

Content and Coalition Governance

By Lyle Bunn

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Against the backdrop of “change” toward more productive marketing communications, the debate for the monarchy has raged. As *Content, Context, Audience* and *Measurement* vie for the role of “King,” a kind of coalition governance has emerged which draws on the attributes and contributions of each.

Michael Chase, Vice President, Marketing and Creative at St. Joseph Content, a multi-channel content provider working with such brands as Walmart, Lowes, Kraft, Thomson Reuters, Sears, General Motors, Dunkin’ Donuts, US Navy and others in vertical markets says, “The combination of these four elements provide a framework for *relevance* which is imperative to achieving results. At the same time, they provide a critical feedback loop for continuous improvement and expansion of identified marketing objectives through better audience targeting. “The bottom line”, says Chase, “is that if they do not all work together then the objectives will be missed. None can exist on their own and the digital signage will ultimately under-deliver”.

“We take a consultative approach, objectives are always the starting point” Chase goes on to say. “Then, content strategy followed by message design and composition – all of which can be presented on the appropriate DOOH technology itself”.

“Building truly targeted content must take into account factors like the consumer’s age, gender, ethnicity and socio-economic standing, plus day-parts and dwell times which tell us when and for what length of time consumers are likely to view the content. Each application of DOOH has its own DNA or unique thumbprint”, Chase summarizes.

“The ability to provide consistency of brand expression, a high level of productivity when it comes to content creation, plus inherent efficiencies in presenting content to the right audiences at the right time and location are the unparalleled capabilities of digital signage. Match that with the capacity to continuously measure, refine and optimize and you have a very compelling marketing tool”.

“Today marketers need to move consumers along what St. Joseph Content calls ‘The Path to Purchase’, Chase continues. “This is a multi-media journey with each communications medium - from *static* to *dynamic* and *in-home* to *out-of-home* - buoying each other’s messaging and having a marketing interaction that learns about the customer and advances the relationship with the brand. This minimizes costs and maximizes branding, while increasing revenues, up-sells, cross-sells and provides greater lifetime customer value”.

“Our unique approach allows us to fulfill the promise of ‘digital signage ROI’, even when there are silos of brand communications, long planning cycles, and multiple agencies/budgets that can pose additional challenges”, says Chase.

“Digital signage allows for trial messages at low cost to achieve desired outcomes and expand objectives. For example, while we generate up-sell at a service counter, we are able to easily initiate additional product trials on the fly, and thereby bolster other product sales”.

“We are now creating digital signage content that serves as the starting point for other media; television, internet and mobile video - It just makes sense, since digital signage content can be developed at a lower cost, then be tested with target audiences and be refined for improved results”, Chase concludes.

Digital signage has the opportunity to provide greater service than any other messaging in the marketplace today. Its application of vibrant color and motion naturally attract the eyes, often in locations where audiences are “captive,” abundant, have long dwell times and are open to information or purchase.

Digital signage is typically installed at *Point of Purchase* (i.e., retail and service locations), *Point of Transit* (walkways, elevators, air, rail, train, boat stations), *Point of Waiting* (i.e. medical office, line ups, lobby), or *Point of Visit* (i.e. stadiums, hotels, hospitality and museums). Each of these points of display has relevance when the content message is important to the consumer at the presentation time and place.

Content, Context, Audience and *Measurement* together provide enabling structure in the land called “Relevance”, and “Relevance” produces branding rewards.

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