

GOLDEN RULES FOR DIGITAL SIGNAGE

We get you started on next-level Digital Signage.



WHY YOU NEED THIS WHITEPAPER

Digital Signage adds a lively and entertaining aspect to your company's marketing - as long as you don't put the cart before the house! Just like other digital media, Digital Signage must be relevant, engaging, and creative to draw attention.

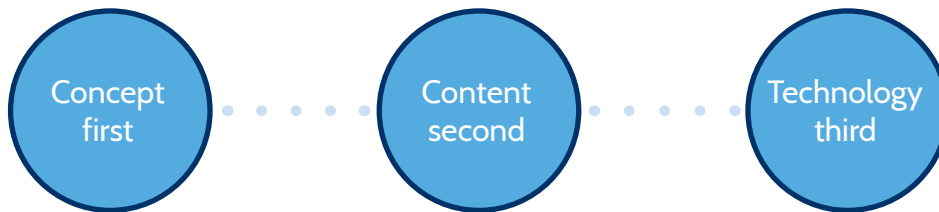
Before you even start choosing a hardware provider or CMS software, it is critical to come up with a concept first:

**Who is my audience?
What is my message?**

**What are my goals?
Who will create the content?**

This not only helps you save money with the maximum ROI possible but also makes your installations eye-catching and memorable.

We believe in



On the following pages, let us share what works best and what to remember when introducing Digital Signage.

We help make your Digital Signage project successful!

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GETTING STARTED

A GOOD START TAKES YOU FAR

To gain your target group's attention, come up with a detailed battle plan using a spreadsheet or project management tool. Create a rough structure with a section for every display. Consider the project's objectives, locations, and technical specifications. Get started even if you don't have all the details yet. This helps you remember the big picture as well as all the details when developing your content. If your concept requires frequent content updates, prepare by choosing software with a user-friendly interface with features such as editorial planners, drag-and-drop media pools, etc.

Objective: Create a cohesive brand identity and increase traffic.

Location	PoV Name	Content notes	Technical details
Lobby	LED column	Open from 8am-9pm, visibility from outside 24/7. Animated Wow-Content to greet & impress visitors	Screen size 6500x4000mm Resolution: 1664x1024
Outdoor South Wall	Southern Videowall	24/7 outside visibility, brightness sensors needed. Potential DooH Screen to rent out	not specified yet
Waiting Area 1st Floor	Sony 43"	4 screens for information and entertainment. Special focus on company values and product innovations	3840x2160 (UHD), landscape, 43"

Example spreadsheet

HOW MANY DISPLAYS DO YOU NEED?

The size of your Digital Signage project will greatly influence technical and organizational setup. When deciding on a number, picture your audience's journey through the location:

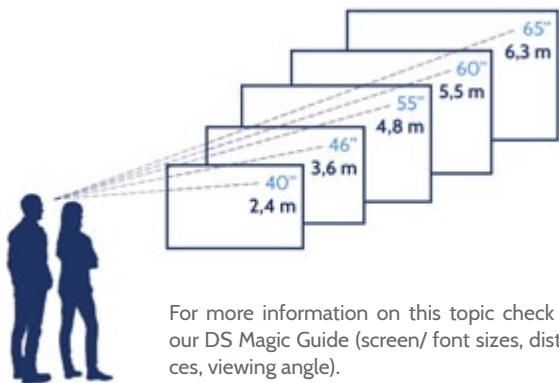
- How many focal points such as entrances, waiting areas, and crossways are there?
- Is one of the rooms so spacious that you need multiple screens to reach visitors?
- Do you want to cover multiple buildings, areas, or even countries?
- Will you feature more complex installations like video walls, LED walls, framesynchronized screens, etc.?

To minimize your effort, choose solutions that allow you to manage every individual PoV (Point of View) centrally.

>75% of store customers entered because of digital advertising in the shop window.¹

CHOOSE THE RIGHT DISPLAY

When choosing a display, there are numerous aspects to consider from a technical point of view:



- How many hours per day will the device be turned on?
- What lifespan are you comfortable with?
- Will you use an external player or the SoC (System on Chip)?
- Which brightness and resolution will best serve your message?
- Which aspect ratio will best fit your space?
- Is there a possibility to source local hardware or repurpose existing stock for extra sustainability?

Also, select the right size: Only when the message is reasonably sized in relation to the viewing distance, it reaches your audience.

KEEP THE LOCATION IN MIND

Once you have gathered more information about your vision, double-check that you have adapted the PoV's purpose to its location. You may need to add or move displays around to reach your objective, because each location requires a different communication strategy and consequently serves a different goal.

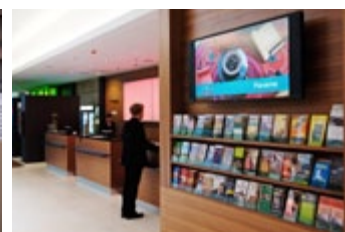
- If the display is only seen in passing, the content should be limited to the core message and memorable. Use bold colors, animations, and slogans with 10-15 words.
- At the Point of Sale (PoS), focus on sales-promotional information like current bargains, promotional prices, bundles, etc.
- In waiting areas, Digital Signage is both informative and entertaining. This location offers the maximum depth of information with longer content sections, etc.
- At Points of Interest (PoI), viewers want to actively search for relevant content. You can achieve this by using a touch display or NFC.



Shopping passage



Point of Sale



Waiting area



Point of Interest

FOCUSING ON YOUR MESSAGE

GOOD (!) CONTENT IS KING

Successful Digital Signage is not about burning fireworks of brilliant colors to impress passers-by. Its about telling a story that touches, engages, and inspires audience. Start with questions such as:

Who?

What?

How?

- Who is my target group?
- What interests and concerns do they have?
- How can my company/product best serve them?

This is the foundation for a good variety of content types, ranging from informational to entertaining, and from fundamental messaging to up-to-date content.

PLAN

Once you have identified your audience, it's time to bridge the gap to your product/ company. Look at your existing USPs, Corporate Identity items, and slogans. Identify an intersection and adapt elements to your target group's interests/ concerns. Remember to keep it simple:

One story in a simple design, 1-3 USPs, and a clear call-to-action. Avoid complex grammatical structures, long words, or indirect sentences. Avoid multiple messages or emotions in the same section.

DESIGN

Now that you have a relevant and simple message, it's time to make it pop:

- Create individual layouts and playlists, easily and quickly.
- Instantly catch attention by using moving content
- Inspire genuine emotions through storytelling
- Stay memorable by breaking expectations / traditions
- Optimize content length and loop duration for the location.

DISTRIBUTE

Before publishing your content, it is essential to switch perspectives and walk a few miles in your potential viewers' shoes:

- Does your message come across as intended?
- Is it clear how your solution solves their problem?

Ask for unbiased feedback from friends, colleagues and customers. Only if you instantly capture interest and create lasting emotions will you effectively get your message across to your audience.



ADDING FINISHING TOUCHES

UP-TO-DATE

Out of the box, easescreen has many interfaces and enables cross-system integration of information from various data sources. Combine inventory content with real-time web feeds. News, sports betting, weather, etc. can easily be integrated into your Digital Signage installation, providing variety and relevance for the viewer.

+30% *increase in sales of the products shown at the PoS.²*

RELEVANT

Using easescreen, you can always optimize your content to match the situation. As an example, if you use Digital Signage to promote sunscreen in the summer, the relevant parts of the presentation could temporarily be replaced by advertisements for umbrellas when it rains. Our integration of information in real-time allows you to instantly react to changes and adapt the content accordingly.

>80% *of consumers rate digital menus positively.³*

ENTERTAINING

For displays at points of interest, engagement is key. Make your audience feel part of the installation by integrating interactivity. Using touch displays or NFC chips your viewers can interact with the screen for a personalized experience. Any layout element can be defined as a touch button in easescreen. Digital Signage applications include interactive information systems, wayfinding systems, or self-service stations.

READY FOR THE DIGITAL SIGNAGE ADVENTURE?

- Do you know what messages you want to get through to your audience?
- Do you understand the needs of those you intend to address?
- Have you thought about where and how to reach your target group?

If yes, you're ready for a successful Digital Signage launch!

Conquer your audience - with well-prepared content and easescreen know-how!

Please contact marketing@easescreen.com for further information on this whitepaper. If you have any questions regarding easescreen or would like a non-binding conversation with us, please contact sales@easescreen.com.



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¹ Source: DigitalSignageToday.com, ² source: www.sixteen-nine.net/, ³ source: marktmeinungmensch.de