

SCREEN

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T I M E

THE POWER OF VISUAL COMMUNICATIONS
IN-STORE AND FOR CORP. COMMS.



cloudmedia
VISUAL COMMUNICATIONS VIA THE CLOUD

Meet The Boss^{TV}

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The way ahead

We are a visual bunch...

We humans are a visual bunch. Caves are better with pictures, houses with paintings, and families with photos. Computers were a revolution in the back bedroom until tablets and smartphones – with their touchable pictures – brought secondscreens into the living room. Think about it: the most instantly impactful messages are visual in nature.

Two business areas that understand this are retail stores and corporate communications.

The in-store experience is changing because it has to – competing with Amazon means using every tool at your disposal, especially your people and your store. Corporate communication is also changing because it has to – your staff is demanding more insight and transparency, while leaders are demanding more because they know

information drives better decision-making and increased productivity.

More importantly, however, both sectors are changing because they can. Cloud-based technologies and screen media are enablers, both physically and fiscally.

What are the challenges and opportunities? This eBook contains the highlights from a series of MeetTheBoss TV roundtables conducted in partnership with Cloudmedia. We have spoken in-depth with 10 senior leaders from 10 cutting-edge companies about their work in this space.

How can you thrive in an increasingly visual world? Read on...

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The value of screenmedia

By Matt Cole, BCS Cloudmedia

As technology advances, the opportunities for communicating with your audience is getting ever more interactive and allowing organisations to not only get their messages across, but to also create memorable experiences.

This is actually moulding the perception a brand gives. Whether you are communicating to consumers in public places or communicating to employees and staff inside your corporate environment, the objective is the same: transfer information and allow a connection to increase brand loyalty.

Understanding and identifying your viewer allows you to communicate in a relevant manner. Even if the message is the same, the way it is conveyed can determine their interaction with that message. Technology not only allows you to report on this type of information and allow businesses to identify trends of activity, but also allows them to trigger content in real-time to be sure that digital media is relevant all the time.

Display endpoints have exploded over the last couple of years, with the introduction of interactive kiosks, shelf-edged displays, microtiles, tablets and mobile devices, as well as ultra-high resolution displays. Allowing management of all of these endpoints from one central location makes it easy for brands to communicate timely brand messages that are consistent – dramatically increasing the impact they have.

We are all aware that the modern language of today is moving more and more towards digital. Now we are communicating with our audiences over social networks and online is becoming our window to the world. So how do we bring this into our organisations and connect the real world to this new evolving digital world? The clear answer is with screenmedia. A network of display endpoints that can have seamless integration into the digital world, enriching the experiences we create in the real world.

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How can firms do more with their visual comms?



Make sure you report on your visual communications. Understand your audience in that particular environment and evolve your strategy on an ongoing basis to optimise your communications. Without this, you won't have the facts you need to make the right business decisions in the future. The more you understand about the viewer, the better you can communicate with them.



Limit your involvement with the technology and deploy a system that your marketing department can use to get their communications across. The ecosystem should be in place so the display endpoint is not constricted and your marketing team has a network of canvases that they can get creative on.



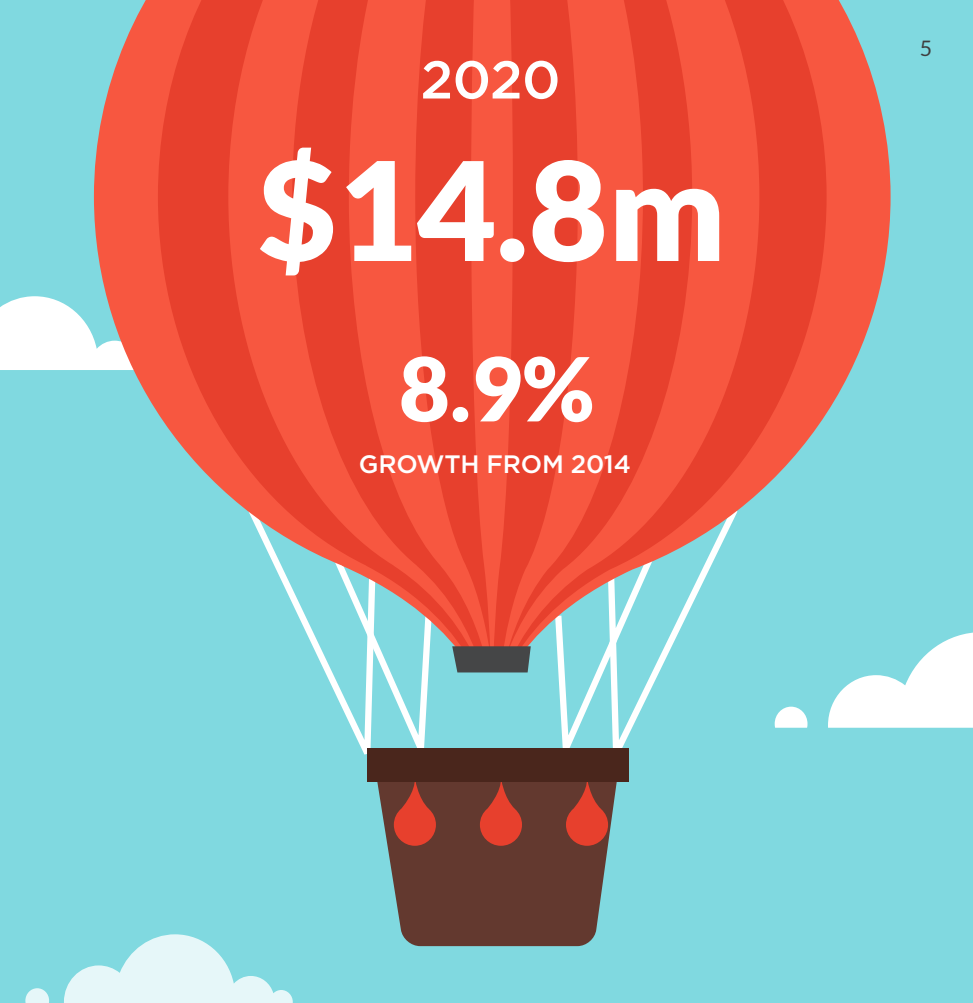
An accessible, flexible and easy to use content management system is key. For starters it needs to be easily accessible so individuals can change content whether they are on location of sitting at their desk at head office. It also needs to be sophisticated enough to allow different user permission to perform different tasks. Another important factor is to be sure it is flexible enough to move with the accelerating technology world. Future technologies are key to users' experiences and ongoing integrations should be possible.



Be sure you are covered with 24/7 support. Down time on a visual communications system doesn't only have a negative impact on the delivery of content to your audience but it can also have a negative impact on your brand. Make sure you are covered and that the support process is in place to get the system back up and running with minimum disruption



Be sure you have your network technically monitored in a proactive way. You and your support desk need to be alerted as faults occur, if not before. This will reduce local human interaction needed to report faults and dramatically reduce downtime.



Predicted value of the total digital signage market by 2020. The market will grow at an estimated CAGR of 8.9% from 2014 to 2020

Source: <http://www.marketsandmarkets.com/Market-Reports/digital-signage-market-513.html>

Industry use case: retail

By Ben Thompson, MeetTheBoss TV

Multiple touchpoints, multiple channels, multiple ways to buy: the choice for customers has never been greater, and it is now easier to shop than ever before. It should be a golden age for retailers. So why are so many struggling?

The challenge lies in the opportunity. Consumers are smarter and better informed. They're more savvy about pricing, offers and the competition. And expectations are higher, too: retailers are no longer competing with just their category rivals, but with anyone who provides an excellent customer experience. In fact, we are entering what Forrester calls "the age of the customer". And as a result, retailers need to be able to meet those changing expectations wherever the customer is – online, in-store, at home, out-of-home.

It offers a huge opportunity for visual communications. Kiosks, tablets and other digital screens all offer unrivalled potential for recreating what consumers love about the online experience in-store, and creating a

seamless customer experience across all available channels.

For instance, customers are now attuned to the idea of using price comparison sites and peer reviews and recommendations to inform their buying decisions. They are already doing it online. So think of the value to the customer of being able to tie social proofing from ecommerce sites and social media back into the store environment. "Imagine being able to display shelf information that reflects the number of recommendations or likes a particular product has online," said Kaare Berentz-Nicolaisen, Digital Marketing Manager at Dansk Supermarked. "That's incredibly powerful."

As we pointed out in a recent MeetTheBoss TV blog, retail is detail. Shoppers still love brick-and-mortar stores, but retailers can't assume this will always be the case. Stores need to optimise every customer interaction in order to capitalise on this shifting landscape.



Getting the balance right

Michel Koch

Ecommerce Director, Maplin Electronics

“The challenge for multichannel retailers is how to showcase products in-store and online, and engage with people whichever channel they decide to start with. We need to develop a new web experience that will include more human interaction, so our added value in terms of expertise can come across online as well. We’re experimenting with a new live video chat service, and also creating product videos that will allow our store colleagues to demonstrate their knowledge and passion for the product.”

Anne Sinclair

Strategy Director, Aurora Fashions

“The customer is changing. She’s researching through mobile, she’s flicking through magazines, she’s online. We treat her as a customer wherever she is. Stores are about amazing

product, amazing visual merchandising, amazing service. Staff have tablets to enable them to deliver on that, and for service messages. The customer wants everything, and she wants it now. It’s about bringing the online experience in-store.”

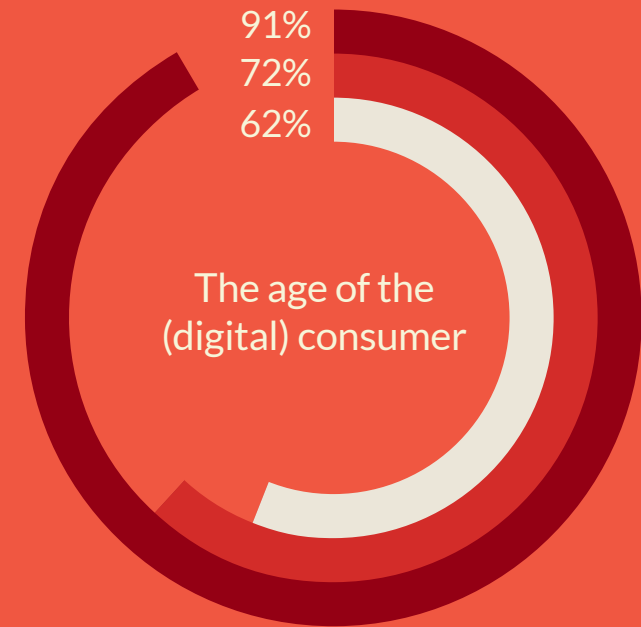
Rina Hansen

Global Head of Digital & Multichannel, Hummel

“We don’t own our own stores. Instead we’re working on a ‘store-in-store’ solution that can be skinned and placed on a tablet in a partner retail store or framed on a partner retail website. We create a yearly plan with weekly themes of product launches or focus areas,. This is customised per channel, and shared with retailers so they can pick and choose, and also activate that on their channels. By creating all this wonderful material, we actually get more brand control because partners choose to use it.”

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- 62% end up making a purchase in-store after researching it online
- 72% trust online reviews as much as personal recommendations
- 91% have gone into a store because of an online experience

Analysis



Clearly, consumers are integrating digital experiences into their shopping habits. So retailers need to better integrate their stores into that purchase journey by using in-store technologies that combine the best of digital (information, content, recommendations) with the best of bricks-and-mortar (service, tactility, trust). Creating a seamless experience will be key.

Enhancing corporate communications through digital technology

By Adam Burns, MeetTheBoss TV

Adam Burns asked five senior communications executives, from leading companies in academic publishing, healthcare, household appliances, industrial risk management and technology, for their top three challenges and thinking for success.

According to [Financial Times Lexicon](#), your corporate communications is your corporation's conscience. To do its job effectively – to disseminate

information, execute strategy and manage reputation – it must, like our own conscience, permeate everything we do. Instead it sits in a silo: the company newspaper, facing all the challenges of that traditional medium in our multi-touch, multi-channel, multi-media world.

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Our experts' top three challenges are:



How do you purpose communication for the channels?

One point of communication is not powerful enough, and people will no longer consume long, 'Homeric epic' documents. But what replaces them? "We have increasingly become dismayed with the idea of an online newsletter," says Mark Irvine, Head of Internal Communications with DNV GL. "It doesn't get read. People want – and I want to present – issues in single themes they can digest and then move on."



How do you get meaningful qualitative feedback?

Best summarised by David Orchard, Head of Online Operations & Strategy with Syngenta: "external communication can be measured by how many products sold, what is the equivalent for behaviours changed?" It's a bloody good question.



The challenge is not the tools...

Is PowerPoint dead? Who cares. It's a presentation tool that may or may not have been superseded by newer social-media-inspired applications. As Electrolux's Director for Online Engagement, Ralf Larsson, says: "the challenge is not the tools. The challenge is moving people's minds." The willingness to engage – to comment and collaborate – in a visible environment, where peers and senior staff can see what you are saying, is cultural.

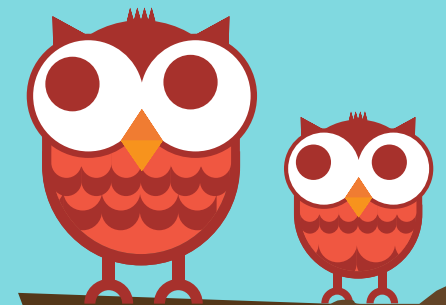
Business perception-wise, corporate communications has a similar challenge to IT. People expect it to work. Senior management see the cost centre. And there's a lingering feeling in folk of a certain age that the job can be done without it.

Like IT, comms has to be a brilliant business partner (as Liz Smith, VP Global Internal Communications with Elsevier says: "We have to get people operating more effectively together across the business. And I would love to be able to demonstrate communications' role in that process").

But it also needs to borrow from marketing – don't just put an advert in a magazine: advertise everywhere, measure everything, and shout. **LOUD.**

Interesting thoughts #1

Simple, multichannel-suitable communications formats also present challenges. Mark Irvine, Head of Internal Communications with DNV GL has some "quite promising" experiments with infographics, "but it is very difficult to avoid coming across as patronising to our knowledge-led workforce".



Interesting thoughts #2

Some extensive user acceptance testing at Philips threw up the following gem from Head of Internal Communications, Paul Osgood: “Nobody uses carousels ... think about it: the reason you use carousels is because you cannot decide on the prioritisation.”



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Winning thinking

Three of the best ideas that came out of the roundtable discussion...



You are a broadcaster

Paul Osgood, Head of Internal Communications, Philips

“If we think of ourselves as a broadcaster... what we have is different types of programming, which have different uses. We are not going to record the news programme and keep it forever, because it has immediacy, but there are some programmes we would like to record. We are programme controllers and it is all about diversity of programming.”



Know your metrics

David Orchard, Head of Online Operations & Strategy, Syngenta

“If I look at external communications, we have a long history of understanding what customers do. When I look internally, we don’t have that same capability or technology. How do we, in corporate communications, in HR, measure the real effect of leadership-type communication on people’s behaviour? We know that external communication can be measured by how many products sold, what is the equivalent for behaviours changed?”



Use video everywhere

Ralf Larsson, Director Online Engagement, Electrolux

“We started video blogging with our CEO on quarterly calls. These are live-cast with follow-up, on-demand videos that offer more information or context if necessary. It is clear for us: more people engage with the video than read text. Now every CEO in our business units are using this tool and we have updated our live-cast solution to include questions, which is proving popular because it feels authentic.”

The way ahead

By Matt Cole, BCS Cloudmedia

As companies stretch further into their digital journeys, it is important they start connecting all their digital endpoints together – whether that is ecommerce, business intelligence, social media or an enhancement to the in-store experience.

Digital technology is a large part of all of our lives. Being integrated into this world and able to broadcast relevant messages to individuals or groups at the right time is a key success factor on the digital journey brands are undergoing.

Whilst the deployment is very much a technical one, it is key that marketing teams take the lead and that screenmedia becomes a fundamental part of their toolbox. It needs to be easily managed, regardless of the size of the digital media network and non-tech friendly.

Give the power back to the experts in communication, and take the technology as a given.

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