

CHELMSFORD STAR CO-OP

Smart digital signage with cloud control and 24/7 support across 36 retail locations.



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The Challenge & Our Solution

The Challenge

Chelmsford Star Co-operative Society wanted to:

- Increase in-store basket size through more effective promotional messaging
- Strengthen member engagement with relevant, targeted content
- Streamline content delivery across multiple store locations

Our Solution

We delivered a fully integrated digital signage solution tailored for retail:

- Samsung digital signage hardware with onboard media players for clean, cable-free installations and remote control capabilities
- Cloud-based content management, enabling the marketing team to centrally manage and schedule content with smart, conditional targeting
- 24/7 support and proactive device monitoring from our Cirencester-based Network Operations Centre (NOC), ensuring uptime and peace of mind.

This end-to-end solution empowers Chelmsford Star to deliver dynamic, data-driven content that enhances the in-store experience and supports their wider CRM and personalisation strategies.





£7.50
each



Chelmsford Star Cabernet Sauvignon/Cabernet Sauvignon 75cl

Offer ends 29th January 2021

Was £8.70

www.chelmsfordstar.co.uk

The Experience

We delivered a seamless digital signage rollout across Chelmsford Star's stores, enabling smarter content delivery, deeper engagement, and full UK-based support.

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