KEY FINDINGS

RightOnMedia™ has conducted a study to identify how to launch screens within Retail industry in a profitable way for the shopkeeper and a chain-network based on sales increase alone without taking income from advertisers or other value added elements into consideration. The idea is based on identifying a reasonable startpoint for such investment. The content of the white paper is confidential, but we are able to publish some of the principles used for the Key Findings.

Our concept, CatchTheEye™, is developed in order to emphasize Out of Home Digital Media as a media channel including variables like (1) Official coverage figures for shops (2) Official rating figures (3) Situating of displays in the shop (4) Editorial content (5) Broadcasting schedule and (6) Creative solutions.

The scope for this study was to find a start-point giving a reasonable investment in the situating of displays in the shop comprehending the priority of store zones, number of screens within the zones, screen format and how to prioritize which product categories to be advertised for.

1.1 RETAIL

- Out of 9 identified zones we found 4 giving positive results.
- Out of 19 screens we identified 5 representing more than 95% of the results
- Out of 3 screen formats we found 1 giving the best results
- Out of 30 product categories we found 8 representing more than 90% of the results

1.2 KIOSKS

- Out of 6 identified zones we found 2 giving positive results.
- Out of 8 screens we identified 1 (3) representing more than 95% of the results depending on shop size
- Out of 3 screen formats we found 2 giving the best results
- Out of 12 product categories we found 5 representing more than 90% of the results

More than 3 156 unique experiments were conducted over a period of 56 days based on Design of Experiments (DOE), also used within clinical studies. The findings were within a 99% significance explaining sales increase. We identified the level of investment to launch screens within the store in a profitable way. The method is generalized to identify similar findings within any chain-stores.