

## Thomson Roll Out a 100 Site Digital Signage Network



**“signagelive eliminates point of sale compliance issues and does not negatively impact our IT network”**

— Doug Glenwright, Marketing Manager, TUI Travel PLC

### CHALLENGE

- :: The UK's leading travel agent wanted a way to update in-store promotions centrally from head office.
- :: Needed to offset operational cost by selling slots to complimentary third party advertisers, primarily tourist boards.
- :: Wanted to take advantage of regional airport departures based on the location of the store.
- :: Needed to meet compliance targets laid out by trading standards to ensure offers reflect those that are genuinely available and not to entice customers in store under false pretences.
- :: Wanted the screens to look “designed in” rather than an after thought.
- :: Looking to see a comparable uplift in product sales in the stores with screens against those without.
- :: Ability to automatically display holiday offers directly from the Thomson database ensuring flights are matched with accommodation.

### SOLUTION

- :: Considered various digital signage platforms including client/server based architecture but chose signagelive because of the SaaS nature of the platform.
- :: Used custom built 32” commercial displays with integrated PC's running the signagelive application.
- :: Utilised the existing in-store Internet connection.
- :: Custom designed housing to mimic the 40” poster clip frames used though out the entire estate.
- :: signagelive supports dynamic content e.g. Flash, PHP, ASP etc...

### RESULTS

- :: Analysis showed a 320% increase in sales when comparing two brand new holiday destinations where the adverts were only shown on screen in the stores that had screens and solely on printed posters in stores without screens.
- :: Costs were minimised by using existing in-store Internet connection.
- :: Opened up the ability to run dynamic ebay style SMS holiday auctions in-store.
- :: Revenue from 3rd party advertisers contributes regularly towards the operational costs of the digital signage network.
- :: Higher compliance of available advertised offers resulting in fewer customer complaints.

