

Spotlight on Produce World Narrowcasting Networks

According to a Nielsen Media Survey, 44 percent of shoppers agreed that in-store television would influence customers to buy the advertised product versus the item they planned on purchasing. To capitalize on this type of brand building advertising and promotion, it is imperative to create content that engages consumers with unique product messages, recipes, and regionalized information. Unfortunately, most companies looking to implement this network are at a loss as to where to start.

Such was the case for two grocery retail chains, Hy-Vee and BI-LO, in 2006. World Narrowcasting Corporation (WNC), a full service in-store television network provider for the Grocery retail market, approached popular retail chains Hy-Vee in the Midwest and central states region of the U.S. and BI-LO, located primarily in the Southeast to discuss the importance of deploying a digital signage network to reach their customers. At the time, both retail chains were looking for a new way of reaching their customer base and exposing them to new foods, recipes while still delivering geo-targeted news and weather on the go. Additionally, the advertising provided an alternative way to highlight specials, products and new recipes all without paying a fortune. With the \$20,000 budget per store cost falling on WNC and the retailers retaining a percentage of the advertising profits of the network, Hy-Vee agreed to convert all stores and BI-LO, to using new digital content.

Agreeing to move forward with WNC's solution was just the first step in the overall installation process for both chains. WNC visited each store to conduct a comprehensive floor plan and site survey. This was done in order to layout out blue prints for how and where the digital signage monitors would fit in – from end cap placement to checkout line. Next, WNC needed to find the right digital signage monitors for the job that would allow them to control content remotely and program content easily.

After looking at several manufacturers with varying degrees of technological capabilities, WNC selected LG Electronics' 22-inch LCD HDTVs (model LG30DCs) for register check out screens and 32- and 42-inch class* LCD monitors (model M4210N-B21) for end-cap placement, wall mount and ceiling placement. The versatility and durability of the products provided easy content control options through an integrated controller on each model and a three year warranty on parts and labor. Featuring LG's proprietary Internet Protocol (IP) Solution technology the M4210N-B21 – the ideal fit for the grocery retail model. The model also has a 1366 X 768 (WXGA) display resolution for crisp imagery and a sleek 29 mm bezel for easy integration without looking bulky.

Actual installation timing for each store took approximately 12 months with completion by Q3 2009. Based on the planning and blue prints of each location, installation was seamless. To mount the five monitors per store, WNC used Peerless mounts that hung from the ceiling and allowed for easy corner mounting as well.

Once WNC settled on the type of LCD monitor and mounts it would deploy for both chains, the company developed content specific to the store by taping local talent for cooking shows, local advertising buys and unique promotional content. WNC was able to pre-load and schedule the content on a server connected to the LG LCD monitors and independently controlled through a secure broadband network. Each screen then was programmed to check the server every 10 minutes for new content or playlists. This network allowed each grocer to schedule content such as advertisements, product specials, and cooking shows weeks and months ahead of time.

With LG's sophisticated digital signage displays, and WNC's geo-targeted cached content, each grocery successfully updated the overall look and feel of their retail space and had an easy way to promote specials. Building on this success, future plans exist to incorporate WNC's solution in additional retail chains across the country.