

## Whitepaper:

### How digital signage enhances communication on campus

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Generation Y has been raised on high tech, fast-paced media technology. Is it any wonder therefore, that this generation has a high expectation when it comes to such media and its message?



Communication on campus as a result has suffered, as costly printed posters and messages on notice boards go unseen and get discarded.

To counter this phenomenon, digital signage is being embraced on university campuses around the world.

Able to deliver fast, high impact, targeted messages to tech-savvy students in areas that capture their attention, digital signage allows universities to control what message it sends and when, while at the same time ensuring consistency of the university's image.

Displays can be installed in areas where people congregate, such as cafes, outside lecture halls, beside lifts, libraries, student centers, bookstores and registry. They offer targeted messages to those audiences at different times during the day, depending on what message they wish to send, what products they want to sell and which audience is there to hear it.

When 70% of buying decisions are made in store, digital advertising can prove effective to not only get students into university cafes and bookstores, but to actually buy the high-margin products the university wants to sell more of.

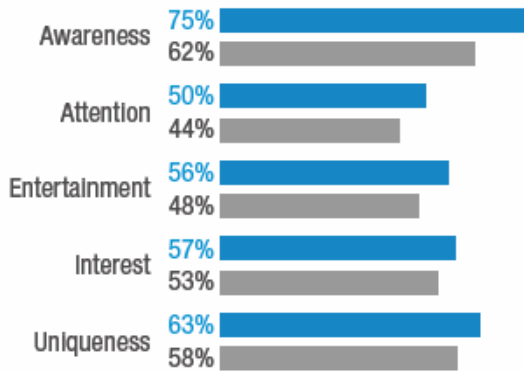
According to a new Nielsen consumer study made this year, digital out of home (DOOH) media increases sales at the point of purchase. Four out of five product brands tested in 12 grocery stores across Germany experienced significant increases of up to 33 per cent in additional sales through the use of digital signage.

Conscious awareness of the digital screens is also generally high. According to the same study, roughly three quarters of those surveyed (74%) noticed the displays at the point of sale. \*

The fact that traditional advertising methods are failing is nothing new, and is certainly not restricted to Y-Gen students. Audiences are becoming more fragmented and difficult to reach and are more sophisticated than ever before. They require therefore a sophisticated approach, and this is where digital signage can be an advantage.

A survey conducted by OTX confirms that digital out-of-home media is particularly effective at reaching people aged between 18-24 years old. Always on the go, and out of home more than in, this audience spends less time with traditional media. When they head to university, go out shopping, or go out with friends, digital signage is proving an effective way to intercept and engage them. †

Comparison of measures between general adults vs. 18-24 year-olds (general adults percentages shown in gray)



Base: Among those who have seen ads in the media in the past week

When university students who have seen digital signage advertising over one year were asked about it more than half said they pay some or a lot of attention to this media.

This same OTX study also asked whether they had taken any action after seeing advertisements on digital signage, 49% of university students said they had taken action.

Digital signage therefore is an excellent way to reach the 18-24 year old market through placing information and advertisements in locations they visit every day.

University students have already confirmed that digital signage is extremely effective at catching their attention, so placing digital signage screens at strategic locations around campus is a modern way of reaching your student audience and getting your message heard.

Indiana University installed a digital signage network in 2008 because digital signage is “not only modern and eye catching to students, but it’s less of a hassle than printed materials. It’s (also) less expensive in the long run because you don’t need as much paper, and it turns around information much faster than traditional signs.”±

*Content can:*

- Keep students, faculty and visitors informed about university events
- Provide wayfinding maps in high traffic areas to assist new students, parents and visitors
- Show menus in cafes, advertise products (and get third party advertising revenue from suppliers).
- Show schedules and booking information for meeting rooms and lecture halls



- Reinforce university policies and brand
- Provide public safety information
- Gain third party advertising revenue from on-campus businesses and local companies vying for the student dollar

With the digital signage market now tracking as the third fastest growing advertising media ever (behind the internet and mobile phones) universities need to decide where best to spend their increasingly limited marketing budgets. Where can they get the most bang for their buck? Without a doubt, the analysis and research behind digital signage is now proving too strong to ignore.

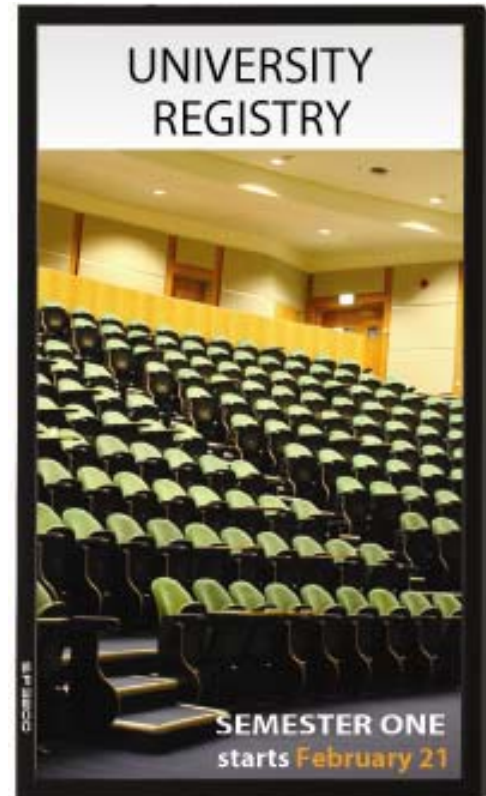
The good news is implementing a digital signage network is no longer rocket science. As the technology has advanced, implementation costs have also come down making digital signage accessible for the first time. But it's not just the screens one has to consider...



*Getting it right: 7 considerations when installing a digital signage network:*

1. Content is key. It doesn't matter how much you've spent on your digital signage network, if the content is badly designed, it won't work. Make it interesting, eye-catching and relevant. Don't throw a news feed along the bottom of the screen. It's more visual distraction that takes away from your message!
2. Location, location, location. If the screens are not in a place where anyone sees them, what's the point? There are numerous hot points around a campus, like at the POP (point of purchase), that should always be utilized.
3. Get local buy-in. If the staff hates your digital signage content, they will turn it off. Repetitive audio is usually the killer here. You can also utilize your content to get employee and student buy-in to university values and in how you want them to communicate your brand. You could also offer advertising space to local student groups to promote their clubs and events.
4. Install a network that can be updated remotely and controlled from one location. Don't send around DVDs! You need a network you can manage offsite. And by managing each screen in various locations from one location (your desk) you can control a consistent message for your brand and tie it in with other marketing and informational campaigns, now.

5. Does it schedule playback? Can you remotely schedule content to play across multiple screens in one week from today, one month? Reliable distribution and playback is critical. If you can't easily change the price of an item across your network in 15 minutes or less you've got the wrong system.
6. Get it to pay for itself. Utilize your suppliers and brands already on campus for some third party advertising revenue. Get THEM to throw in some dollars to get their ads on your screens. The cost for them is minimal for the proven increase in sales. You could also gain revenue from local businesses who want a piece of the student dollar, like banks and local bars.
7. Do you have to buy expensive peripherals? Do you have to buy a PC, a server, software and a media player for every screen? Don't waste your money when you can get cost-effective out-of-the-box solutions. No PC, no media player, no more!



We are only at the beginning of what is possible with digital signage, and with a global growth rate of over 30% per year, it will only be a matter of time before we see more and more digital signage networks in operation down under. We already know digital signage is effective for 18-24 year olds. We know it reduces printing costs and has the potential to pay for itself. What are you waiting for?

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#### ABOUT THE AUTHOR

Arlette Morrison is Director of Sales and Marketing at Computaleta, the largest supplier to the New Zealand signage industry, with brands 3M, Arlon and HEXIS, and is the exclusive distributor of HEXIS films in Australia. Computaleta is also the exclusive Australasian distributor of SignPassage, an all-in-one Digital Signage System that requires no PC, no media player, no more! Find out more at [www.computaleta.co.nz/digital](http://www.computaleta.co.nz/digital)

\* Nielsen Study Confirms Effectiveness of Digital Signage at Point of Sale, 2 August 2010: <http://bit.ly/gdTell>

† Study by OTX: Engaging people with digital out-of-home media, United States 2007

± Indiana University Deploys Digital Signage System Case Study: <http://www.scala.com/news/studies/indiana-university-deploys-digital-signage-System>