

Video's Visual Impact

Programs should educate, entertain and motivate shoppers

Plasmas and servers and projectors, oh, my! The mention of a video program sends visions of dollar bills dancing through most retailer's heads. Modernizing a store's environment with the purchase of video-display devices could increase the hip factor but still miss the point.

I often receive calls from retailers who have already purchased video walls, but who are still debating programs and content. Yikes! To ensure a successful video investment, there must be a concise program plan *before* budgets are set.

Some key questions to be considered are: What is the intent of adding video? What is the anticipated return on the investment? What are the true demographics of current and target consumers? What form of video entertainment will be used? What product or service information is to be communicated? What are the marketing objectives and branding goals? What is the potential advertising revenue? What are the needs of the employees?

Adding video merely for the hip factor often results in a costly, fad-like experience. In fact, the intent should be profit-driven and based on clear revenue goals over a long period of time.

Studies show that point-of-purchase promotion increases revenues significantly. Reinforcing brand identity and communicating your company's unique feel to the consumer is another excellent in-store opportunity best served through video.

Consider adding a sponsor or external advertiser to your video program to pay for the venture. Out-of-home networks (OHN) are the latest trend and can drive advertising revenue. But avoid products or services that are not sold in your location or have nothing to do with your store's image.

Before investing in video, be sure to get reliable demographic data for every region your locations are in. In many cases, this can be done with your staff through in-store surveys, or by having a prize drawing for consumers who volunteer data at your Web site. The best data is typically acquired through marketing agencies that ask pertinent questions and analyze the data. While sometimes time-consuming and costly, the results can be well worth it.

Many types of music and video providers are available, from "content aggregators" that use con-

tent from various sources (music videos, TV shows, lifestyle footage, etc.) to "music video pools" that concentrate their efforts on developing programs through unique relationships with record companies.

A music video pool would be ideal when targeting a younger demographic, since its access to the record industry will ensure that your program is continually fresh and cutting-edge. With an older demographic, the focus may be on informing consumers, and a content aggregator may be more suitable.

If digital signage is all that is really needed, there is a never-ending supply of companies ready to deliver high-quality video images detailing your product and service benefits to the in-store consumer.

Today, bright and clear video projectors are available that don't require a dark environment to be effective. Plasma displays can be placed virtually anywhere. Delivering the content can be done through DVD, satellite or ethernet. Satellite delivery, once cost-prohibitive, now may be the most cost-effective option of all. Ethernet delivery of content is still questionable due to the limited bandwidth available, but it's a very effective delivery tool for small video files and schedule updates. The tried-and-true DVD player has its benefits, but its capacity limits the number of hours that unique content can be displayed.

Digital-media delivery systems (DMDS), or digital servers, are the future of content delivery. These systems offer a giant leap forward in content quality and control, and costs continue to drop.

DMDS solutions offer the greatest range of capabilities, and unique content is limited only by the size of the hard drives. The content can be updated, expanded or modified remotely and typically allows for some remote access to advertising logs and system reports. An established systems integrator can be a valuable resource.

In general, the display service you use should present the content in a clear, entertaining format without bombarding shoppers with relentless advertising. The overall goal of an effective video program plan should be to entertain, educate and motivate. If you accomplish these three objectives, you will create impact, positively influence the purchase process and increase the bottom line.



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For more information, please give us a call at (714) 740-2070 or visit us online at www.promoonly.com/apollo

PROMO ONLY[®]

Entertaining, educating, and motivating consumers with music and video

It wasn't very long ago that music came out of the background in business environments and combined with video to play a more significant role in store information and promotion systems. Promo Only has been a leader in this movement. They've developed what they call "the ultimate tool in environmental music and video control", their exclusive ApolloDMDS (Digital Media Delivery System). This discussion with the Promo Only team will give you a better understanding of this valuable new way to engage consumers and encourage sales with more control than was ever available before.

Q: How did Promo Only develop the ApolloDMDS?

Promo Only developed ApolloDMDS in response to a growing demand from hospitality and retail businesses for a video solution that allowed for greater control over their program content in a more timely way. The evolution of the current ApolloDMDS has been driven by the creativity of our clients who continue to challenge us to develop a more capable solution.

Q: What is ApolloDMDS and what are its benefits for retailers?

Research studies have shown that customers engaged in a video environment shop longer, spend more and return more frequently. ApolloDMDS gives the retailer the ultimate music and video environment for each store. The digital picture and sound quality is superb and its exclusive full-motion video overlay feature gives retailers the opportunity to increase brand identity and in-store promotion.

ApolloDMDS combines the programming expertise and experience that Promo Only has developed over the past decade with the power and flexibility of Internet control. ApolloDMDS can be updated monthly, weekly or even daily. Scheduling and adding promotional material is fast and easy using ApolloDMDS's GUI (Graphical User Interface). Before ApolloDMDS, if retailers wanted to make changes to their programmed music or video, such as add text or voice to introduce products, services or promotions,

they had to go into an editing studio. It was expensive and hard to implement the changes in a timely or effective manner. ApolloDMDS changed all that.

Q: How does Promo Only customize the music and video programming for retailers?

To begin the process, we work closely with each client to develop an Environmental Profile that incorporates their overall program objectives and unique cultural factors, including customer and employee demographics, brand image and business goals. Utilizing the retailer's particular Environmental Profile our expert programming staff builds an exclusive program from one of the industry's most extensive music video libraries. If appropriate, we can further customize that program by day part to appeal to specific demographics as they change throughout the day. With Apollo DMDS' flexibility, modifying the promotional elements of a custom program is fast and easy. Specific commercials, or blocks of commercials, can be scheduled to play back at specific times. Commercials can be added or removed for one or more locations and a custom program can be modified for a location with regionally specific content. On-site personnel can't play their own music and there are no discs to lose or store.

Q: What sets Promo Only apart from the competition?

We listen very closely to the programming needs of our clients, and develop program solutions that exceed their expectations. The extension of this core belief is our exclusive ApolloDMDS solution. It gives a retailer the unique opportunity to take advantage of their own in-store TV network to enhance the image of their store, increase brand awareness and capitalize on potential advertising revenue. ApolloDMDS actually performs what others can only promise. When the delivery system is combined with the programming designed by our expert programmers, graphic designers and creative technicians—perhaps the most experienced staff in our business—the result is an increase in store traffic, employee productivity and most importantly, the bottom line.

With Promo Only's ApolloDMDS solution, all of your program elements at all locations can be controlled from any internet-connected PC at any time- day or night.



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For more information: Contact **Michael Nelson** at Promo Only's Business Music Division **714-740-2070**, visit our website: www.promoonly.com/bmd or email: michael.nelson@promoonly.com

"Promo Only and their ApolloDMDS system allow us to realize our program goals."



"GameWorks requires a lot of customization to achieve the look, sound and feel of our unique GTV program, including custom music video programming, full-motion video overlays, promotional inserts, and precise schedule control. Promo Only and their ApolloDMDS system allow us to realize our program goals."

-Scott Rosenzweig, Director of Entertainment - GameWorks L.L.C.

Get ready to infuse your environment with today's most capable video solution. Entertain your customer with our extensive music video library. Reinforce your brand identity 24/7 with our exclusive Pro-Motion video overlays. Influence your customer at the point-of-purchase with timely advertisements and custom video vignettes. Control your program with our iControl GUI via the internet from any connected PC.

Experience the power of ApolloDMDS at our SPECS 2004 booth, or give us a call at (714) 740-2070.

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