

**ABOUT
THE BIG IDEA**

MAINSTREAM

**INFORMAL MARKET
SERVICES
PRODUCT
USER JOURNEY
COSTS**



BRAND DIGITAL VISIBILITY

BRAND BOX MEDIA PLAYER / BIG SCREENS / PODIUMS / 42 INCH SCREENS / MOBILE CHARGERS / HOLOGRAPHIC FANS



A DIRECT TO CONSUMER (DTC) DIGITAL ACTIVATION TOOL

- ★ When a customer enters outlet, they will be asked to register, followed by directing consumers to the garden.
- ★ Customer are encouraged to redeem rewards offered by brands , by answering a question (for Brand insights) limitless profiling questions.
- ★ Bucket deals/ meal combo's, complementary beer for every 2 purchased are a few mechanic used.
- ★ Live screen **Squeeze ads** (video and/or stills) every 15 min
- ★ On-screen **always on** bottom scroller.
- ★ Our marketing team working closely with brands create the right mechanic in order to get “liquid onto lips”, and consumers engaging with their brands and tasting their product. Perhaps switching them 😊
- ★ We showcase analytics converting direct-to-consumer digital marketing strategy based of reliable 1st party data.

BRANDS AT PLAY

- Ownership of digital and live sport screens
- All consumers driven to free in-store WIFI for menu and specials redemption.
- Brands have opportunity for 1st party data question to redeem 2 for 1 per question as an example.
- Screen advertising during live sport (squeeze-back) to amplify call to action. Environment also has 'win' tile for additional activation for prizes/product/merchandise giveaways.
- Loyalty or drive to local off-con retailer vouchers to consumer.
- Off peak advertising looks on screen.
- Social Media call to action.

Instore call to action digital content

