

City Electrical Factors

Digital Marketing Screens

Issues & Objectives

City Electrical Factors had digital marketing screens in 64 of their branches in the north of the UK. These had previously been installed at significant expense on the understanding that the service provider would sell advertising to cover the ongoing costs. In addition, other content provision that had been promised was not forthcoming.

CEF's main focus was to use these screens to sell products to customers calling in at their trade counters. With a typical dwell-time of 10 or 15 minutes in branch, the aim was to increase spend-per-head and increase high value product sales.

Solution

Argent Ram Media were invited to take over content provision for the display screens. Understanding the way in which CEF buy and sell stock was of paramount importance, and given the financial commitment that had already been made, it was vital that the client could see a rapid return on their investment.

A decision was taken to concentrate solely on promoting both the corporate side of CEF as a company and the products they have to sell. Each Group of branches frequently has special offers or stock lines that they want to focus on, and this is where



screens could be used most effectively. In-house productions were created to highlight specific products and video demonstrations were used to show the applications of high-value products. Using dynamic visuals, professional voiceovers and appropriate backing tracks, the content was designed to be as arresting and compelling as possible.

Results

One particular product was used as a test case. The Fein Multi-Master tool is a multi-functional item that sells best when demonstrated. Video was used as part of the overall screen content with immediate results:

“We have had excellent success basically because the product is promoted via our screens.”

“York Group 9 branches have sold over £27,000 of them YTD, and because this tool needs to be demonstrated, the screens have been a perfect ‘tool’ for promoting and selling this product.”

“A customer wanted some cable to be cut, and whilst waiting he saw the advertisement and bought the product. £26.10 for the cut cable plus an additional £179.00 for the Fein MultiMaster.”

York Branch

“Just to let you know, Sheffield Central have just received the stock of the Fein MultiMasters. They have sold 4 already! Over £700 of extra, welcome sales thanks to it being promoted via the screens.”

Sheffield Branch