



MIGROS BANK

DIGITAL ADVERTISING MESSAGES IN SHOP WINDOWS

Migros Bank now uses its shop windows as advertising and information space with digital signage. Depending on the size of branch, atmospheric pictures and advertising messages are shown on one, two or three displays in order to generate more attention from passers-by.

With this digital content, the financial service provider replaces the previous shop window modules and in this way benefits from a more flexible and eye-catching variation of market cultivation. In addition to this, Migros Bank publishes the latest share and financial data on a further display and as an extended information platform for existing and potential customers..

The contents are controlled centrally via the screenFOOD® CS Content Management System, which can be integrated

easily into the existing IT landscape. Based on the mutually developed content concept, screenFOODnet created and produced the animated and dynamic templates required. With screenFOOD ANIMATION FACTORY, the templates that have been produced can be used again and again for various content publications and put together in an alternating loop. The exchange rate data from the Migros Bank database can be transferred to the template prepared for them via an interface and are kept constantly up to date in this way. Contents are allocated media attributes for the location-specific and target group-orientated transmission and are transferred to and broadcast from the appropriate players (e.g. dependent on language zone).

screenFOODnet supports Migros Bank as a contact for technology, software and content and the procurement of the appropriate hardware and its supply.

Leistungen rendered by screenFOODnet:

- Content design and production and content management
- Software including interface
- Hardware (players) including support in staging and testing

Cooperation with:
Migros Bank (IT and Marketing)

„screenFOODnet gave us competent advice both with the selection and implementation of the hardware and software solution and with the design and implementation of the contents on the shop window screens for our branches. We are very satisfied with the solution chosen and are receiving a great deal of positive feedback for our new shop window communication.“

- Annette Boutelliier, Head of Marketing and Communications, Migros Bank AG (project commissioner)

- Istvan Frey, Head of IT/Telecommunications, Migros Bank AG (project commissioner)