G2 DMiR

GUIDE TO: DIGITAL MEDIA IN RETAIL

POPAI

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01. Introduction

Over the last few years, a mix of technical, marketing and creative innovation has combined to provide a significant step forward in the way in which shoppers are engaged at the point of purchase through the delivery of relevant messages and content via screen and audio-based retail media.

Given the rapid growth in the deployment of Digital Media in Retail (DMiR) networks by retailers and increased adoption of this media by advertisers and brands to reach shoppers in-store, POPAIdigital has produced its first Guide to Digital Media in Retail (DMiR).

02. An ideal first read

The guide provides an introductory overview of how screen and audio-based DMiR networks are used by UK retailers (although the principles outlined are universal) and provides some insight into why DMiR is the fastest growing medium in the out of home media sector.

The guide offers advice and guidance on good practice across a range of key topics and disciplines, ideal for those new to the media or wishing to find an entry level document to share with colleagues or clients.

03. Rich in case studies and practical examples

The guide features contributions and case studies from leading practitioners including dunnhumby (Tesco Screens), the Co-operative Group, Spar, the Mall Corporation and TUI Travel plus contributions from opinion formers including Hyperspace, Retail Week, Brunel University, Realisation and Shoppercentric who between them provide insight into the use of DMiR, market growth and current good practice across a range of key disciplines.

04. High quality development guidance

The guide outlines the business models most often deployed by retailers and network owners and provides some insight into the types of commercial return different models elicit, be that product sales, advertising revenues, brand value, customer loyalty or employee relations.

The guide outlines how DMiR networks work in terms of generating shopper engagement and satisfaction by providing good practice guidance on the following core building blocks of DMiR:

- Understanding the value drivers of DMiR for the business, shoppers and employees

- Understanding the relationship between shopper behaviour, the media and the environment

- Targeting the right shoppers with the right message in the right place using the right media

- Engaging shoppers and creating shopper value through appropriate and relevant content

05. Technical considerations (in plain English)

The guide also provides an overview of typical components that constitute the building blocks of a large scale DMiR network based on existing models - from the mechanics of content distribution and playout of audiovisual content to the way in which content can be managed to provide, in its most advanced state, dynamic or live information or pricing updateability linked to EPOS and other business drivers if required.

06. Innovation and the future

Included in the guide is a case study on battery powered shelf edge technologies (E-POP) which is one example of many new product developments in the DMiR sector and features together with comment from opinion formers on what they believe the future holds for DMiR.

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