latest fashion collection, and the stores very own Departures Board, guests were able to actively engage with the experience by using digital kiosks to craft personalised boarding passes on-site, adding a tangible and bespoke touch to their trip.



Maison Margiela

Landing a First Class pop-up digital retail experience

Tesco

Digital end-caps with limitless revenue cap



There has been a collective realisation within the FMCG industry that major retailers have more reach than incumbent media owners, and that communicating to shoppers at the point of purchase can deliver a much greater return on advertising spend.

Tesco now has 1,800 in-store advertising screens present in 420 of its stores. It continues to invest heavily in in-store digital signage, with a major focus on very large digital end-caps.

This is opening up a very exciting new avenue for incremental revenue and profitability for the retailers. Part of its 'Connected Store', its growing digital media offer provides brands with a platform to deliver stand-out messages, richer branded content, and additional, helpful, interesting information.

With dynamic content and motion graphics making it more adaptable for promotions and aiding navigation down the aisle, it allows brands to create content to support tactical event activations quickly. Advanced scheduling technology lets brands localise daypart and data-trigger content to increase customer attention with more timely and relevant messaging.

Using its unrivalled insight, Tesco is able to give its shoppers advertising that is relevant to them, while at the same time giving brands the opportunity to showcase their products in more innovative and creative ways.





Parfums Christian Dior

Immersive pop-up
provides pure retail
theatre in-store

Celebrating Miss Dior's revival in L.A. the immersive pop-up by French house Dior features a cinema, cafe and flower shop.

Created by creative director Francis Kurkdjian, it is designed to honour the perfume's rich history with a 1960s-inspired Miss Dior Avenue installation.

Inspired by the words of Christian Dior and the essence of the South of France, the curated activation is a homage to the original bouquet's signature scent, enhanced with fruity notes of strawberry, peach, and apricot.

The immersive experience, titled Miss Dior Avenue, occupies a 4,400-square-foot space on Melrose Avenue, recreating a 1960s city street in a statement pink hue.

Featuring a Miss Dior Cinema, Flower Shop, and Café, the exclusive installation embodies the youthful and optimistic spirit of the fragrance itself.

Open to the public by appointment from Friday to Sunday, this captivating experience promises to leave a lasting impression on all who visit.



Primark

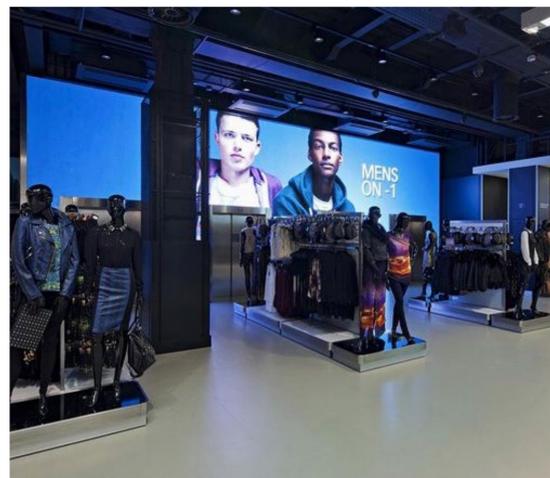
Creating a dynamic and evolving digital canvas in-store



Primark has bet big on the power of digital screens and signage in-store. The retailer has always been at the cutting-edge when it comes to using digital screens and signage to attract shoppers in-store.

From curved strip LED screens in its Oxford Street London stores, to the stunning five-floor visual masterpiece at Primark in Gran Via, Madrid. From video walls to Window LED screens, Primark uses digital displays as wayfinders and welcoming screens to advertise the different attractions on each floor, to improve the customer experience.

As far back as 2019, the fashion retailer has been putting customer experience at the heart of its offering—it's five-floor Birmingham store features a total of 23 state-of-the-art digital displays.



Research conducted for Primark, which surveyed 10,000 shoppers across the globe, found that 46% of shoppers have been influenced by digital content they've viewed in store, while 58% of consumers say that engaging video content has a positive impact on their shopping behaviour.

As many as one in two Gen Z'ers – Primark's target audience – say they've been influenced by in-store video/digital content, while 39% of fashion shoppers say they've been attracted into a clothing store after noticing "engaging content on store screens" inside.





London's Fortnum & Mason department store may be steeped in heritage, but head up to the third floor and there is a subtle blend of the store's history and wafer-thin digital screens flanking event areas, as well as a cooking studio with 4K video cameras in the ceiling

In the experiential hub, customers are able to collaborate with guests from every corner of the culinary world in a purpose-built Food and Drink Studio where they can take part in customer workshops, live cooking demonstrations, and experimentation in a new multi-use kitchen.

The space is designed to be a creative hub for anyone with an interest in food and drink innovation – an interactive space where customers can engage with tastings, live food-theatre, and the discussions and co-creation that form the backbone of the progressive food and drink industries.

The studio also operates as an open platform, with a programme of events hub for content creation with full broadcast and streaming capabilities.

Fortnum & Mason has also begun to embrace digital installations as part of its offer in Duty Free, as well as window display campaigns at its flagship Fortnum & Mason store.

In one example, twelve different randomly placed tablets were deployed, coming out of the F&M hamper like an explosion, with each playing synced animation content used to link the digital with the physical.



Fortnum & Mason

Connecting the digital and physical retail experience

Sports Direct

Active digital network lets brands speak

There are exceptions, but in general terms the one retail vertical that pretty consistently goes to town with digital screens in stores is sports retailing.

A lot of the time, the deployment of digital signage solutions by brands in this space can feel like it is purely designed to appeal to the eye-candy mindset. Within Sports Direct, it seems a bit more purpose-driven.

A few years ago Sports Direct decided to take a new approach to their physical spaces, which saw them redesign their conventional store blueprint. Stepping away from their old approach of traditional, and paper signage, Sports Direct wanted to transition towards creating flagship stores that were digitally immersive and reflective of a new forward thinking brand identity.

Recently opened stores have been designed with digital solutions in mind, including interactive selfie booths, LED video walls, LCD touch screens, as well as lift and learn technology. Its Oxford Street flagship in London has 100m pixels of digital display over four floors. The store has rotating LED applied to all kinds of structures, including support columns and floor to ceiling video walls.

In addition to these immediately visible installations the store also boasts a whole underframe of technology which ensures the smooth, and intelligent, running of the operation. These installs allow the Sports Direct team to change visuals instantaneously based on reactions from the viewer. Understanding customer flow, dwell time and metrics such as age, gender and mood also supports future store planning a deeper understanding of customer habits.





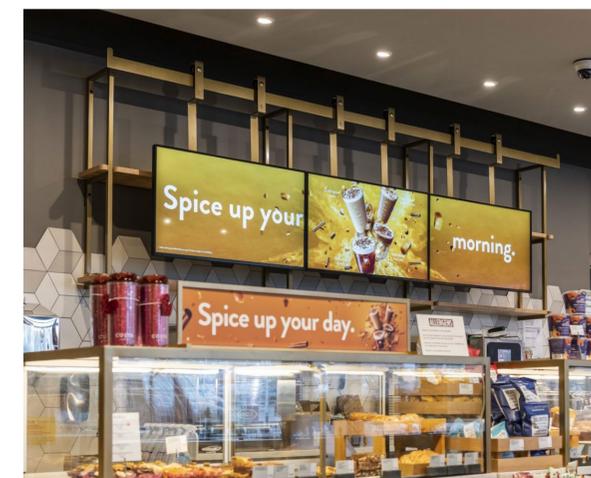
Costa Coffee

A service and sensory digital experience

Costa Coffee is the UK's largest coffeehouse chain, and the second largest in the world, with over 2,500 stores throughout the UK.

Recently, Costa became the latest big QSR brand to embrace digital ordering (Kiosk & Table ordering) in its Plymouth and Dorchester stores.

As reported by Straits Research, 65% of quick service customers now opt for kiosk-based ordering. There use in this space boasts huge upselling opportunities and improves impulse purchases at point-of-sale, helping coffee stores, restaurants and bars to promote specific products at peak times and seasons, or launch exclusive new products for a limited time only.



Intelligent digital signage platforms not only reduce perceived waiting times but can also cross-sell and upsell at the point of sale by displaying important marketing messages associated with a specific product or service so that employees can best serve the customers as they may not have time to promote products at that given moment.

In addition, the coffee chain continues to invest in intelligent digital screens and menu boards, combined with engaging content. Today it has around 2000 screens in 300 locations with in-store and external attention-grabbing displays all powered by a cloud-based digital signage software platform.

In its windows, Costa has deployed digital double-sided screens to display static promotional imagery and motion video adverts to passers-by outside the store, and various relevant promotions to customers sitting inside.

Costa Coffee's design team is in full control of managing content and bespoke creative work, able to automatically schedule, based on factors such as time of day and even weather conditions—ensuring an even more personalised, relevant, and visually engaging experience for customers when they visit one of its coffee shops.

Flannels X

An intersection of art, culture and fashion



Flannels first opened its doors in London 1976. More recently, under the ownership of the Frasers Group, it has undergone a major repositioning as one of the most progressive retailers on the high street—rewriting the rule book of luxury retail, with its Flannels X concept.

Conceived as an immersive and experiential playground of art, fashion and culture, the retailer's four-level Oxford Street flagship uses the exterior windows of its facade as a vast digital art installation.

The 18,000-square-foot store's primary function is shifting from selling products to acting as a "stage" to exchange and broadcast creative ideas.

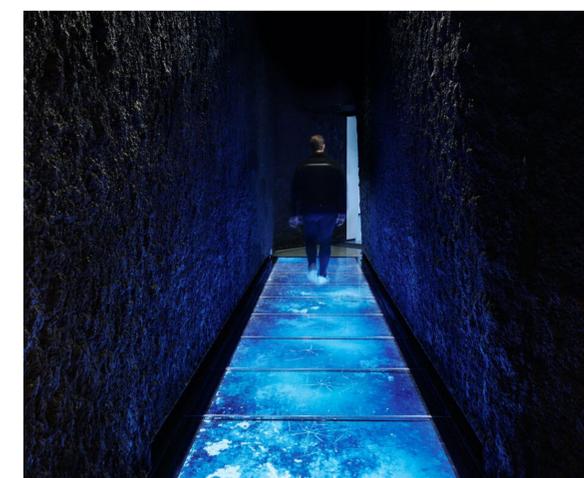
Flannels X is a one-of-a-kind melting pot of creativity — championing a new era for luxury retail and its relationship with culture. With innovation, collaboration and experiential retail at its core, the luxury retailer's innovative phygital basement space also houses new state-of-the-art floor-to-ceiling digital screens, providing a unique interactive experience for the viewer.





Canada Goose

Celebrating a sense of the 'extreme'



Deeply rooted in storytelling, retailer Canada Goose uses technology within its stores to transport customers into the wild through highly immersive brand experiences.

This brick-and-mortar-meets-digital approach brings an immersive component to retail that's increasingly part of the direct-to-consumer playbook—helping to truly illustrate the values of the brand.

With the combination of storytelling and seamlessly integrated technology, guests are able to shop in an environment unlike any other retail space. From OLED panels under glass flooring that simulate cracking ice as customers walk across it, to a digital canopy that emulates the Northern Lights, touch-enabled screens, and sounds of the Antarctic blasting over the speakers.

Customers can put Canada Goose's outerwear to the test in the Cold Room, where there's a daily "snowfall" and simulated freezing conditions, while an original film about the cold and nature plays.

Summary

Fulfilling retailer and shopper desire for simplicity

Clear objectives: Having clear objectives and ensuring all parts of your business are engaged will deliver ROI. Dynamic signage is more than just a screen. It can deliver core strategic objectives including, enhancing the customer experience, increasing spend per customer, improving brand equity and loyalty, supporting customers with responsive and relevant content. There are many misconceptions around what success looks like and return on investment.

The right foundation: To unlock the potential of digital technologies you need a strong foundation with a managed cloud-first network. Building a network that can cope with the digital demands on usage, requirements to add new applications, increased need for bandwidth required by newer applications and increase need for coverage.

Hosted digital platform: The power of a hosted digital platform is the ability to manage content from a single portal driving creative content, the of use animation, video and ultimately guarantee valid content in the right place at the right time.

The importance of the screen: There is a lot of choice on the market and picking the right screen is vital. The optimal screen and enclosure should aesthetically look the best it can, but also considers usage, vandalism, health & safety.

Precisely targeted communication: Digital signage delivers a valued experience with vivid and eye-catching content. Research has found that it has a 52%* recall rate with customers, that's higher than many other media types. A fundamental component to success is how you exploit the opportunity to digitalise your customer experience, build your brand and ensure customer loyal.

Serving consumers: It's easy to see various scales of deployment with varying levels of success. From the worst: a TV on a wall that is never on. To the best: regular, relevant and dynamic content that uses business intelligence and a deep understanding of target customers.

Enabling dynamic content: It sounds simple, but you will be surprised how many retailers over look the 'How will content be managed on the screens you deploy?' Regular, relevant and dynamic content that is distributed based on business intelligence and understanding of target customers, is key.

* Source: Samsung



About Trust

Trust has extensive experience in implementing innovative technology to bring it to life for its customers. Our Managed Service combines Digital, Network, Cloud and Security expertise to deliver a leading digital screen solution.

Trust customers have the advantage of working with a team of experts who are committed to providing exceptional levels of service. We provide technology solutions that offer real business benefits through our selection of best-in-breed strategic partners such as Samsung and Ergonomic Solutions among others.

New Trends: There are and always will be new trends and innovations. For digital screens we are seeing a growth in AI driving automation, dynamic content via integrations, and personalisation for customers. For example, the power of smartphones and digital signage together extends your reach and investment expeditionary.

By working with the right partner, you can rest assured that your business will be able to access not only the latest technology but also the knowledge of business specialists who are constantly reviewing and fully understand the role of new technologies to ensure you maximise the benefits.



The Retail Exchange is a dedicated retail podcast series that throws the spotlight on key issues affecting the industry. Since 2017, we have been opening the door to knowledge and insight into the many aspects of the retail industry. Featuring senior industry professionals and thought-leaders, our purpose is to provide retailers and brands with a unique perspective to help businesses and people grow. We talk about retail leadership. We talk about business models. We talk about overcoming the complexities of modern retail. We talk about how retailers can most effectively deliver the change needed to remain relevant in modern retail.

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