CatchTheEye
we make digital media better

News 01/2008

Reasons to place screen based communication in your stores.

Screens are one of many mechanics Brand-named stores can utilize to pursue their objectives as a part of a sales promotion strategy.

Typical objectives are

- Strengthen profile
- Increase sales
- Increased joint promotion income
- New advertising income
- Reduce costs
- Strengthen implementation of promotions

CatchTheEye team members are specialized to answer latter questions. Our mission statement to ***"Make screen based communication profitable."***

What sales promotion does

- Increasing volume
- Increasing trial
- Increasing repeat purchase
- Increasing loyalty
- Widening usage

Er skjerm målet eller er det midlet?

- Creating interest
- Creating awareness
- Deflecting interest from price
- Restoring and retaining brand perception

"Screens in the store" shall enrich the shopping experience – not interfere with it."

Over the past 18 months there CatchTheEye has carried out research and development to identify a reasonable and profitable start point for such investment for Brand-named stores.

Key Findings

- 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 format we found 1 giving the best results
- Out of 30 product categories we found 8 representing more than 90% of the results

Year 1/2008

March 2008

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Visit us at

www.CatchTheEye.no

English version soon!

We have scientific grounds to state that screen based communication increase sales volume !

CatchTheEye R&D and services

R&D to identify how to launch screens within a brand-named store in a profitable way | R&D to convert a visitor into GRP or CRP "Customer Rating Points" | R&D to calculate advertising revenue potential and strategies within a single- or multi narrowcasting network | Knowledge and experienced in business models and legal papers to sell advertising space within a brand-named environment | Sell advertising space within a Brand-named store network |

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Tasks to be aware of when launching your screen based network

There are a number of tasks and milestones to obtain good results. This often require disposable personnel within the organisation, and external assistance.

It's reasonable to organize such tasks in a project scalable to the actual scope depending on the ambitions, number of stores, complexity both technical and commercially etc.
The project team should be authorized according to a determined mandate based upon implementing screen based communication. The team's competence is decisive to carry out the full potential. Technical providers and partners are required in an early stage due to throw light on the investment range.

CatchTheEye are an independent player, not providing harware and software, or having such as a business. This makes it possible to be an objective partner to the store– or project owner.

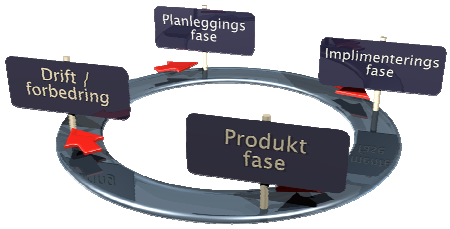
How to reduce investments
There are some ways of reducing investments:

- The architecture
- Number of screens to gain profit
- Purchase price

Some Milestones

- Decision-maker and project-owner has made a foundation to launch screen based communications
- Brand-named stores objectives are identified
- Objectives are shown to be provable
- Budgets approved
- Project team established
- Instructions (milestone/tasks) are detailed and approved
- Technical specifications are detailed with functions based upon reaching objectives
- Made a market survey of potential partners and technical suppliers for roll-out and (later) operations
- Invite tenders, and legal documents are signed
- Roll out plan "who's doing what and when"
- Turning screens into a commercial sales promotions product
- A structured process is implemented

Screen based communication can commence!



THE FOUR PHASES - CatchTheEye AS

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I'd love to have screen based communication—but where should I start and what's the business opportunity?

Once you're up and running

Once strategies and finances are out of the way, content is a helpful key to the success according to a survey conducted by SeeYou for CatchTheEye.

When asked what contend they find relevant, the Norwegian respondents within retail highlighted:

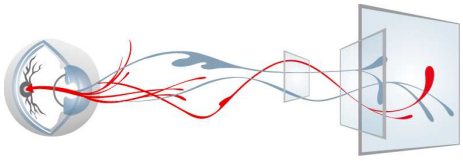
- Product information 32,8%
- Advertising 34,4%
- Entertainment 20,3%
- Recipe 25 %

Swedish respondent within kiosks highlighted:

- News 34,1%
- Weather 25,3%
- Product information 20,9%
- Advertising 18,7%

"I'd prefer shopping in a store with screen based communication."

9 out of 10 statements



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