



*The BNZ Bank is using NOD to help execute their screen strategy throughout New Zealand.*

## Have you got a screen strategy in place?

Digital signage as a channel is very similar to social media, except the audience is more focused. Instead of receiving content on personal devices, people are seeing content when they're out in their community or at work.

This got us thinking about our fascination with screens. Why is this USD 20.74 Billion market growing so fast? Why do we have such an appetite to look at them? Is it that we're simply attracted to the pretty colours?

We often think one screen is the same as another, but that couldn't be further from the truth. The way consumers behave in different digital environments is absolutely fascinating. More often than not it's driven by the content.

For example, the average attention span for social media is around 8–10 seconds — because the speed we browse at is rapid. The average time spent on a website is 2–3 minutes. This shows an insight into the digital environment that we're in.

Social media is fast and fluid with a mix of photos and videos... lots of videos. So as a user, if I'm not satisfied, I quickly flick to the next piece of content. Conversely, when I'm on a web page that I've intentionally visited, my expectation is to read and gather information — causing longer engagement times.

## So how does this relate to digital signage?

From what we've seen, it's about innovation and expectation. Innovation in looking at how the brand can utilise spaces to engage with their customers and employees. And an expectation that the world is increasingly moving to digital. So consumers expect to have digital signage that's engaging and interactive. Sadly though, it's not always the case.

We've watched (with some amusement) a number of people walking up to digital signs in malls trying to interact with the content (swiping the screen etc.) And we think this is a lost opportunity, as we believe the user experience should lead the content.

What's really awesome and not often realised, is the metrics that can be captured by digital signage. Through a combination of content monitoring and (anonymised) facial recognition, digital signs can now track the engagement levels of content.

Content should be measured, monitored then adjusted based on the data. Combine this with the metrics across social and web, and you can quickly see what content is giving the best performance — and where you should be focusing for future creative and campaigns.

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## A solid, screen strategy

Looking deeper into the digital signage arena, we start to see brands creating screen strategies — which is an emerging term from the retail space.

You'll currently see this at the BNZ throughout New Zealand. Each branch has a number of screens that have been placed strategically throughout the Bank branches.

### Entertainment

An entertainment screen in a designated kids area (free from ads)

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### Promotional

Screens that display content solely aimed for BNZ Business Customers

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### Informative

A screen designed to provide useful content while people are waiting in line

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### Unquie

Individual content designed to make the branch experience more meaningful.

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By providing interesting screen content while customers wait in line, people perceive improved wait times. It's a simple idea, but it provides instant benefits.

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### **Integrating digital signage and social media**

Imagine your most popular Facebook ad automatically updating to your retail signage. Or, your most popular digital signage influencing the content you're publishing on social media.

Integrated campaigns can now be based on the success of measured digital content, rather than the static billboards and posters of traditional media.

A screen strategy that connects your brand to the intentional thought of the content and placement is becoming more important. Much like a fluid social media strategy, it's important that our approach to digital is focused on the customer and the opportunities to engage with them in meaningful ways.

It has to be more than a TV playing a looped video of your latest commercial. Think wider, deeper — and talk with your customers. The world of digital is a powerful advertising channel when it's executed with intention.





# Content

Know doubt by now you are picking up that content is key when it comes to modern communication. Working in a digital space we have seen a remarkable evolution in what our clients are doing with their digital signage.

You can start simple with a video or a menu, but quickly as demand grows for innovation as they start to unlock the powerful capabilities that digital signage has, enabling you to provide valuable information to their customers and staff alike.

This can be achieved in simple things like weather reports through to real-time data such as flight times being displayed at key points throughout the day, allowing staff that are often flying to keep an eye on their travel plans.

As an example of taking it to the next level, BNZ bank commissioned a local artist to create a dynamic and interesting art for their branch digital signage, not only do they display the art on the digital screens they can also showcase their connection to the community and the creation of the art through dynamic video content.

So yes, content is king, but the platform allows for true innovation.



*The nine-screen curved video wall impresses at all angles.*



When content doesn't change, it becomes stale. This is where digital signage has a sublime advantage as you can change content as frequently as you wish.

We regularly work with clients to provide innovative solutions to their content, from stunning imagery thought to content-based campaigns each month.

Often we are creating digital signage solutions for consumer engagement. Using digital signs as a marketing and advertising solution for prospective clients.

We have seen the increasing need for effective internal communications in the workplace. Communicating messages and information out effectively to the staff of larger corporates can often be a real challenge. With the likes of pricing embargos, health and safety, key corporate communication and education requirements it quickly becomes a complex part of communication that can often be missed.

Through the use of internal digital signage, it has been proven greatly to reduce risk and increase the efficiency of workplace communication. You can distribute information to specific areas of your business with ease. Are you wanting to share educational information to one department and re-enforcing brand values to another? Nod enables you to have the flexibility you require for your workplace internal comms.

With Nod you can track and monitor the engagement, inspire interaction and even better, gamify experiences for staff. Making the process of consuming workplace information fun and entertaining, and who doesn't love playing whilst at work!

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## **The world is a crowded place, so let's make it unique**

The customer experience is becoming more and more important, with the rise in consumers shopping online leaving brick and mortar retailers feeling the squeeze.

So... fix it with a sign! If only it was that simple. It might not be the silver bullet retailers are looking for, but a smart combination of digital signage and social media with an effective strategy, sure can have a strong impact.

Digital signs and social media are a great combination for building a unique value proposition for your clients. For example using the Nod platform you can have the most popular content on your corporate social media adjust what is played in your shop window. If a particular item is getting more likes on Facebook, we can play more content featuring that item on the screens in your shop window. Or have live integrated social media in your image transitions, as your content changes your top social media posts can cascade down the screen, providing current and relevant content to your consumers.

Simple, but effective ways of staying relevant and constantly unique in a world of me too's and same same's.