



K KIOSK LARGEST DIGITAL SIGNAGE NETWORK IN SWITZERLAND IMPLEMENTED

The Swiss retail company, Valora, is focusing on screen for generating sales in the kiosk outlets.

After putting the project out to tender, Valora adjudged screenFOODnet Digital Signage Retail Services AG to be the suitable partner and software provider for the implementation of the largest digital signage network in Switzerland with the most locations.

By implementing the project, Valora is replacing the old illuminated advertising boxes and will now rely on a new digital design for tobacco advertising in their kiosk outlets. The cigarette dispensers have been equipped with screens in around 900 locations throughout Swit-

zerland. This means that Valora offers the tobacco suppliers a modern and efficient platform for placing their promotions and advertising directly at the product.

During the rollout from February to May 2014, all the kiosk sales outlets that sell tobacco received one or two screens in the counter area. Visual communication was also expanded with a monitor in the „tobacco wall“ at certain locations. To create a homogenous appearance, the displays are equipped with uniform frames, or panels. The screens will show advertising and promotional films that the cigarette manufacturers will play independently using the screenFOOD® Content Management System. In this way the contents can be controlled in terms of

time and location in order to guarantee promotion that addresses the right target group(s).

The variety of the sales outlets in terms of construction, size and - in part - difficulty of access to their location required particularly systematic project organisation.

Cooperation with:
Nexgen AG, Littlebit AG, MPI Distribution AG, Hers / ergonomic solutions & swizzconnexx AG