

Digital Signage: Content is King

Digital Signage, the new revolution in marketing, is comprised of three main components. Two are obvious:

- 1) HARDWARE (plasma screens, media players, etc.)
- 2) SOFTWARE (programs that run the displays)

The third is often overlooked, or given short-shrift in planning and funding, because it's not as clearly defined or understood:

3) CONTENT

- What's going to be shown on the screens?
- What is the purpose of the content I'm showing?
- What should it consist of?
- Who's going to create it?
- Who's going to manage it?
- Who's going to update it?
- Can I combine still photos and video and news feeds and sports and weather and..?

The most important of these questions is:

What is the purpose of the content I'm showing?

First, it's to convey information. You have something you need to tell people, and digital signage is a far more easy and effective method than old-fashioned paper leaflets and flyers that have to be hand distributed. Another purpose is as a source of advertising income. Get people to place ads on your digital signs and that will be a revenue stream.

But one that's just as vital, and an incredible opportunity that is often overlooked, is promoting your brand. By promoting your brand you continually reinforce why viewers should feel good about you, and influence their thoughts and actions in a positive way.

Brand-oriented advertising is understood in print media very well. Billboards, magazine ads, and TV commercials for McDonald's, Geiko, and Bank of America are everywhere. But the opportunity to do exactly the same type of branding exists in the emerging digital signage medium. To overlook that opportunity is to miss the perfect chance to increase awareness of your brand, and ultimately your market share.

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One Connected Sign Solution

Peter Cooper Village/Stuyvesant Town in Manhattan, an upscale apartment community covering 40 acres, has lots of information they need to distribute. Their new digital signage system replaces an incredibly labor-intensive process of printing flyers and posting them on bulletin boards or leaving them at residents' doors. All types of information, from water shutdowns, to security updates, to community events, appear on their digital signs.

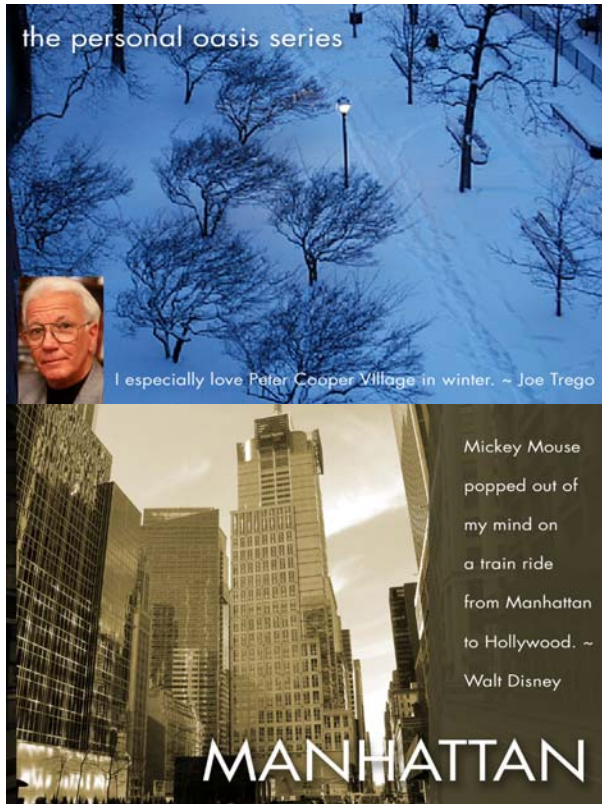
For example, these two screens are informational, and show that digital signage can display one crucial message powerfully, or a wide range of less urgent content simultaneously.



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The next two screens show that PCV/ST has not overlooked the branding opportunity. Their position as “An Oasis in Manhattan” includes residents’ artwork with a personal quote, and Manhattan photos with quotes from famous residents, underscoring the glamour of Manhattan.



Why ConnectedSign should be your content provider.

ConnectedSign understands the powerful branding potential of digital signage, and how to create content specifically for this new medium. Our turnkey solution includes creating, updating and managing world-class content, making the most of your investment in hardware and software. The potential to inform, entertain, and sell with digital signage is greater than with any other single medium. Get on board with ConnectedSign.

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