

Retail Modernization: Setting the Standard in Digital Signage

Challenges & Opportunities in the Current Landscape

Retail modernization is a hot topic on the minds of lotteries and their retailers. Competition for the attention of consumers is increasing, while retail footfalls are declining at a steady rate.

Digital engagement at retail is becoming increasingly necessary to entice and engage new audiences and convert them into players.

Digital screens and interactive networks enable automatically-updated, customized and targeted messaging at each retailer, helping in-store lottery marketing to stand out from the thousands of messages consumers are inundated with daily.

“With the increased adoption of digital engagement by brands and retailers, shopper expectations will also increase.”

Digital sign networks allow lottery retail messaging to be expanded beyond prize value information to almost any automated and customized messaging that a lottery marketer can imagine.

Whether a digital sign is providing game play information to a new player, highlighting local winners to a lapsed player, or simply by providing services that take pressure off of the POS lineup, the end goal is to simplify and personalize each player’s experience.

Carmanah Signs is setting the standard in digital and interactive signage for lottery retail channels by offering a full suite of customized software, products and services that will help the lottery industry make smart and cost effective digital investments.

Digital Sign Networks at Retail

With the increased adoption of digital engagement by brands and retailers, shopper expectations for digital experiences will also increase. Brands and retailers are responding to this expectation by installing new digital signage and digital interactive networks.

For example, Carmanah’s parent company, Stratacache, has recently installed and is operating a network of 34,000 end cap touch tablets in 3,800 Walmart locations.

In addition, Stratacache supplies McDonald’s with the software, screens and services that operate 24,000 digital menu boards. Both these installations provide new product information and calls to action.



End Cap Touch Tablets at Walmart

BCLC is a leading example of the potential digital signage has to attract, engage and convert.



BCLC Mall Kiosk

kiosks serve to inform and delight customers and give them an increasingly personalized experience.

Leveraging social media to share their experiences with others while in-store is a key factor in personalizing the buying experience and increasing BCLC's brand awareness.

"Leveraging social media is a key factor in personalizing the buying experience for consumers and increasing brand awareness."

Example Lottery Solution: Digital Interactive PlayStations

Carmanah offers full service digital messaging solutions including scalable software, custom hardware and network operating services that can be customized to the specific needs of each Lottery.

One example is Carmanah's Digital Interactive PlayStation, which features both a large LCD display and an interactive touch tablet.

The large LCD screen displays attractive and relevant content such as prize values and winners and is used to draw potential players to the PlayStation.

The touch tablet provides an easy interface enabling players to – among other things - quickly pick their numbers and print out their bet slips, rather than filling out a slip by hand.

The PlayStation also has the capability for mobile information hand-off and reward and loyalty card synchronization, personalizing each player's purchasing experience.

The two screens also have the potential to display contextual information concurrently. For instance, when a player engages the touch screen to learn about a specific lottery game, the large screen can display how-to-play and responsible gaming information, as well as local winners for that game and area while the player navigates the app.



Digital Interactive PlayStation

Setting the Standard

Digital engagement is the next major retail trend. Carmanah is setting the standard for the global lottery industry, enabling lotteries to use networked digital engagement to attract and retain players in the digital manner that consumers are starting to expect.

About Carmanah Signs

Carmanah Signs helps casinos and lotteries activate and engage players by supplying digital sign networks, interactive digital media experiences and value-added LED signs.

Carmanah is the gaming division of Stratacache, a leading global provider of digital sign software, touch interactive hardware and network operation services. Carmanah and Stratacache's digital technologies improve in-store shopper experience, promote retail conversion and assist with mobile activation.

*For more information, please visit
www.carmanahsigns.com*