

Signagelive And Mindbomb Collaborate Their Respective Skills To Develop Interactive Digital Signage Solution For Yamaha



mindbomb



Mindbomb is a multidisciplinary agency that provides design and creative services to organisations in the UK, Europe the US and Japan. Services provided include retail design and refit, point of sales products and services, store-in-store and pop up shops, exhibition build and digital print solutions.

The Opportunity

Although Yamaha Music was already utilizing digital content for instore promotions on a standalone basis, the company wanted to take its marketing activities to the next level by deploying a fully integrated solution that would reflect the highly regarded status of the Yamaha brand.

In 2013, Yamaha Music embarked on a European-wide initiative to enhance the retail experience for consumers and asked Mindbomb to explore a number of options on its behalf. These included the deployment a companywide digital signage network and the development a purpose-built web application for Smartphones that would allow consumers to interact with in-store promotions and browse different music genres simply using their Smartphone's web browser, thus increasing consumer engagement and improving overall sales.

Mindbomb subsequently developed proof of concept application with a conventional digital signage provider to present to Yamaha's executive team. Signagelive, however, was finally chosen as the preferred digital signage platform provider for the actual project because of its cloud-based capabilities, its cross platform software, its reputation in the market and its extensive technical expertise.



Key Project Requirements

- Provide an integrated solution to enhance the retail experience for end customers
- Provide a centralized facility for the management of the digital signage network and associated interactive applications
- The ability to generate content quickly and cost effectively in real time

The Digital Signage Network

Signagelive and Mindbomb have collaborated their respective skills to develop an interactive digital signage solution. Mindbomb's standalone web application (Screenfinity) has been incorporated into Signagelive's core technology platform, giving Yamaha Music a centralised digital signage network with interactive functionality and providing consumers with a seamless retail experience



"Signagelive have always been on hand to support us - even before we took out our first license we had many conversations to ensure it was the right platform to work with. Their technical expertise enabled us to become very familiar with the platform's capabilities very quickly, allowing us to focus on our integration and ultimately roll out a digital signage with relative ease! Without this support we would have been months behind where we are today."

Martin Malins
Mindbomb

signagelive



The Benefits of Signagelive

Yamaha Music is using its digital signage network, powered by Signagelive, to promote and support product launch events as well as artist appearances and features in stores across Europe. Using Signagelive's cloud-based CMS to remotely deploy and schedule content updates, Yamaha can quickly and cost effectively generate campaign content that would have otherwise been logistically impossible or cost prohibitive with traditional media.

Apart from using the digital signage network to enhance the retail experience for consumers, the Signagelive powered network can also be used to provide Yamaha staff with out of hours and on demand staff training facilities.

Using Signagelive's advanced scheduling tools, training material can be created, scheduled and distributed on a local, regional or national basis, depending on requirements.

Signagelive's cloud based software supports multiple content formats including static images, animated video, IPTV, web pages and RSS feeds. It also comprises a number of innovative features including multi-zoning functionality and content overlaying capabilities to increase engagement.

The Future

So far the digital signage network (comprising more than 25 instore screens installed within Yamaha branded-spaces) has been deployed by a number of Yamaha's Music's larger retail partners in the UK, Germany, France, Spain, Italy and Scandinavia.

As the project progresses, Mindbomb hopes to continue working with Yamaha on a strategic level and roll the network out to additional stores to ensure consistency in Yamaha's overall approach towards digital signage and associated content-driven services.

"The benefits to Yamaha have been many. However particular highlights have been for store staff to use it as closing tool and of course we can use the platform for B2B training and awareness. Where the benefit significantly lifts is the ability to dynamically address consumers while in store and give them access to extra information at their leisure via their personal control should they require it."

European Director
Yamaha Pro Music Division

