

Case Study: BENU Pharmacies

International Pharmacy Retailer Replaces Static Content With Signagelive Powered HD Video Walls in Lithuania & Estonia



BENU Pharmacies is part of the International PHOENIX Group. Almost 800 pharmacies in several European countries including Lithuania, Latvia and Estonia are unified under the BENU brand, which employs more than 5500 employees and serves over 45 million customers annually.

'Signagelive and Hansab have enabled the BENU brand to run much slicker advertising campaigns. Using Signagelive's powerful management CMS BENU can generate content that reflects the time of year (sun cream in the summer, vitamin supplements in winter) or create a new campaign in direct response to competitor activities to maximise brand awareness opportunities'

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The Opportunity

BENU Pharmacies wanted to modernise the overall pharmacy retail experience by launching a new brand and refurbishing all existing stores and the decision to replace printed advertising with a digital alternative formed part of this company-wide initiative.

Apart from being expensive and time-consuming to implement, BENU Pharmacies could only update its printed materials every three months because the process was so labour-intensive. The company began researching alternative solutions and digital signage was selected as the preferred option because of its visual impact and engaging appeal.

Hansab UAB, a leading provider of innovative technology solutions in the Baltic region was selected to supply and implement a digital signage network powered by Signagelive. Signagelive was selected as the preferred technology provider because of its cloud based capabilities and its reputation in the market (Hansab UAB and Signagelive have collaborated on a number of digital signage projects in the Baltic region).

The Digital Signage Network

The digital signage solution comprises 3 x 55" LG video walls (set up in a 2x2 configuration format) and 1 x high brightness window display installed in prime locations in large shopping malls to attract the attention of passers-by. It is being used to display promotional content on video walls and high brightness window displays in busy shopping malls in Lithuania and Estonia.

Installation began in the summer of 2015 and was completed in December of the same year.





Key Project Requirements

- To replace printed advertising with digital content to improve efficiency and streamline internal processes
- To deliver a better retail experience to grow brand loyalty
- To provide a centralised facility to run and manage content across multiple sites
- To offer brand differentiation through the display of dynamic content

The Benefits of Signagelive

The Signagelive-powered digital signage solution has allowed BENU Pharmacies to differentiate itself from other pharmaceutical retailers by providing the brand with a facility to display dynamic content in response to market requirements and/or competitor activities. The solution has also enabled BENU Pharmacies to be completely self-sufficient in the running and management of its digital content.

The transition from printed posters to digital signage has not only given the BENU brand an ultramodern appeal, it offers greater flexibility and saves time and resource by streamlining and speeding up content updating processes.

Content generated by BENU is uploaded and stored on Signagelive's cloud-based digital signage platform, eliminating the need for onsite storage servers. Using Signagelive's enterprise-class management dashboard and user-friendly CMS, season specific information can be generated and rolled out in real-time to the different shopping malls. Additionally, the content can be modified or changed on the fly to reflect circumstances such as rival promotions.

Signagelive ensures all information is rendered correctly and fully synchronised on the local area networks (LAN) So engaging HD content can be displayed on the different video walls to create a seamless and stunning visual experience.



The Future

It is expected that BENU pharmacies will extend its digital signage network over the forthcoming months as the company rolls out video walls in the smaller shopping and installs displays behind all in-store checkouts to further enhance promotional activities.