

Libris

Innovative Libris bookstores showcase in-store promotions with high-impact digital signage

THE CHALLENGE

Libris is a national bookstore chain owned by NorgesGruppen and operating 127 stores in Norway. Libris' corporate focus is to provide each store visitor with an excellent customer experience.

Libris wanted to update its brand and implement new technology by adopting digital signage. As one of the first bookstore chains in Norway to do so, Libris would be able to promote its products and services with more impact and respond more quickly to customer needs.

THE SOLUTION

NorgesGruppen was already successfully using Scala software at several other chains including Kiwi, Spar, Mix and Meny, so Scala was the obvious vendor choice. In addition, Libris was already working with Scala Certified Partner Capella Media for content production and playlist management.



Adding digital signage is part of Libris's initiative to upgrade its overall store design. A digital signage network raises the stores profile and presents an upscale image. Libris has already installed screens in 85 stores, and expects to install another 40 by the summer. All stores have one screen located behind the counter, except for the largest store, which is located in Oslo and has 3 screens.

Libris uses one main channel to display its campaign messages, which include corporate branding ads and promotions from various publishers, and information about Libris' own book club. The digital signage network lets Libris communicate campaigns more efficiently. For example, they can easily tie in-store promotions with offers promoted through direct mail. They can also communicate with shoppers while they are standing in line or browsing in the store – when they are most receptive to store promotions.

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"We are now able to rapidly update our messages for all the stores," says Kari Andreassen, campaign manager at Libris. "The Scala software is flexible, stable and dynamic, our three most important criteria. Although the technology is relatively new, the project has gone smoothly with no major problems. NorgesGruppen has broad competence in this field and has been very receptive to our ideas, while Capella Media, which produced the content, has helped us communicate a solid, well-conceived message for this new channel right from the start."

THE BENEFIT

Libris has already received positive feedback on their new communication channel. The screens are attention-grabbing and the customers' experience is very positive. The owners of the bookstores are all also very satisfied, which gives them an extra push to pay attention to upcoming campaigns and be prepared in the store. "Early on we experienced the sell-out of a book we displayed on the screen, so that immediately gave us belief in this channel," says Kari Andreassen, campaign manager at Libris.

Future plans for the network are to add more screens in the stores that currently have only one, and to be able to adjust the content for local audiences. Today, only the store in Oslo features some locally targeted content. Some stores have already requested this capability, and have provided many ideas and positive input. Libris is working on adjustable content for local consumers while preserving a uniform image and creating messaging with strict content quality standards.

