

# Digital signage workshop

IKEA - ZETADISPLAY

2023/04/13



# Agenda

- **Introduction**
- **Digital signage building blocks:**
  - Purpose
  - Content
  - Placement
  - Hardware
- **Inspiration**



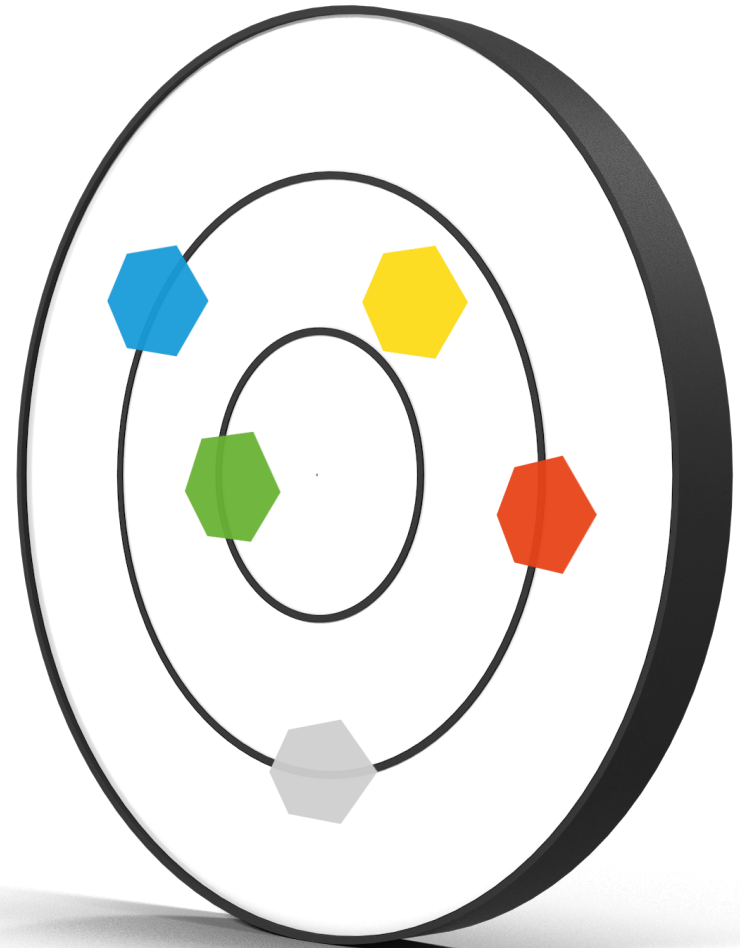


# The building blocks of a digital signage concept



# Purpose & objective

- Define target group.
- What is the reason to use digital in this place?
- What are the benefits? (Customers/IKEA)
- Who are the stakeholders?
- What resources do we have?
- What is your expected return on investment?
- Which improvements would you like to achieve?
- Are the ROI and improvements set clear and measurable?
- Try using the IKEA communication model as a base for defining the purpose.





# Define target group

- Who is the digital communication targeted at?
- Does the target group change over day/week/month?
- Do we have any knowledge about the target group that we need to take in consideration when creating content?









# Content

- What is the purpose/objective of the zone?
- How can that be translated into content types? (Guidance, Inspiration, information, promotion, etc.)
- How long is the attention span in the zone?
- Is the target group the same during different hours/days?
- Is there any readymade content for the zone?
- Do I have to produce any content?
- Can I use any of the available templates to create content?
- Are there any integrations that could auto generate content for the zone?





# Positioning the IKEA brand

- **Attract attention to the unique IKEA design**
- **Communicate home furnishing knowledge**

# Support sales steering

- **Attract customer attention to prioritised products and quality.**
- **Attract customers to new products at a low price and to temporary price reductions.**



# Support the mechanical sales system

- Explain the function
- Provide the overview
- Highlight customer benefits





# Support a convenient shopping experience

- Ways to shop
- The IKEA service product offer
- How to navigate



# Get content

- Global delivery
- The Barn
- IKEA Media Center
- Produce locally
- Order from Zetadisplay or other external vendor





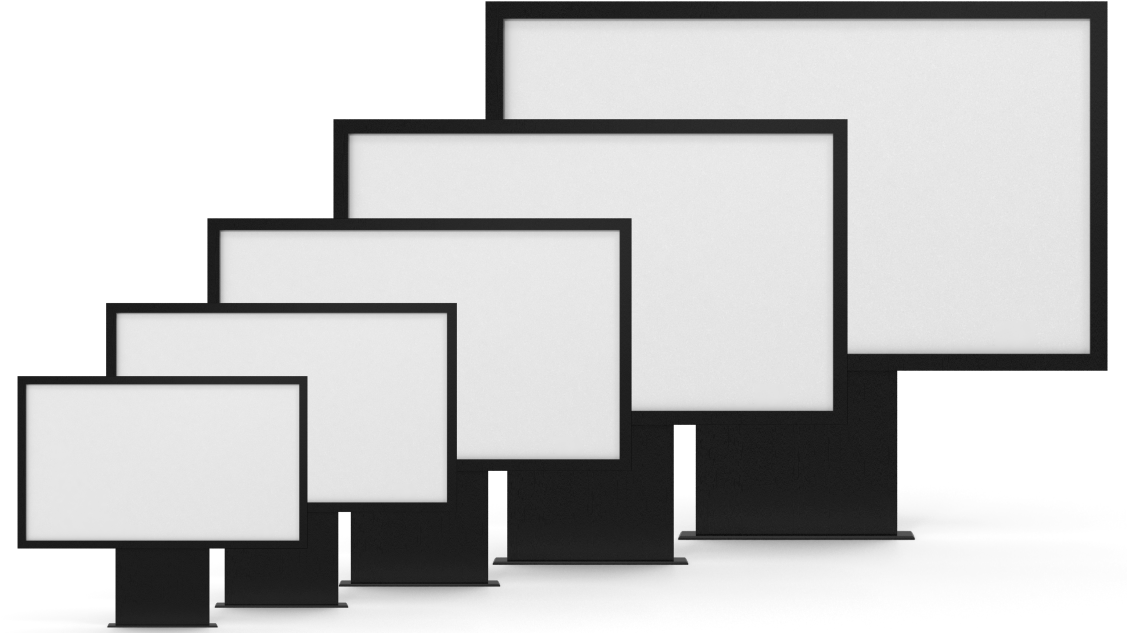
# Placement





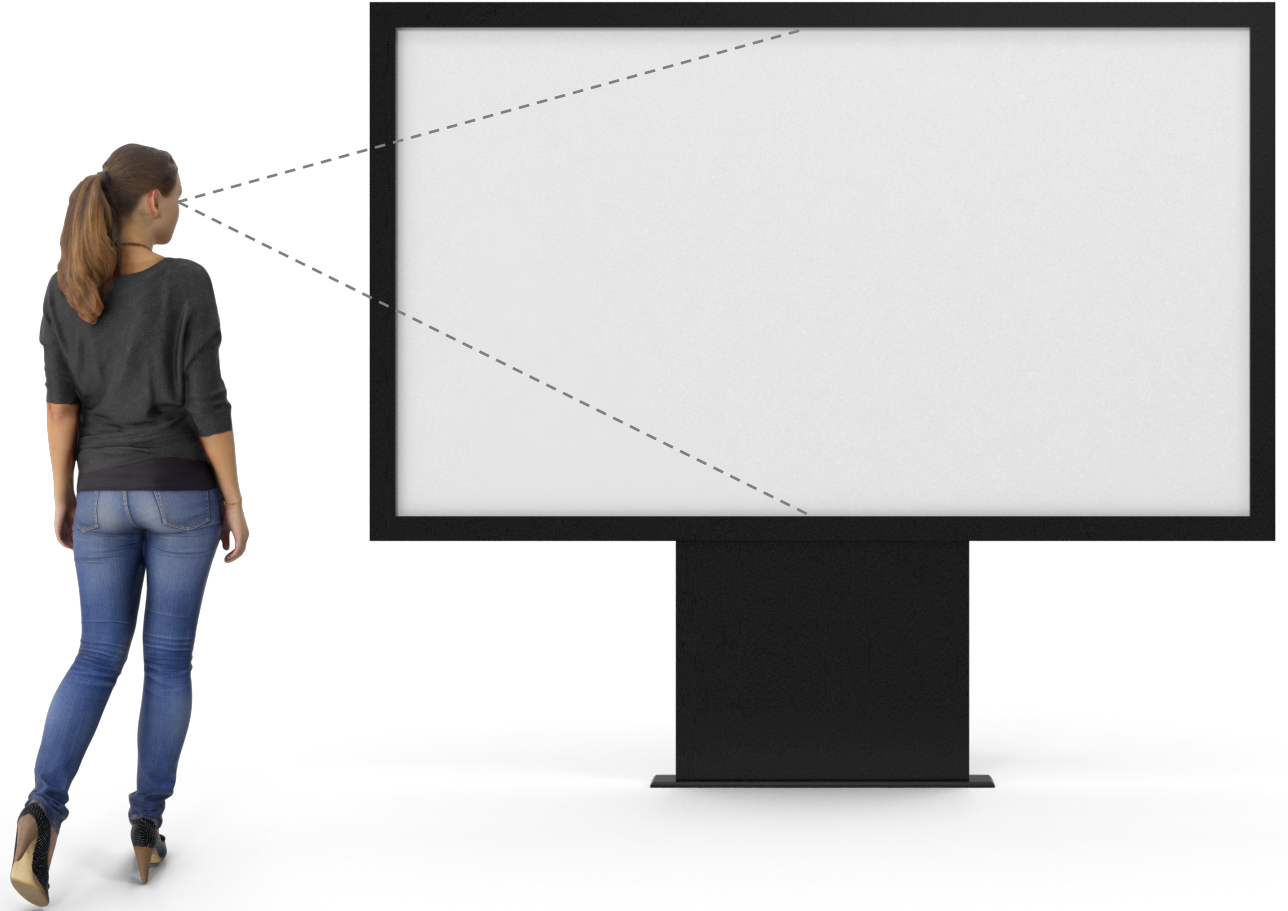
# Consider the distance

- Measure the average distance from the viewer to the screen.
- Make sure the text and images are large enough to be viewed from the farthest distance.



# Consider the height

A person's field of vision is roughly 75 degrees below eye level and 60 degrees above, so place your screen within this vision range.



# Consider the attention span

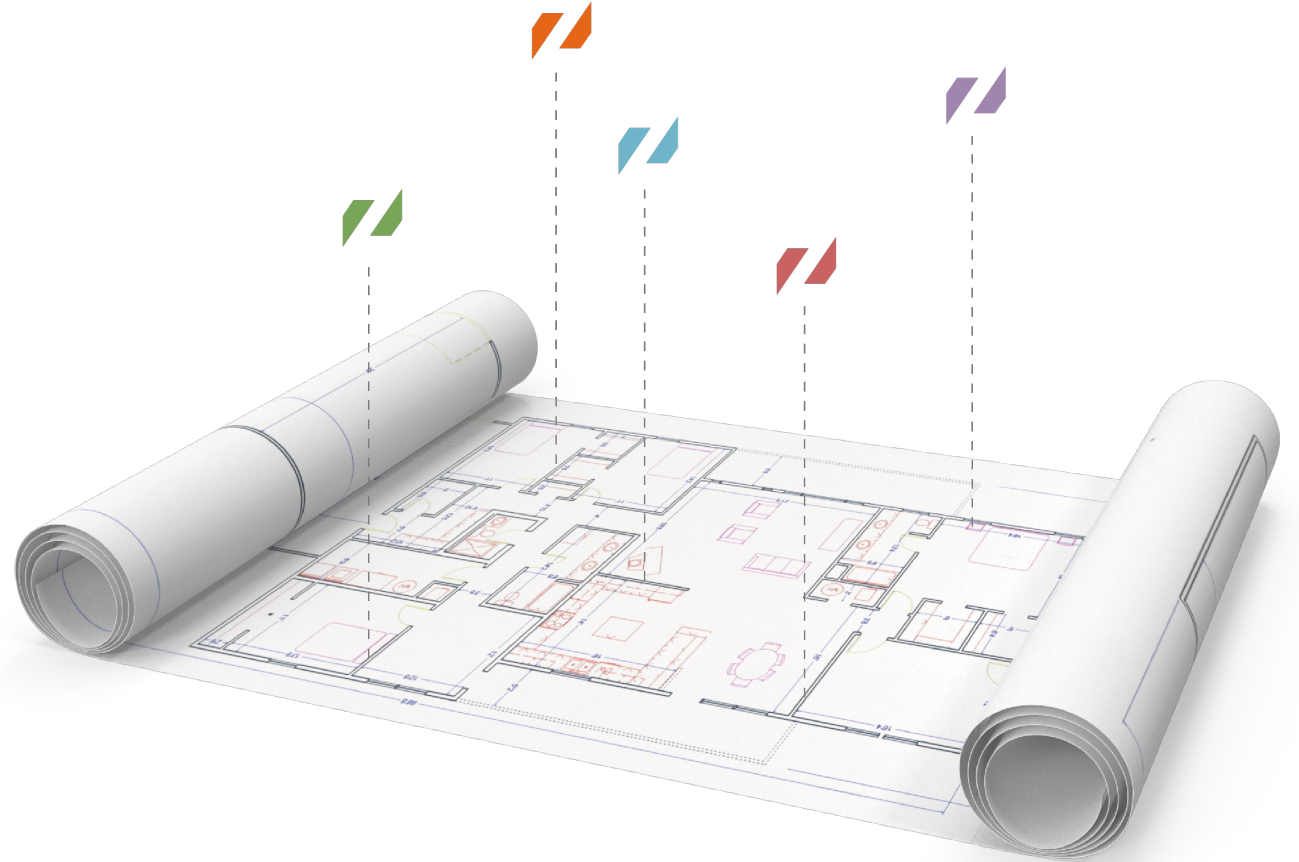
Find the average amount of time your audience will be in front of the screen. Limit your content clips to that amount of time so your audience has enough time to see your entire message.

A larger screen size can be viewed from further away thus increasing the possible amount of time an audience will be in front of the screen.



# Define zone

- What is the purpose/objective of this zone?
- What is the placement of the zone?
- What digital mean /size will best translate purpose to target group?
- What is the attention span in the zone?
- Is there a specific target group that should be addressed in the zone?
- What content should be broadcasted in the zone?
- What do we want to name the zone?





**Content concept 12: Supporting statement media**

Hardware type 1: Videowall small



**Concept description:**

This digital solution is part of bringing awareness to a specific strategic topic that is high on the agenda for the IKEA store.

**Main purpose:**

Positioning the IKEA brand/ Promotion & awareness

**Solution benefits:**

- Make customers connect emotionally by contextualise the mainmessage.
- Convey more depth into the specifk topic.
- Create attention and interest by combining printed and digital communication.
- Once videowall installed content can be easily uploaded and maintained centrally.

**Placement in store:**

Store entrance

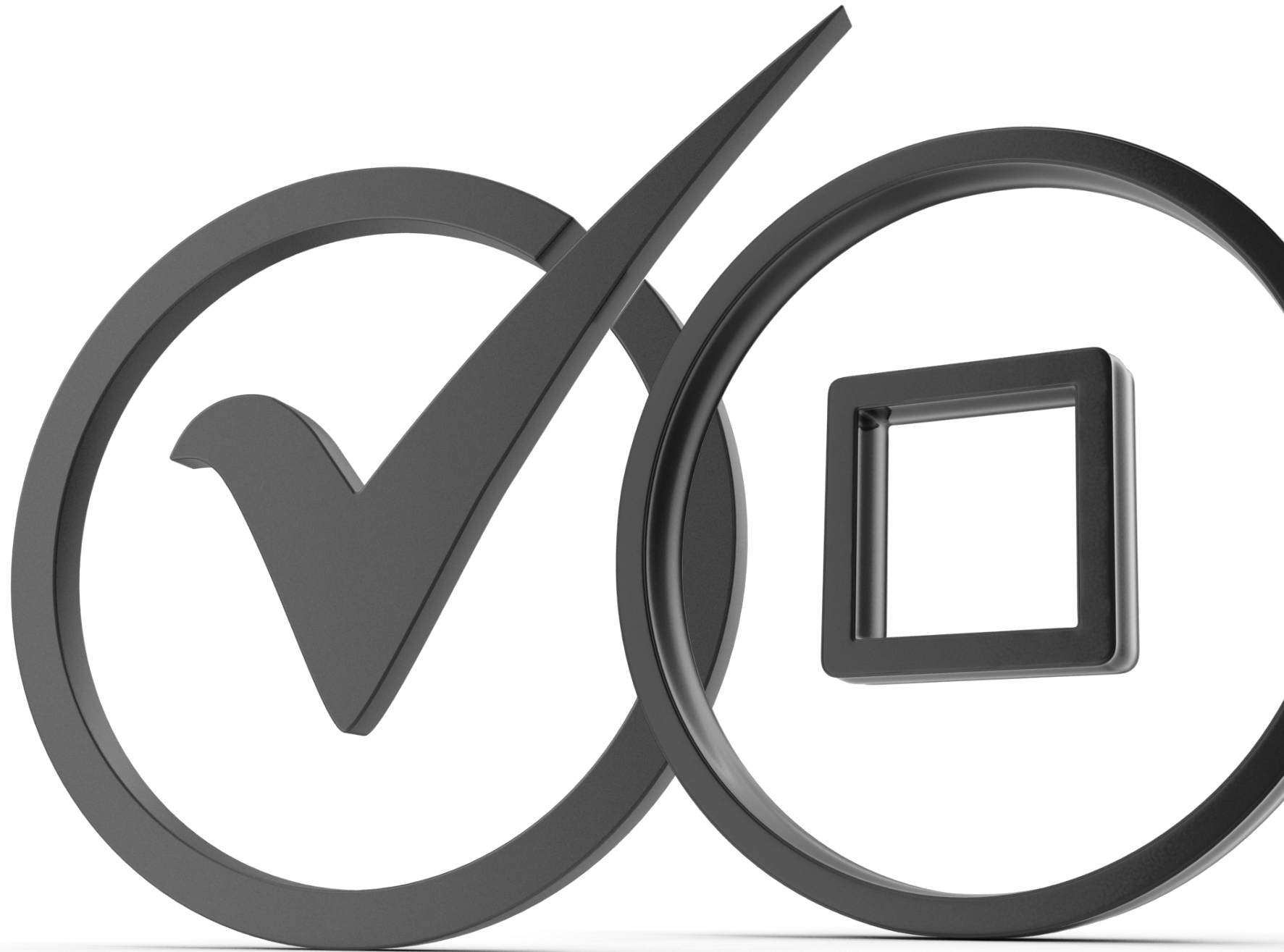
**Content:**

Provided through FY21 Common retail solutions sustainability delivery. For content production details please see the **Content production appendix** chapter in the end of this document.





**Do's &  
don't's**



# Do's

- **Have a clear message:**  
Your digital signage should be clear and concise, and the message should be easily understood by your audience.
- **Use high-quality images and videos:**  
To capture the attention of your audience, it's important to use high-quality images and videos on your digital signage.
- **Update your content regularly:**  
Keeping your digital signage up-to-date with fresh content is essential to keep your audience engaged.
- **Keep it simple:**  
Avoid cluttering your digital signage with too much text or too many images. Keep it simple and easy to read.
- **Use a call-to-action:**  
Your digital signage should have a clear call-to-action to encourage your audience to take action.
- **Test and measure:**  
To ensure that your digital signage is effective, test and measure the performance of your content regularly.



# Don't's

- Don't use too much text:  
Avoid using too much text on your digital signage as it can be overwhelming for your audience.
- Don't use low-quality images or videos:  
Using low-quality images or videos on your digital signage can give a poor impression and make your brand appear unprofessional.
- Don't neglect the design:  
The design of your digital signage is crucial to its success. Neglecting the design can make it difficult to read and unappealing to your audience.
- Don't ignore the location:  
The location of your digital signage is important to ensure that it's visible to your target audience.
- Don't forget about the audience:  
Always keep your target audience in mind when creating content for your digital signage. It should be relevant and engaging to them.

