

Ecco – it’s all about communicating values

THE CHALLENGE

Ecco operates more than 600 shoe stores worldwide. Headquartered in Denmark, Ecco produces 15 million pairs of shoes each year in production facilities around the globe, including Portugal, Thailand, Indonesia, Slovakia and China. Ecco’s customer satisfaction levels and high-quality products have helped it maintain a strong brand position and, ultimately, sell its shoes at a higher price than many other brands. Ecco aspires to be the most desired brand within the categories of innovation and comfort footwear.

To deliver the best quality experience to its customers, Ecco chose to develop and implement “TV Ecco,” an in-store digital information network that raises the profile and image of Ecco and delivers relevant messaging to customers. To implement the network, Ecco turned to Nuppenau, a Scala Certified Partner in Denmark.

Nuppenau is an IT and marketing company specializing in digital signage and retail TV networks. Nuppenau is a leader in the online communications industry in Denmark, supplying in-store TV concepts to some of the most influential retail chains in Denmark, including Bilka (supermarket chain), Salling (department stores), HTH (kitchens), Sportmaster (sporting goods), and Steen & Ström Denmark (malls).



THE SOLUTION

The intent of “TV Ecco” was to find a new way to communicate with customers that would be onsite, direct and dynamic. “TV Ecco” is a new and effective way to tell Ecco story: its history, its values and its “shoe comfort concept.”

After developing a concept and strategy for the solution, Ecco launched a pilot in six stores around the world, including Poland, UK, Holland, Hong Kong, Australia and the U.S. The pilot would primarily test Nuppenau’s logistical capabilities. After a successful pilot, complete guidelines for workflow and procedures were formulated to simplify execution of an installation anywhere in world. Today there are more than 150 Ecco stores featuring the “TV Ecco” concept. There are several premium stores with extra screens and channels and other special systems like product and way-finding systems.

Ecco

Nuppenau delivers a complete package of hardware, Scala software, installation, system integration and content production. Ecco was looking for an established software that had been thoroughly tested and developed over time. It was important for Ecco that the system could grow with them as new stores continue to open, and the software needed to handle rapid content updates continuously.



THE BENEFIT

The "TV Ecco" concept has become a very important communication tool in Ecco's retail stores. "TV Ecco" contributes to a more interesting and vivid experience for customers by presenting the Ecco values, new products and campaigns while customers are in the store.



"Nuppenau was chosen as our supplier because they could deliver the total solution. We were looking for high quality, especially when it comes to service, functionality, design and content. We wanted a hassle-free and high-quality solution," said Albert B. Kristensen, International VM Manager for Ecco.

Today "TV Ecco" is standard in every new Ecco store.



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on display communication