

Impactful custom digital signage retail solutions powered by the Beabloo Active Customer Intelligence Suite

The Challenge

When designing a store to help launch this new brand, using traditional static banners felt obsolete. It was clear that a more dynamic solution that attracted audience attention more effectively was needed. The Fragrance Shop was looking for a solution that would give them a flexible and responsive solution to promote offers and key brands throughout the store. Static banners ripped easily and wore down quickly.

As a new brand from The Fragrance Shop, the store needed to create an advertising impact that couldn't be achieved through traditional means. Working with Scan (Beabloo's UK partner) was the best choice for creating a powerful and easy-to-use digital signage solution for the new Indulge Beauty flagship store.

The Beabloo Solution

Scan Computers has been working with The Fragrance Shop for many years and already implemented Beabloo digital signage and analytics in stores throughout the country. This upgraded traditional static banners into digital signage screens using Beabloo's cloud-based content management system.

Beabloo installed video walls, large format displays and a dynamic stretched display built into bespoke furniture. All the signage was controlled through the Beabloo CMS, which provided the responsive solution they were looking for.

The Fragrance Shop

Customer - Indulge Beauty – The Fragrance Shop
Partner - Scan Computers
Sector - Beauty & Care
Country - UK
Year - 2019

Company Profile

The Fragrance Shop is the UK's largest independent fragrance retailer. Indulge Beauty is their new brand, with a flagship store at the Westfield Stratford City Shopping Centre in the heart of East London.

Indulge Beauty's core business idea is based on having all your beauty and grooming needs (makeup, haircare, skincare, grooming, bath & body and electrical) under one roof.

Solutions

- Content Manager
- Content Player



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“The Digital Signage team at Scan were proactive and we worked together to find a cohesive solution. Our initial brief was given as a guide, but the team advised further on how to maximize the exposure and the solutions needed to achieve this.”

**RONI RAITHATHA**

Head of Trade Partnerships at The Fragrance Shop.



The results

With a younger target audience, attractive branding is key for influencing decision making. Studies show that almost 80% of purchasing decisions are made at the POP (point of purchase). The screens located around the store provided a platform for delivering important messages. The installation not only improved customer awareness of offers, but it also provided a digital media platform for fragrance brand advertising.

The screens have had an impressive impact on the design of the store by adding a “wow” factor. Further analysis of the economic impact of the signage is pending.

In addition to the improved look and feel of the store, the support service from Scan was outstanding. The team’s experience and knowledge meant the project ran smoothly and exceeded all expectations.

There is another Beabloo/Scan collaboration for The Fragrance Shop at Manchester’s Arndale Centre. Digital signage transformed their traditional advertising into a dynamic, creative and interactive space that can react to marketing trends quickly and easily with the Beabloo CMS. This is a huge improvement from the slow and costly implementations associated with print advertising.