

Estee Lauder Implement Inter-Continental Interactive Digital Signage Network

ESTÉE LAUDER LAB SERIES

SKINCARE FOR MEN

AWARDS:



“signagelive provides us the flexibility to deliver digital signage projects regardless of customer requirement and ticks all the boxes”

— Dominic Lennon, Director, Lime IT & Media Solutions

CHALLENGE

- ⌘ Needed a solution that is different and innovative to encourage men to purchase Estee Lauders Lab Series range of skin care for men.
- ⌘ Must be easy for the retail staff and Lab Series consultants to maintain, update and use.
- ⌘ Must be globally scalable to allow for future rollouts to encompass any retail outlet anywhere in the world.
- ⌘ Needs to be serviceable to ensure solution has a high uptime and to minimise impact on retailer.
- ⌘ Must be remotely managed over GPRS/3G networks so that the retailer only has to provide power and be able to change in-store location as required.

SOLUTION

- ⌘ Implemented an interactive solution comprising of RFID readers concealed under a the product testers shelf that is connected to a signagelive player that plays back content on small screens fitted within the retail concession above the product testers. The bottom of each product are fitted with a small RFID tag which communicates with the RFID reader. When the product is picked up the communication between the product and reader is broken which triggers the playback of product related content
- ⌘ An “administrators” RFID tag was created to enable new products to be tagged when available.
- ⌘ The administrators tag also enables access to a high definition USB skin scanner so that the consultant can show on screen in magnified detail the condition of the customers skin.
- ⌘ Reporting was enabled to record every time a product is picked up which can then be analysed against product sales data from the EPoS system.
- ⌘ The concession was installed in the menswear department away from the traditional cosmetic area of the department stores to gain greater visibility to the target Audience - man.

RESULTS

- ⌘ A cost effective solution was delivered to meet the needs of Estee Lauder.
- ⌘ An increase in product sales when compared against control stores.
- ⌘ There is a strong correlation between product pick up’s and sales of the product.

PROJECT RESELLER : Lime IT & Media Solutions

Lime IT & Media Solutions specialise in creating bespoke technology based solutions to the Retail / POS Industry. We have worked directly with such clients as Estée Lauder, Coty, Elemis and ESPA as well as the industries design agencies.

