



The retail landscape is changing with customers demanding a more digitally focused shopping experience.

Consumers are accustomed to digital media content in all areas of their lives and expect a visual, immersive experience when they visit a retail store. They are far more likely to respond to eye-catching digital displays than old fashioned printed posters.

DIGISIGN is a digital signage display which can be used in your window and throughout your store for branding, merchandising, product promotion and more.

We create bespoke animations that attract your customers to specific products or promotions they may otherwise have missed, making digital signage perfect for encouraging impulse purchases.

A recent study by Cisco's Internet Business Solutions Group found over 40 percent of shoppers say that digital displays can influence what they buy.

By using digital signage, retailers can generate higher brand awareness and sales uplift.

Find out how to get a DIGISIGN in your store →

## Content creation

We'll tailor the content to your exact requirements and create the perfect video loop to play back on the screen(s) in your store.

Content can be created based on one of our existing templates, or be completely bespoke to suit any budget.

The video loop can be updated as often as you require to ensure the screens always feature your latest promotions.

Messages could include new product promotions, sale adverts, special offers and store opening hours. The possibilities are endless!

## Installation

Screens are available in a variety of sizes and we'll work with you to determine how and where to hang, mount or stand them in your store.

Once the video loop has been created, we'll setup and install your screen(s) in the agreed position.

For a simple low cost, offline solution, all that's needed is access to a power socket as the video loop plays back via a USB stick connected to the screen.

Alternatively, screens can be connected to your in-store WiFi network for an online solution that benefits from live updates over the Internet.



## Benefits of a DIGISIGN

Promote new products and in-store offers.

Bring your brand to life and generate sales uplift.

Showcase your entire product range.

Remove the cost of paper-based signs.

Reach customers even when closed.

Entice passing shoppers into store.

Enhance store ambience and entertain customers.

Promote your website and social media pages.

A range of solutions to suit all budgets.

## Find out more

View a sample video loop:

[www.lollypopdesign.co.uk/digisign](http://www.lollypopdesign.co.uk/digisign)

Call us to discuss:

[07979 795544](tel:07979795544)

Email us for more information:

[studio@lollypopdesign.co.uk](mailto:studio@lollypopdesign.co.uk)