

## Projection films in today's market

Take a moment to review today's digital signage market and you will find a large amount of the same thing ---everywhere you look. Consumers have become so inundated with the same, traditional advertising that very little grabs their attention. Even the addition of plasma and LCD screens has become repetitive and boring.

Ever walked through a mall and looked at all the window displays? What have you noticed? Companies are spending tens of thousands of dollars to attract attention to their products or services, yet they are doing the same thing as the stores at the other end of the mall. While there is a time and a place for uniformity, this is not it. Not in this competitive market and economy.

Take a moment and picture this as we talk about it... you're walking through the mall to shop for a birthday gift. You are either on your phone, texting, talking to someone or thinking about life, your day, where you want to eat and what you will buy today. Right in the midst and the blur of the normal mall setting something that is dramatically different catches your attention. You notice something peculiar straight ahead. There are people actually stopping to look at and interact with the store window. Plus, at the same time that they are viewing and interacting with the window display, a coupon is sent to their phone for immediate use on their purchases made in the store today.

See the difference? Our normal, everyday mall shopping excursion has transformed into an out of the box, interactive and engaging experience, captivating and capturing shoppers and potential shoppers with a unique encouragement to use their coupon and shop today. Even the ones that didn't get a coupon will help you advertise by telling family, friends, neighbors and co-workers about what they saw other people doing at your store.

How is this new advertising and traffic driving customer experience possible? Projection films that apply easily to glass or acrylic surfaces, turning standard glass into digital glass. This gives retailers and companies the ability to utilize effective, cutting edge displays that draw your customers to you. This tool personalizes the experience, allowing a higher ROI than a static picture could possibly do.

## **Attract New Customers – Make your windows work for you!**

In research done it has shown that of more than 24,000 shopper observations and 1,562 interviews, 85% of shoppers thought that the content projected onto the projection films in windows enhanced each store's image. Recognition of specific promotional messages was extremely high: up to 66% of shoppers recalled at least one themed message without prompting and 55% felt they had learned something from the projection film displays.

This shows that adding a projection film to a shop or store window dramatically increases customer retention and awareness; add this to free shipping and cost effective products you have a win win all the way around.

Partner any of our projection films with one of our touch foils and you instantly create an interactive, information-gathering digital glass or digital signage display that will entertain your customers while educating them about your amazing selection of products and special offers. Now you can watch a greater percentage of prospects turning into customers.