



Digital price and advertising communication at dodenhof

Project: Digital Signage at dodenhof

Dodenhof is North Germany's largest shopping mall with approximately 3000 staff members. The family-owned business, well-known nationwide, with branches in Posthausen (110 000 sqm) and Kaltenkirchen (49 000 sqm) offers a wide range of goods for sport & leisure, children & toys, fashion & furnishings, food & drink, technology & media, Happy Garden, Happy Car as well as an OBI supermarket.



The objective

The primary objective was not to increase revenues in the short-term, but to appeal to the emotions of the customer in the long-term, to entertain and inspire, whilst positioning the dodenhof company as a modern, customer-centric enterprise. Image and emotions were to be conveyed and information relayed – even cross-centre.



Digital presentation provides the merchandise with a higher emotional, and therefore a higher-valued, character. Emotionally appealing motives draw the attention of the customer optically so powerfully to a category or a product that many customers occupy themselves intensely with it. The length of stay of the customer increases.

Cost-benefit assessment

The process of gathering information regarding visual merchandising solutions with digital signage began in 2008. After a cost-/benefit assessment, dodenhof decided on digital price and advertising communication using displays. The assessment examined the cost of a "classic" implementation with pictures and posters over a period of 5 years. Besides this, the products of several vendors were viewed, evaluated and tested on the sales floor over a 6-month planning phase. Here, also the first findings regarding the impact of media were gathered.

Project development

The family-owned company decided on the use of digital signage on the sales floor. Today, up-to-date advertising for sport, technology, furnishings and children's fashion runs on single displays, dual displays and video walls. A 46-inch touch-screen is used as an interactive information display for the customer.



Other display solutions are used in the newly-opened supermarket, with 90 000 articles on 8 000 square meters of sales floor in the wine division and the fresh food area. In the latter, dual-display scales are also used besides displays. The 18 scales are equipped with 12,1-inch-displays that face the customer. In stand-by mode, these show animated freeze-images around the “pleasure” theme. However, as soon as a staff member enters the article number of a certain product, suitable associated offerings are shown: such as Maggi-Fix when goulash is purchased or the suitable wine on buying cheese.

Other installations of video walls and dual-display systems are planned, as well as the use of new technical highlights at the PoS and Pol that have a positive effect on customer perception and sales.

The requirements

Especially important was full-service from a single source: acquisition, installation and service. In addition there was:

- monitors which can be operated centrally
- innovative and future-proof hardware solutions (industrial monitors)
- the service provider should have installation experience and
- monitors, which should be suitable for television (e.g. soccer transmissions)



The challenge

- Migration of a central content management system
- Uniform and cascable software solution
- Connecting several locations
- Construction and operation of a closed network
- Focus on the latest LCD technology
- Display devices (Displays + PC) suitable for operating on a 24/7 basis
- Customised fitting concepts because of the varied structure at the branches
- Implementation subsequent to economic and ecological inspection

Project overview

The figures mentioned below are based on the monitors installed to-date (or, on the installation phase). The use of other installations in the food area is planned. Other innovative projects are being assessed. A total of 160 displays are currently in use.

- Equipping all business areas with 11 video walls
- Installation of 60 additional 40“-46“ single- and dual-displays (Samsung)
- Installation of 16 dual-display scales (Mettler Toledo)
- Installation of 1 customer information system (touch-display)
- TV integration
- Introduction of an innovative and centrally-managed CMS solution (Content Management System: PRESTIGEenterprise)



- Integration of the Kaltenkirchen branch

Conclusion

New ways require courage

With the decision to engage multi-media price and advertising communication, the dodenhof family-owned company is venturing on new roads and is making use of modern technology for a modern and progressive appearance to their customer.

Saving printing costs – increasing sales figures

The digital medium makes it possible for dodenhof to scale back noticeably on the traditional poster advertising. The resulting cost-saving effect in itself makes the investment in digital signage profitable in the long-term.

The use of media in the supermarket has demonstrated that the digital product presentation results in a noticeably higher selling effect than, for example, a traditional second-placement. Using intelligent cross-selling activities on the newly installed dual-display scales, verifiable increases in revenue could be achieved

Planning content

With emotional content and the appropriate presentation, e.g. on video walls, customers are targeted based on the results of advertising effectiveness studies and are thereby tied emotionally to the company.

In this respect it is important to select and constantly update content. The manner of the digital presentation must be aligned with the merchandise. For instance, in the sports and technology area, action is more in demand, whereas for high-value leather goods or furniture, monitors are rather placed discreetly than generously. On the scale-displays, animated freeze-frames can be seen around the “pleasure” theme with advertising content interactively customised according to the product currently being weighed.

Enveloped in a pleasurable shopping experience, good service and friendly staff, the customer at dodenhof is experiencing an all-encompassing feeling of wellbeing.



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