

Harrods Deploy Store-Wide Digital Signage Network

Harrods

AWARDS:



“We’re now generating over £1.5 million in advertising income and we’ve had a total of 500 different advertisers who have used our system”

— Guy Cheston, Director of Advertising, Harrods

CHALLENGE

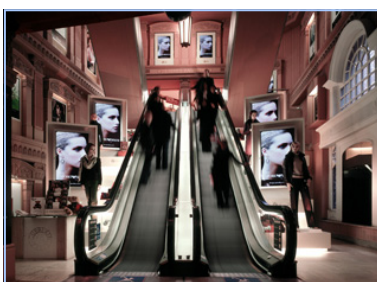
- ⌘ With Sunday trading, Harrods wanted a quicker way to update the light box based content which was a labour intensive and time consuming task whilst needing to make savings on light box content production costs. Historically it was a 24 hour job during store closing to change light box content.
- ⌘ Needed a solution to replace the light boxes with a robust digital signage platform.
- ⌘ Roll out would be phased, therefore the solution needed to be flexible and scalable.
- ⌘ Needed to communicate information to staff outside of trading hours.
- ⌘ Wanted to use the platform to sell advertising space to key brands.
- ⌘ Harrods see the under 30’s as their future customers and see digital signage as a way of retaining this age group in-store.

SOLUTION

- ⌘ signagelive was chosen as the software platform to deliver media content to the screen network which now comprises over 220 screens throughout the store.
- ⌘ A single signagelive player drives up to 12 screens through video distribution over CAT5 to maintain quality.
- ⌘ Utilising the scheduling and day-parting functions of signagelive the screens are used to communicate with staff prior to store opening at which point the screens flip to the playlist of advertising content.
- ⌘ LG plasma and LCD displays were installed sympathetically to sit well with this iconic historical building.

RESULTS

- ⌘ The digital signage network has so far generated over £1.5 million in advertising revenues.
- ⌘ Instant cost saving in light box acetate production.
- ⌘ Harrods now have the flexibility to change content when they want and as often as they want.
- ⌘ The total solution has and continues to grow inline with internal requirements.



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