

# DIGITAL SIGNAGE: REVOLUTIONISING THE CUSTOMER EXPERIENCE



**vue**  
BIG SCREEN ENTERTAINMENT

# DIGITALISATION OF THE VUE ESTATE

TO REMOVE CLUTTER

VUE SATISFACTION DATA: SMART FOYERS LEADING DRIVER FOR HIGHER FREQUENC

TO MOVE INTO THE 21<sup>ST</sup> CENTURY!

EXPERTS IN QUALITY VISUALS

TO ALLEVIATE INCREASING PRINT & INSTALL COSTS

UTILISE BRIGHTSIGN SOFTWARE TO DELIVER CONTENT ESTATE WIDE IN SECONDS

TO PROTECT & STRENGTHEN THE VUE BRAND

BESPOKE BRANDING & RETAIL FRAMEWORKS

TO CREATE AN OPPORTUNITY FOR DISTRIBUTION TO REACH THE RIGHT AUDIENCE

REACH THE RIGHT AUDIENCE, AT THE RIGHT TIME, IN THE RIGHT PLACE

TO CREATE AN OPPORTUNITY FOR BRANDS AND PARTNERS TO REACH THE VUE AUD

BECOMING A MEDIA OWNER: CREATIVE SOLUTIONS ADVERTISING OPPORTUNITIES

TO INVEST IN THE VUE ESTATE AND EXTEND THE VUE ADVERTISING MEDIA PORTFOL

ENSURING ALL ADVERTISING MEDIA OPTIONS ARE ACCOUNTABLE

TO CREATE AN EXCITING AND UNIQUE CUSTOMER EXPERIENCE

TO ENHANCE THE BEST CUSTOMER JOURNEY FROM PREBOOK TO AFTER

**VUE**

BIG SCREEN ENTERTAINMENT

# PHASE #1: GETTING STARTED

2015-2016

## 11 SITE TEST

HIGH FOOTFALL & CONFERENCING SITES

'FAME' RESEARCH 2014: 17 MINS DWELL

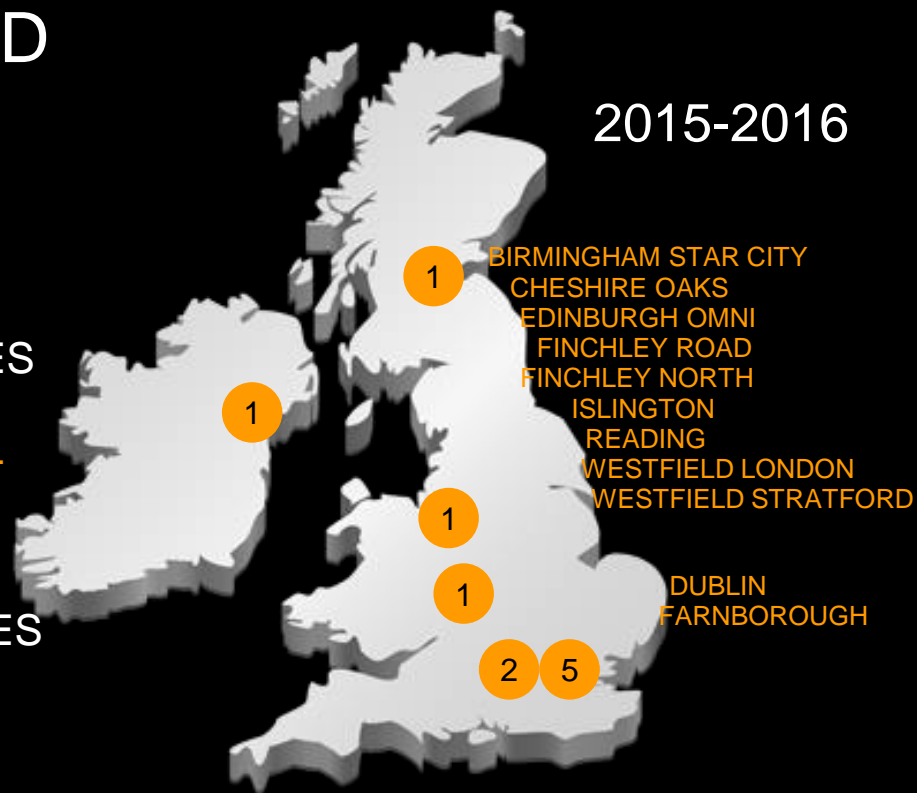
'BRIGHTSIGN' SOFTWARE

5 x PLAYLISTS WITH UP TO 30 CREATIVES

1 x TRAILER WALL SHOW

RETAIL/CONCESSION SCREENS

DISTRIBUTION CREATIVE SOLUTIONS



11	14	149
SITES	TV WALLS	DIGITAL SCREENS
116	RETAIL SCREENS	

# PHASE #2: BECOMING A MEDIA OWNER

Q1 2017

40 SITES ADDED

1 MILLION ADMITS PER FORTNIGHT

EXTERION/JCD INSIGHT: UNIFORMED ESTATE

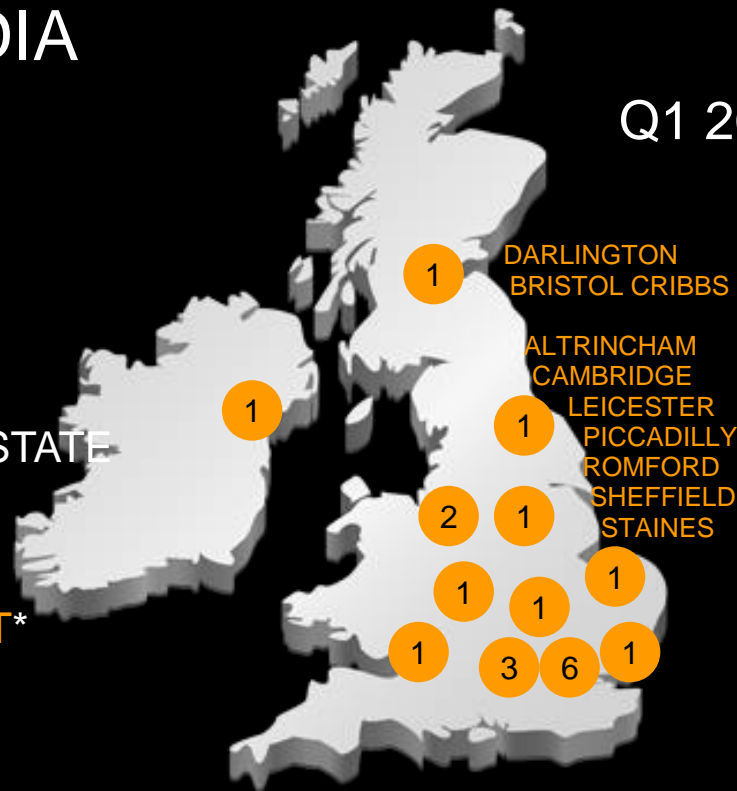
+7% ENGAGEMENT v. ONLINE VIDEO\*

DYNAMIC v. STATIC: +24% ENGAGEMENT\*

DYNAMIC v. STATIC: +40% SENTIMENT\*

SUPERMARKARKETS: +2.5% HALO EFFECT\*\*

EMPOWERING DCM "STUDIOS"



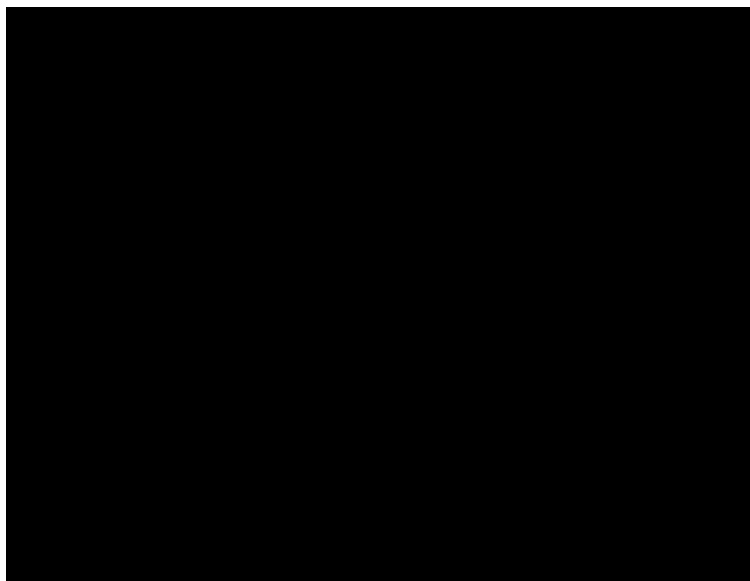
20	24	263
SITES	TV WALLS	DIGITAL SCREENS



# PHASE #2: BECOMING A MEDIA OWNER

MAY 2017

## DYNAMIC DISTRIBUTION CONTENT



SONIC THE HEDGEHOG (PARAMOUNT 2019)



38	42	487
SITES	TV WALLS	DIGITAL SCREENS

# PHASE #2: BECOMING A MEDIA OWNER

JUNE 2017

## THIRD PARTY ADVERTISING OPPORTUNITIES



55

SITES

63

TV  
WALLS

713

DIGITAL  
SCREENS

LENOVO STAR WARS JEDI CHALLENGES (2017)

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# PHASE #3: EXTENDING THE OPPORTUNITY

2018-2019+

THEATRICAL v. THIRD PARTY ADS. BALANCE

PHASE #1 SITES DELIVERED +4% ADMITS

AFTER PHASE #2: ALL SITES +14% ADMITS

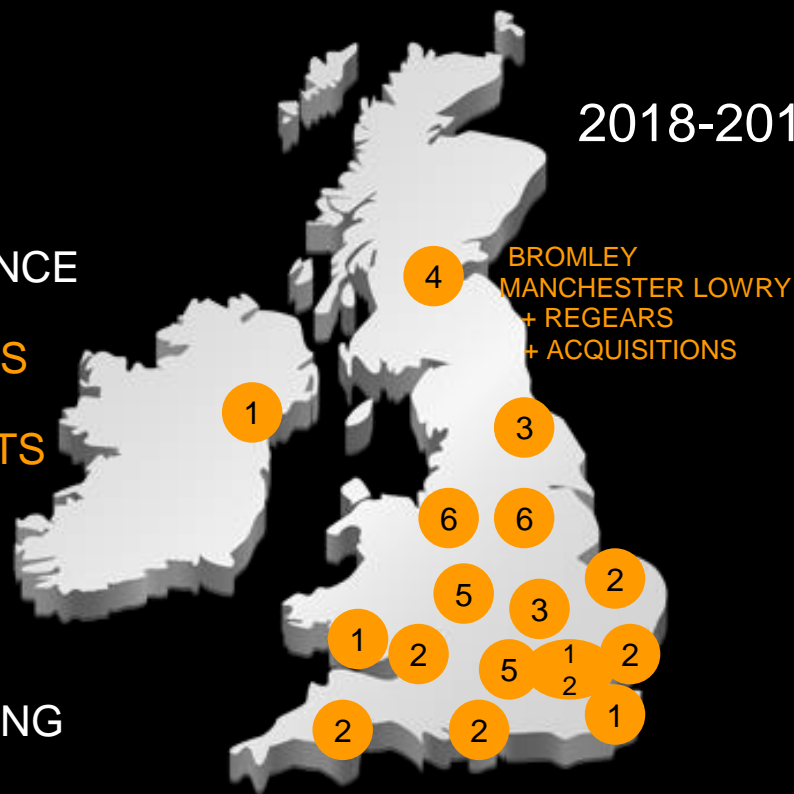
DYNAMIC: 40% UPLIFT IN SENTIMENT

80% OF THE VUE ESTATE

THIRD PARTY SALES HOUSE: BOOMERANG

PARTNERSHIPS & SPONSORSHIP

BESPOKE & TARGETED SOLUTIONS



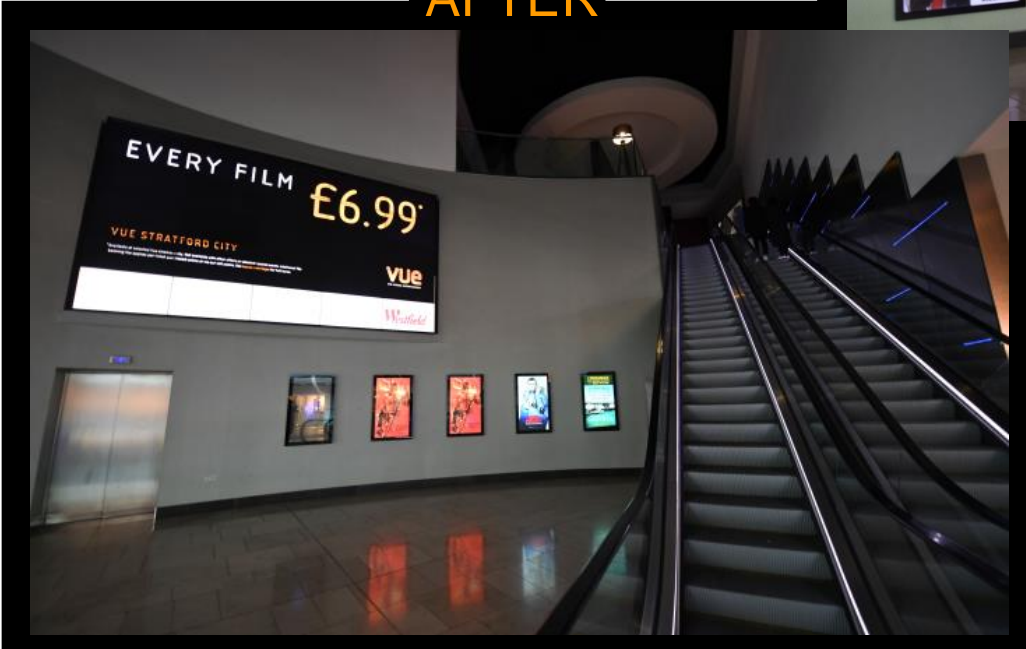
57	65	745
SITES	TV WALLS	DIGITAL SCREENS

# CUSTOMER EXPERIENCE

BEFORE



AFTER





# CUSTOMER EXPERIENCE

BEFORE



AFTER



# CUSTOMER EXPERIENCE

BEFORE



AFTER



# RETAIL SCREEN FRAMEWORKS

CREATED CONTENT FOR PRODUCTS

CREATED TIMELINE FRAMEWORKS

ENABLES APPROPRIATE SITE SPECIFIC  
FRAMEWORK

EASY TO ALTER CONTENT

EASY TO ADD NEW CONTENT

LIVE FOR 1 MONTH AT VUE WESTFIELD

ESTATE ROLLOUT



# RETAIL SCREEN FRAMEWORKS



DIGITAL  
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