



In the telecom industry, market changes, growing technologies and new product launches can arise at any point in the development process for upcoming sales periods. This creates critical inflection points that affect key long-lead time deliverables and often hamper Franchise-owned stores that carry varying inventory and have an immediate need for customizable content. That's why we created an adaptable process for developing creative concepts through production of final materials that allows for turnkey implementation.

Our combined static and dynamic approach allows for greater flexibility to provide customized consumer messaging at different touch points throughout the path to purchase to deliver an enhanced retail experience.

See how we developed this strategy that integrates customizable dynamic content at retail along with legacy static print signage throughout key zones at U.S. Cellular stores.

U.S. Cellular Signage Evolution

Key Challenges

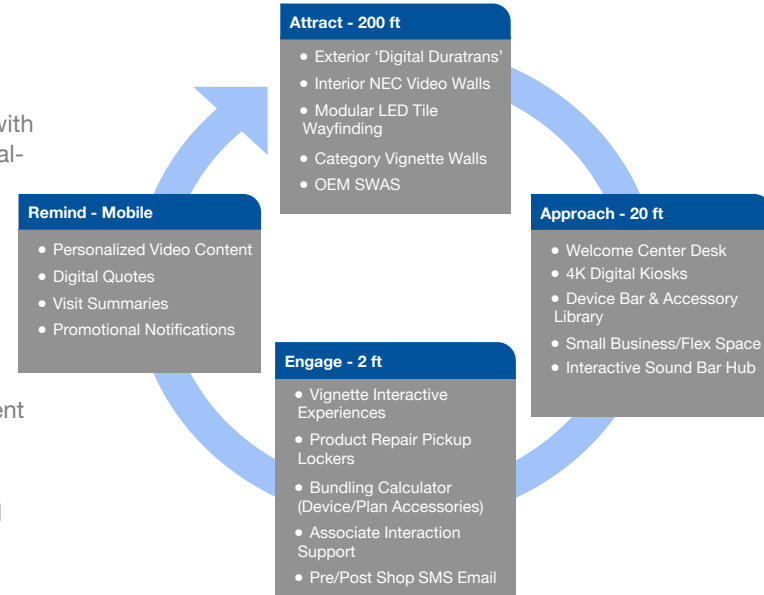
- **Franchise Needs:** Printed content does not account for all varying categories and needs of Franchise-owned stores
- **Limited Communication:** Monthly printed POP and associate interaction were the only tools available to deliver retail-level communication
- **Nominal Education:** Interspersed demo devices and cursory printed price/feature cards were the brand's only retail-delivered education effort

Strategic Opportunities

- **Content Availability:** Leverage flexible digital platforms to provide Franchise owners with a wider content library to support tailored messaging
- **Comprehensive, Timely Communication:** Deliver a 360° retail communication experience, with all media leading shoppers through a more robust store journey, keeping them informed in real-time, and ultimately yielding an intuitive, more profitable path to purchase
- **Multi-Faceted Education:** Employ digital media to deliver product and promotional details, supplemented by printed POP and establish destinations for self-education on product categories and devices as they wait for an available associate

Proposed Solutions

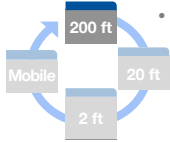
- **Tailored Selection:** Collaborate with display software partners to provide tools for Franchise owners to select supplemental digital content relevant to their inventory or request new content to be created
- **Asset Consolidation and Access:** Build a library of content for use in the development of quick-turnaround, unanticipated, opportunistic or lower-priority retail communication material needs
- **Compelling 360° Learning:** Map path to purchase zones, roles and opportunities for each, develop tools to act as a "silent salesperson" to enhance product education and demonstration



Digital Solutions & Capabilities

Broadcast-Quality Video & Motion Graphics

Technology is constantly changing - often fluctuates, new products launch, everything is constantly evolving and we can easily adapt.

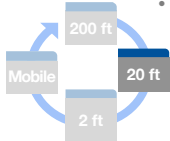


- **Video Approach:** Create high-quality, turnkey, cost-effective content to address industry ebb and flow. Build out a library of go-to videos that can be edited and leveraged quickly depending upon the situation.

Benefits: Provides greater flexibility to display engaging content that adheres to industry changes, new product launch support timing and allows individual stores to rotate for seasonably appropriate uses.

[Dynamic Display Signage & Animation Graphics](#) *(click to view video)*

Guiding a shopper throughout the store while they wait is key. We provide content that directs them to point(s) of interest.

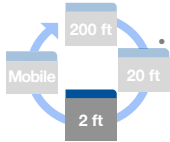


- **Navigation Approach:** Create signage, graphics, and wayfinding that guides customers throughout the process, no matter where they are in the journey. Peak customer interest with dynamic signage for categories and products they may not have considered.

Benefits: Provides greater consistency for all content and messaging as well as continued customer engagement while in-store, leading to an increase in awareness of promotions and potential increase in in-store purchases and/or upgrades.

[UI/UX Design at Retail](#) *(click to view video)*

Interactive experience allows shoppers to explore features and benefits at their own pace while increasing interest to drive purchase intent.

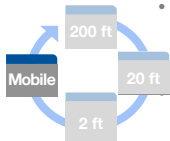


- **Interactive Approach:** Create easy to understand content that allows the shopper to explore device, service and plan options. Customers can opt in via text for additional information to review on the spot or at a later date.

Benefits: Engages, educates, and excites prospective consumers and helps act as a silent salesman while waiting for in-store Associate. Interests and selections are maintained on file for future Associate interactions.

SMS Lead Follow-Ups and Drip Campaigns

We understand that customers may need a reminder or incentive to complete purchase or drive repeat purchase.



- **Mobile Approach:** Provide customers with video content on their mobile devices that further supports in-store content, a summary of their visit, and serves a reminder to come back to complete a transaction or encourage purchase of related devices. Integrate content in-store with opportunities for customers to learn more about specific devices and categories.

Benefits: Provides further customer engagement with personalized content delivered directly to device that highlights the specific brands, products and plans that they are most interested to help drive initial purchase. Provides 1:1 customizable communication for future promotional offers to help further establish a relationship and drive repeat purchase.

