

Aldeasa Duty-Free Shops

Aldeasa deploys the first of several multichannel, multiscreen digital signage networks in Palma de Mallorca Airport, Spain

CASE STUDY EXECUTIVE OVERVIEW

Aldeasa, a premium duty-free retail brand located in the Palma de Mallorca Airport, Spain, recognized that in order to effectively communicate with its transient and sometimes time-pressed customers it needed to develop a new way of communicating effectively. Its answer was to develop a high-impact, multiscreen, digital signage network. Designed to provide customers with the latest information and promotional offers, the network provides seven channels of product, price and promotional content relevant to the zone the customer is shopping in at that time. The network also provides staff with the ability to upload messages directly to the screens for specific promotional use.

The Challenge

The main objective of the Aldeasa digital signage network was to provide an engaging, informative and valuable digital channel for Aldeasa to promote its brand, products and services to its customers. A secondary objective was to provide a commercial platform from

which to generate incremental supplier revenues from airtime sales and incremental uplift on advertised products and services.

In order to accomplish these objectives, Aldeasa chose Scala Certified Partner ASVideo to provide expertise for Aldeasa's digital brand and content strategy, content creation, scheduling and content management services. ASVideo selected Scala for content design, management and scheduling services.

The Creative Solution

The creative solution for the Aldeasa network was formed through an understanding of customer shopping habits. Four zones were created in the store as a result of this research:

- Zone 1: Duty-free (perfume, tobacco and alcohol).
- Zone 2: General merchandise (rest of store).
- Zone 3: Cash wrap.
- Zone 4: Concourse-facing storefront window.



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As the process of acquiring, managing, updating, scheduling and playing out content is completely managed remotely by ASVideo using Scala, Aldeasa staff members can ensure a high level of customer service rather than concerning themselves with updating promotional signage. So not only does the digital network enhance the retail business, it also allows the staff to focus on building customer relationships and generating face-to-face sales.

The Technical Solution

In order to ensure this multichannel, multiscreen network is easy to update and manage, the network is managed remotely via a network operations center at ASVideo in Madrid to orchestrate acquisition of Aldeasa promotional content and supplier content, design, scheduling, broadcast and playout.

This means that at any point Aldeasa or its suppliers can request that content be broadcasted or removed quickly through one access point, thus ensuring simple, efficient management of the network's varied channels and content items.

Onsite, content is pushed to all 16 installed screens via integrated computers which provide the ability for content to be scaled in both square (4:3) and widescreen (16:9) formats using Scala Infochannel's sophisticated resizing capabilities.

The Benefit

In terms of customer engagement, initial evidence suggests that Aldeasa's digital signage network has had a positive impact on the customer experience, and it is expected that in time additional formal research will be carried out to measure such impact.

The second of Aldeasa's key objectives was to develop incremental revenues from suppliers promoting their products on the Aldeasa digital signage network. To date, this has proved a highly successful strategy with the following brands taking the opportunity to use the



network: Chanel, Elizabeth Arden, Biotherm, YSL, Bacardi, Absolut, BossPure, Clarins, Carolina Herrera, Hugo Boss, Anais Anais, Dewars and Smirnoff.

As a result, ASVideo and Scala will continue this positive relationship with Aldeasa as it expands its network to include stores in Barcelona and Madrid in advance of a global rollout.



"Due to the sophisticated capabilities designed into the network to reflect customer habits and in creating content to match customer needs, Aldeasa has proved popular with its suppliers, commercial partners and staff. We are delighted to be the engine that sits behind this successful initiative and look forward to contributing to further expansion."

Oscar Elizaga, VP, Scala EMEA



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About ASVideo

AS Video, a Scala Certified Partner based in Spain, was founded in 1989 as a video production company offering creation and editing services to the business sector. In 2003, ASVideo created a new division dedicated to the creation of content for the emerging digital signage market. In 2004, ASVideo chose Scala as its preferred digital signage creation and management application, as it provided a comprehensive suite of features and benefits. Subsequently, AS Video has become a leading reference partner to Scala in content creation and script designing in Spain.

High-profile clients include Warner Bros theme Park, Madrid Politecnic University, Valencia Subway, Carrefour TV, Banesto Bank, Telefonica Product, Bonalba Golf TV, Aldeasa, SESCAM (Health Care service of Castilla-La Mancha) and INFINITI.

About Scala

Driving more than 200,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, the Netherlands, France, Norway and Japan, as well as more than 450 partners in more than 60 countries. More information is available at www.scala.com.