



## FRESH FOOD COUNTER (GMAA) INCREASED FREQUENCY USING DIGITAL FAR-FIELD COMMUNICATION

**Sizzling grill meat, creamy cheese fondue or grilled giant prawns – the Migros Aare Cooperative is testing the effect of digital far-field communication in terms of increased customer frequency and customer shopping behaviour.**

The Migros Aare Cooperative (Genossenschaft Migros Aare, GMAA) is positioning two screens at two pilot locations above the fresh food counters (meat, fish, cheese) and uploading digital content onto them. The animations show tastily prepared meat, fish and cheese and promotions and recommendations from the chief butcher. Additionally, the Migros Aare Cooperative is also advertising additional services such as the individual preparation or marination of fresh products. In this way, the aim is for consumers to have their attention drawn to the broad range of services the fresh food counters have on offer and be inspired and informed by them.

In order to support customers in their purchase, GMAA is advertising offers and recipe suggestions via the screens. GMAA is pursuing the aim of increasing new and existing customer frequency at the fresh food counters and increasing the sales of fresh food products using far-field communication. Far-field communication also optimises customer orientation within the branch on account of the spatial effect.

screenFOODnet worked out the concept for the digital solution and supported Migros Aare in implementing the pilot. The contents were also created by screenFOODnet, which was commissioned by the Migros Aare Cooperative both to create the content concept and to take charge of content production; screenFOODnet is also running content management. GMAA uses the screenFOOD® CS digital signage software for the administration, control and publication of the contents.

For near-field communication, the Migros Aare Cooperative (and other coopera-

tives) uploads digital contents onto the scales screens in the counter area. You can find more information on this in the success story, "Integrated and customer-orientated product development on food scales at Migros «Integrierte und kundenaffine Produktwerbung auf Food-Waagen bei der Migros».

Services from screenFOODnet:

- Conception
- screenFOOD® CS digital signage software
- Project management
- Content concept and production
- Content management for 6 months
- Hardware, housing and installation

Customer interface:

Marketing and IT (Migros Aare Cooperative)

**„With screenFOODnet we were not only able to create a basis for the digital medium, but also received professional support in the content development. The result has been greeted widely both internally and by our customers.“**

- Daniel Kästli, Director of Design and Space Management, Migros Aare Cooperative

- Selina Pichler, Project Manager/Marketing and Market Cultivation, Migros Aare Cooperative