

# Digital Signage

Why digital signage ?

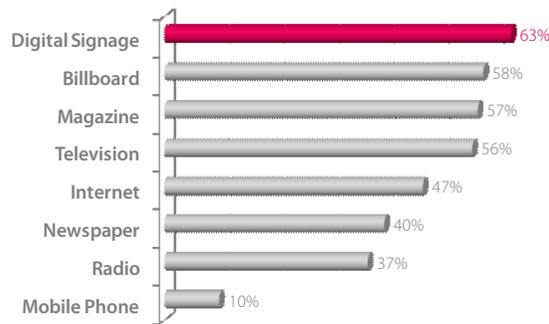


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# 01 | Why digital signage ?

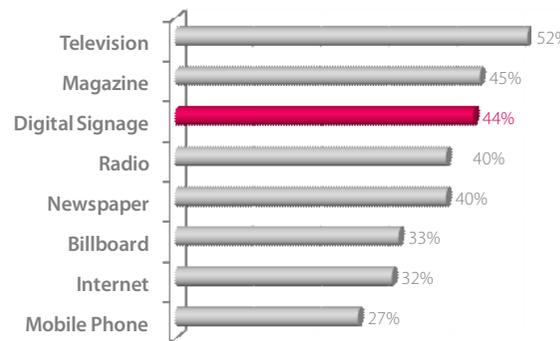
## Digital Signage advertising has stopping power

Sixty-three percent of adults say that it catches their attention. This is the highest level reported across all media surveyed, including TV, the Internet, billboards, magazines, newspapers, radio, and mobile phone advertising.

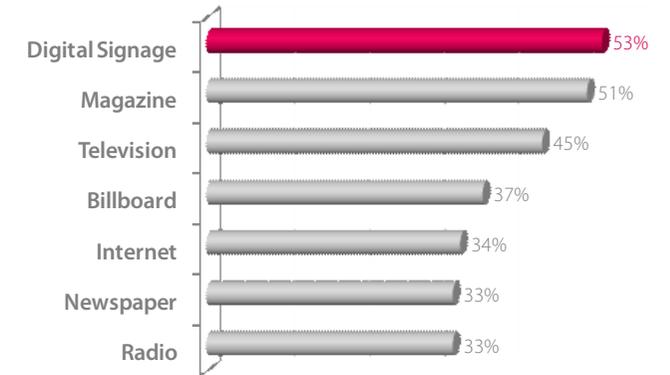


## People pay attention to digital signage advertising

Forty-four percent of adults said that they paid some or a lot of attention to digital signage advertising, which places this media ahead of billboards, Internet, and mobile phones, and on par with magazines, radio, and newspapers.



## Percentage of people who report that advertising on the media was interesting

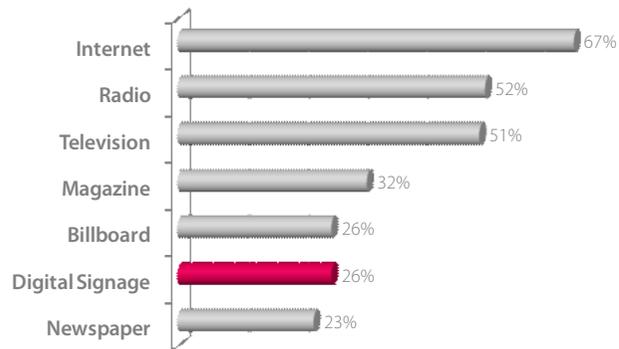


## Acceptance of Digital Signage Advertising

People report that they find digital signage advertising unique, entertaining, and attention getting. They also find it less annoying than nearly all other media. In a world where people are shaping their own media experiences, acceptance is a critical component of effective media.

When comparing digital signage with other media, only newspapers were found to be less annoying

### How annoying are the media ?

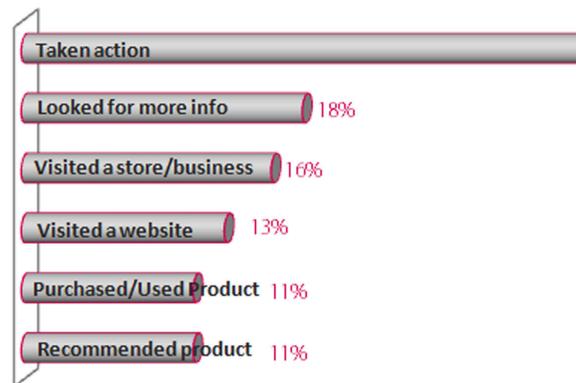


## Digital Signage Advertising drives action

Digital signage advertising is effective in driving action. Whether people purchase or use a product or service, look for more information, visit a store, go to a website, or recommend a product or service to a friend or family member, digital signage advertising has impact.

Respondents in all age bands in the study reported taking action after seeing advertisements on digital signage.

### Actions taken among total adults as a result of seeing advertising on digital signal.



## People rate advertising on digital signage more positively than other media across multiple measures.

- Attention grabbing (63%)
- Unique (58%)
- Interesting (53%)
- Entertaining (48%)
- Less annoying than other media (26%)

## 03 | Advantages of Digital Signage over other advertising media

### **Nielsen recent Study Confirms Effectiveness of Digital Signage**

#### **General**

Digital Signage is the best way to reach consumers directly at point-of-purchase or point of decision, while in TV, Radio and Print there is always a time and distance gap between the ads and the advertised product.

Digital Signage content can be adapted depending on regional or local interests, demographics and buying patterns.

DS audiences are 'ready to act', while all other media audiences are passive 'potential consumers'.

Retention in Digital Signage is better than in any traditional advertising media.

#### **Advantage over Static signs**

Full-motion Digital Signage films have more impact. It brings life to objects and catches the attention of the audience

Digital Signage is more ecological

#### **Advantage over TV & Radio**

Viewers tend to observe TV and Radio commercials as un-necessary interruptions. By contrast, viewers are more responsive to Digital Signage advertisements, while offering a distraction in a waiting situation.

Viewers will find it hard miss Digital Signage films.

Viewers are using devices like DVR and Tivo just to avoid the commercial.

TV & Radio ads are not specific to the item that is being sold, while Digital Signage is specific, informative and hard-to-ignore

#### **Advantage over Newspapers & Magazines**

Digital Signage advertisements are more convincing because of the ability to show full motion video.

Digital Signage advertisements are more flexible; they can be custom-made and aimed at smaller target audiences within a larger audience

Digital Signage has lower CPM (Cost per Month) than most newspapers and magazines, while having a higher targeting ability and impact.

## 04 | Conclusion

The recent Kinetic study proved the efficiency and the value of digital signage advertising. The media research company based their study by comparing two locations close to each other in the London Bridge Tube Station.

In one location there was a static advertisement and in the other a digital signage display of similar size.

The audience was measured thanks to the camera counting system of "TrueMedia". The test was run over period of 11 days for a real brand.

### **Results:**

Twice more people looked at the digital signage advertisement for 60% more time. At certain moments of the day, three times more people were watching the digital signage for twice as long as the paper.

It is no longer possible to deny the efficiency of Digital Signage, studies have proven that it is simply the most powerful communication tool.

The recent economical crisis has brought to light the value of this Media, its power and its financial interest.

Spectacular results are being achieved every day.

Stopping power  
Highly accepted  
Action driven  
Attention grabbing  
Targeted audience oriented  
Financially unbeatable

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