



**UNLOCK THE  
POWER OF  
DIGITAL SIGNAGE**



# Types of Digital Signage

- Promotional / Marketing Signage
  - Wayfinding
  - Menu Boards
  - Interactive Self-Serve Kiosks & Tablets
  - Experiential
  - Internal-Facing Messaging
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# Benefits of Digital Signage



## For Marketers

- Enables quick and easy content changes
- Enables real-time communication
- Drives higher levels of awareness, recall and engagement
- Content can be centrally managed and pushed to multiple locations – increases efficiencies, ensures compliance and lowers costs
- Provides test & refine analytics

## For Customers

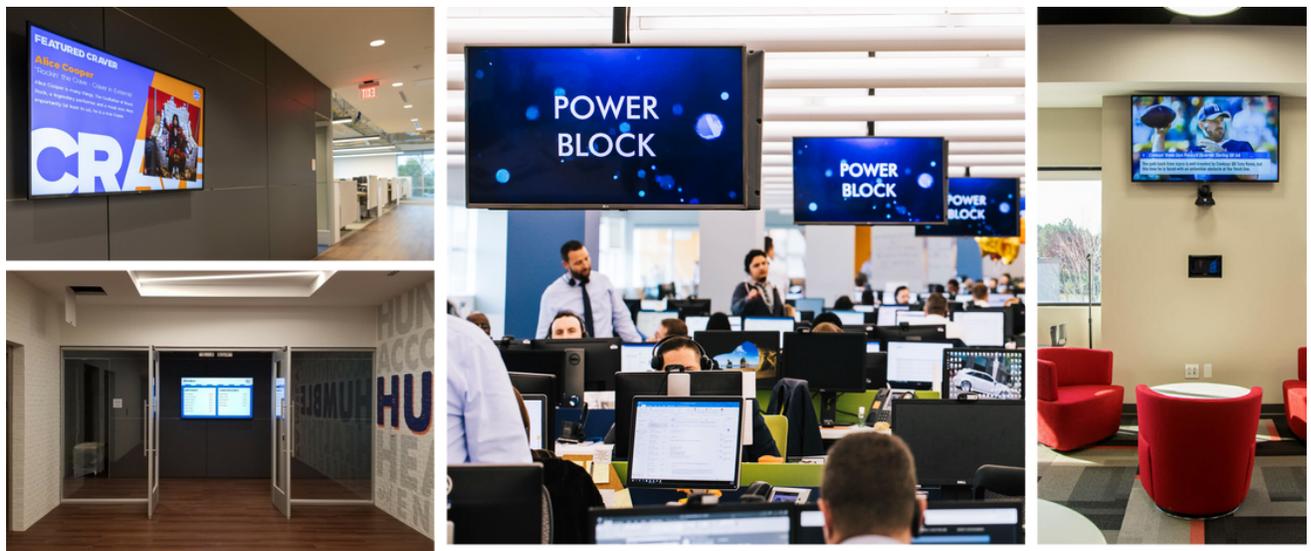
- Real-time communication
  - Enhances the shopping/visiting experience
  - Minimizes perceived wait-times
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# Benefits of Digital Signage

## For Employees

- Real-time communication
- Supports and enriches company culture
- Builds a sense of belonging, and enhances employee engagement
- Productivity improves by 20-25% when employees are engaged and connected\*
- Engaged employees produce 10% higher customer service ratings and are 37% less absent for work\*

\*Source: The McKinsey Global Institute



# Form Factors

Digital signage can be much more than a simple screen. From LED panels to projection, the possibilities are endless.

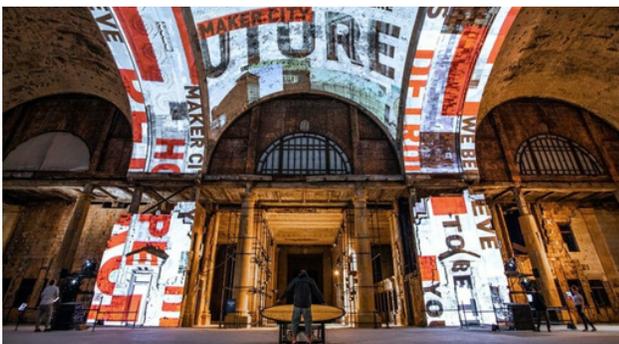
## Screens



## LED Panels

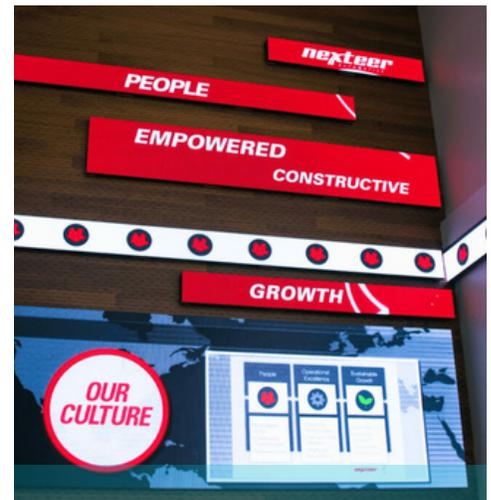


## Projection



# Setting up a Successful Digital Signage Program

1. Understand and plan your **Content Strategy**. For example, is your goal to engage, promote or educate? Will the content be interactive? Where will your content be sourced from and how will you keep it refreshed?
2. Think about your **Display Strategy**. Determine the form factor, size and location of your messaging "canvases".
3. Now it's time to get into the techs and specs. Determine which **Content Management Software** will work best with your strategy. Consider staff skillset, level of localization and workflow management tools required.
4. Decide up front how you will **Measure Success**. How will you know if your digital signage program is successful or not? What are your key performance indicators?



Before jumping into an investment in Digital Signage, it's critical to first make sure you have a deliberate strategy in place.

# How to Optimize your Digital Signage Content

## Content Design

- Appreciate the unique viewing dynamics of a point-of-sale environment
- Repurpose – don't reuse – existing assets
- Keep layouts and text simple, bold & direct
- Incorporate movement
- Don't forget the calls-to-action
- Refresh regularly

## Playlist Design

- Keep the playlist focused and allow time for multiple exposures of key messages
- Keep eyeballs on screens by incorporating added value content
- Localize and target to enhance engagement
- Automate to save time and effort



Understand that Digital Signage is a "Glance Medium" and optimize your content accordingly.

# CMS 10 Must Have Features

## CMS: Content Management System Checklist

### CHECKLIST

- Robust Security
  - Supports Multimedia
  - Network Monitoring
  - Automatic Content Rendering
  - Content Scheduling
  - Customizable Tool Set
  - Open API
  - Multi-User Access
  - Scalability
  - Supports Interactivity
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# About Bluewater

Bluewater is the only woman-owned business of its kind, operating four industry-leading business units that support sensory storytelling through digital & physical canvases.

We believe it's the intersection of strategy, creativity, and innovation that creates the strongest experiences, and we are passionate about creating the absolute best experiences possible for our partners.



## Let's Chat

[hello@bluewatertech.com](mailto:hello@bluewatertech.com)

We pride ourselves on not only providing the equipment and software needed for your digital signage program but also assisting with research, development, and deployment of a sound content strategy to ensure your signage program is successful.