

# RevelTV Networks Powered By Signagelive Extend The Marketing Reach Of Digital Signage



Maceys was initially founded in 1947 by Walt Macey and Dale A. Jones as the "Save-A-Nickel-Market" in Rose Park, Utah. Since then, the company has grown from a small store into a multi-store chain. Maceys was acquired by Associated Food Stores in 1999 and continues to be a destination for thousands of Utah families looking for a great deal on groceries.

Maceys now serves the communities of Logan, Ogden, Clinton, West Jordan, Sandy, Orem, Provo, Spanish Fork, Lehi, Pleasant Grove, Providence and Tooele.

## The Opportunity

Maceys-owned convenience stores were dependent on printed posters for all in-store promotions. These were not only costly and time consuming to produce and replace, individual stores were unable to generate promotional campaigns for hot items at short notice because of the timescales needed to produce printed material.

The store chain began investigating a digital alternative and selected Revel TV (a top provider of turnkey solutions for digital signage services and applications in the US) to create a purpose-built digital signage network, powered by Signagelive, to meet its in-store advertising requirements.

## The Digital Signage Network

The digital signage network, based on the Samsung Smart Signage Platform (SSSP) and powered by Signagelive, is being used to display promotional content on over 200 displays in different in-store departments (pharmaceutical and deli for example), to encourage spontaneous purchasing by encouraging shoppers to visit all departments.



## Key Project Requirements

- To supply a centralised system to better co-ordinate promotional activities
- To provide the ability to respond to competitor activity through the generation and execution of content within 24 hours
- To supply and implement an easy-to-use system that required no technical experience
- To replace printed advertising with digital content to improve internal processes and reduce costs
- To encourage shoppers to remain in the different stores for longer periods of time

## The Benefits of Signagelive

The Signagelive powered digital signage network has provided Maceys with a centralised facility to run and manage its promotional activities. Since implementing its digital signage network, Maceys is now able to create and publish appealing content to 200 different displays on a location-by-location or store-wide basis within 24 hours. Additionally, hot adverts or special promotions (required to reflect competitor activity, for example) can be created and rolled out on the fly.

Promotional messages are not department-specific; the deli departments, for example, can display special deals on groceries or pharmaceutical products, encouraging shoppers to browse the entire store and arrive at checkout with fuller baskets as a result.

Signagelive's SoC software has been seamlessly integrated into the SSSP and eliminates the need for onsite media players to run and manage content. Additionally, it enables digital signage network users to create and manage their own content without needing third-party support.

Signagelive's cloud-based SoC and HTML5 supports different content formats including static images, animated videos, web pages, IPTV, multi-zoning for different media types, image layering, RSS feeds, portrait support and screen on and off control. It also comprises interactive capabilities enabling digital signage network owners to take their promotional activities to the next level to encourage engagement.



*'Digital signage has allowed Maceys to be consistent with its marketing messaging. It also enables us to respond to competitor activity by giving us the ability to generate campaigns quickly. Guests are now staying in the different stores for longer and arrive at the checkouts with fuller baskets as a result'*

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