

health & beauty

THE RETAIL PROBLEM:

Customers like consultants:

Health and Beauty ranges continue to grow behind product innovation, new target customer groups and more varied lifestyle needs. Increasingly men are seen as target customers but they tend to have a far lower understanding of the category. Customer education remains the key to driving category growth and increasing basket spend.

Specialist consultant sales staff are expensive and this sales model is difficult

to scale cost-effectively. In addition, health and beauty products are increasingly available in grocery outlets where specialist staff advice is often not available.

Brand recognition and Innovation

Brand recognition and endorsement are critical in communicating the breadth and benefits of product ranges, usage guidance and complimentary product link ups.

THE DIGITAL SOLUTION

Brands and retailers in the Health and Beauty market need retail solutions that enable the delivery of brand focused, cost-effective product and usage education in a relevant and personalised way.

A digital display solution can work as virtual consultant, a route to leveraging wider brand spend and bringing wider brand value alive. Digital can be used to attract the younger 'digital' generation. Digital through interactivity can demonstrate different product combinations and explain differences between products, support product launches and highlight innovation.

THE DIGITAL VIEW SOLUTION:

LCD PANEL:

15" TFT panel – wide viewing angle, 50,000 hours backlight.

MOUNTING:

As part of a 'Virtual Consultant's bench

VIDEO PLAYBACK:

DV REMOTE PLAYER playback:

- solid state device (no moving parts), non-windows
- running full motion MPEG attractor loop
- interactivity through non-drift matrix touch screen
- remote update enabling regular change of content and material

ATTRACTOR:

Eye-catching, quickly communicates and engages customer
 Gives overall feel of services on offer within the programme
 Conveys the luxury of the product, supports the pricing

INTERACTIVITY:

'Shallow Surf' – 3 level interactivity only.

- Simulates different looks
- Promotes high value products
- Showcases innovation and product development
- Encourages combinations and draws products together.

