



B2B Marketing magazine – March 2008

CONTENT AND MESSAGE IS KEY TO UNLOCKING DIGITAL SIGNAGE

I was pleased to read about the increasing awareness of the potential of digital signage [B2BM Feb 08 p36].

The key to unlocking its full potential lies in both content and message. The challenge is to develop engaging content that interrupts the customer journey and initiates a call to action. The importance of relevant, targeted content cannot be underestimated and neither can the timing of screen engagement.

It is vital that [suppliers] work closely with brand owners to understand flow, dwell and customer frame of mind. Only then can we ensure the best combination of screen location,



content and messaging come together to maximise customer experience and optimise ROI.

What is exciting is the speed at which messages can be adapted. Now linking in with technologies such as Bluetooth or SMS, we can realise the potential for brands to engage with customers.

After several false starts, I am delighted to see digital media is getting the recognition it deserves. As a sector it is growing at a phenomenal rate and 2008 will bring great advances.

Brian Boakes
Director of strategic marketing, Enqii