

INDEPENDENT DIGITAL SIGNAGE CONSULTANCY

DIGITAL SIGNAGE SOLVED

Digital signage continues to play a growing role in shopper engagement for brands and retailers. As part of POPAI's commercial research and consultancy offer, we have carried out a wide range of projects in this field, both in the UK and overseas.

From strategic planning and developing a content strategy to full end-to-end project consulting, from pilot schemes to roll-out, we deliver a consistent approach with proven results.

Our independent consulting service has often been a lifeline to our clients as they navigate the wide range of technologies available. With our support, they have found the most effective routes to take with their digital signage strategies; hardware, software & content strategy and delivery.

OUR APPROACH

We start by gaining in-depth knowledge about our clients, their environments and their shoppers. This puts us in the position of being the 'honest broker', with our clients' best interests at heart. With no links to any supplier, all our advice is completely impartial.

We conduct feasibility studies on an overall network or its constituent parts. This includes assessing existing in-house skills, the impact on staff or departments, and any short- or long-term outsourcing requirements.

“
bring your
digital content
to the real
world
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DIGITAL SIGNAGE CONSULTANCY



“ We offer a full end-to-end service, or individual areas including: ”

MANAGEMENT & SUPPORT

FEASIBILITY/ASSESSMENT We are able to either fully assess the efficiency of your existing network or conduct a feasibility study on all aspects of a new network for you.

SUPPLIER SELECTION Running the Request for Information (RFI) and Request for Proposal (RFP) process alongside assessing capability and applicability versus budget.

BUDGET MANAGEMENT From setting initial budget parameters to working with procurement on analysis and interpretation of different supplier offers.

PROJECT MANAGEMENT Managing a complete project end-to-end, or phases within it, delivering on time and on budget.

TRAINING Working with staff to provide upskilling, so they can effectively manage the network and supplier relationships in the future.

HARDWARE & CONTENT

SCREENS Ensuring that they are totally appropriate for the requirement they should fulfil considering aspects such as the type and size of screen, whether they should be interactive or dumb, the location, zoning specifics in-store, the height at which they are placed, and brightness.

MEDIA PLAYERS Advising on systems, publishing software, integrators and support services.

CONTENT STRATEGY Determining objectives and elements such as the zoning of content in-store, scheduling of content by day-parting, regionalisation or tiering, and integration into other communications channels.

CONTENT TACTICS Advising on the length of loops and clips, the use of sound, whether single or multiple messages are used, and incorporating an impactful call to action.

CONTENT DELIVERY Providing guidelines for content templates and working with staff to advise or train on appropriate technology.

MEASUREMENT & EVALUATION

DEFINING OUTCOMES Identifying and defining the measurable outcomes expected from the project, at the pilot stage and/or post roll-out.

FRAMEWORK FOR EVALUATION Providing a framework for evaluation and carrying out required fieldwork and analysis to validate the investment.



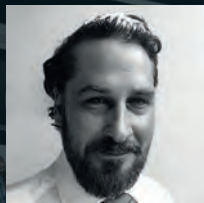
DIGITAL SIGNAGE CONSULTANCY

Team Leaders



Martin Kingdon

Martin has been involved with digital signage since forming the original POPAI Digital group nearly 20 years ago. He has been responsible for delivering digital signage projects in the UK and Ireland, Poland and Russia. In addition, his expertise in 'the shopper' ensures focus on the specific objectives of the project and that the technology serves the desired outcome.



Darren Turrell

Darren specialises in retail environments with a particular focus on digital and technology. He has worked with POPAI for over ten years and consulted for the best loved global brands in fashion, technology, banking and leisure. He has been an early adopter and thought leader in experience design, customer engagement and content strategy. In-depth knowledge of retail and tech innovation allows him to leverage the most relevant software and technologies used to design, develop and deliver truly effective digital signage networks.



Karen Sentinella

Karen has worked with POPAI for ten years in the UK and overseas. She looks after project management and client liaison for digital and shopper behaviour projects. Her role of coordination and management is essential to the full delivery of all our projects

For more information see popai.co.uk/research or contact martin@popai.co.uk