

Case Study

ONELAN Digital Signage increasing speed of promotion...



... and keeping
on-going costs down

We all know that print poster displays in retail are starting to become old fashioned, can become out-of-date very quickly and are costly both in terms of money but also for the environment.

Why choose Digital Signage?

Vodafone wanted to install Digital Signage for the above reasons but also wanted the system to promote tactical offers in a timely manner. Problems that Vodafone faced before the installation included printing all the posters for 47 stores. This printing varied from 5-7 days depending on volume, and then had to be distributed to all stores, again a physical and time cost.



vodafone



ONELAN
DIGITAL SIGNAGE SOLUTIONS

Reducing time to audience and on-going costs

The installation of a Digital Signage Network from ONELAN, consisting of units being installed in their 47 stores, was carried out by FCS through a network of audio visual engineers (www.fcs.ie). Digital Signage has allowed Vodafone much greater flexibility in their promotional marketing than the poster advertising previously allowed. Initially the first benefit they saw was cost saving, there is no longer the need to print 200 posters to highlight an offer for each store

Now all that is needed is to get creative done and adapted for the LCD screen, once this is approved the promotion can go live. All of this work is done in-house meaning that offers could be changed within 24 hours reducing the time to display by up to 80%. This has provided them greater flexibility to highlight a particular offer in a certain area/store, fulfilling their tactical marketing objectives. Likewise the stores look more professional and the screens in the windows have given them an opportunity to have a more dynamic display with movement thus grabbing people's attention and bringing the offers to life.

"The screens have definitely been a worthwhile investment; they have saved on both time & money. It's fantastic that we have the opportunity to communicate offers a lot faster, something vital to do in today's competitive market. Being able to communicate a particular offer in one area is also great e.g. show our support to the Munster Rugby team in all Munster stores.."

Elaine Kelly, Retail Channel Marketing Manager.

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For further details

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