



emoción

digital media in
financial institutions
and banks

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Introduction

Digital Signage technology – introduction

Today, in terms of recession, when effective and affordable resources for promoting products and services are limited, banks should make great efforts find those marketing tools that will directly affect the revenue growth. It's far more reasonable to invest the funds, intended for image advertising, attractive design and branding, in projects with specific business objectives and measurable results.

Digital media system deployment and professional management of media content can ensure a number of strategic benefits to the banking institution - better interaction with customers, better opportunities for targeted offers and promotions and improved level of internal corporate communication.

-  Better interaction with customers
-  Better opportunities for targeted offers and promotions
-  Better level of corporate communication



Digital media objectives

A clear strategy is required from the very beginning

It's very important for the bank institution to determine a clear marketing strategy and to define digital media objectives and tasks, in order to benefit of the invested funds. It's also important to define correctly customers' target groups, to set key media functions and to develop the software for managing media design. And last but not least to specify technical parameters and equipment requirements. The purpose of all analyses and evaluations is to optimize costs and ensure the functionality and efficiency of the system.



Digital media system includes hardware components and content management software. 50-inch professional displays equipped with industrial players and webcams for tracking customer traffic can replace successfully the currently used LED panels.

The media content is designed to be managed centrally and fully corresponds to the corporate vision of the bank. It includes:

1. Animated product and promo information
2. Daily currency rates information, automatically updated through the bank website.

3. Media content includes also a few dynamic elements for unintentionally attraction of viewers' attention - such as current date, time and weather forecast. These dynamic components are also updated automatically.

Corporate communication

The main purpose of digital media is to be an advertising and communication system, designed to inform and attract customers. It is recommended, however, to consider taking an advantage of another highly functional digital media application.

Media displays can be used quite successfully and efficiently for the purposes internal corporate communication - e.g. videoconferencing and staff training. This would contribute significantly not only for the return on investments, but also for increasing the corporate culture and improving office environment for the employees.



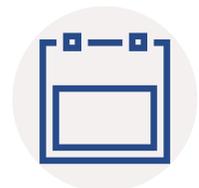
Videoconferencing



Staff training



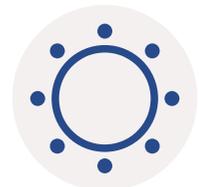
Additional messages



Events and campaigns schedules



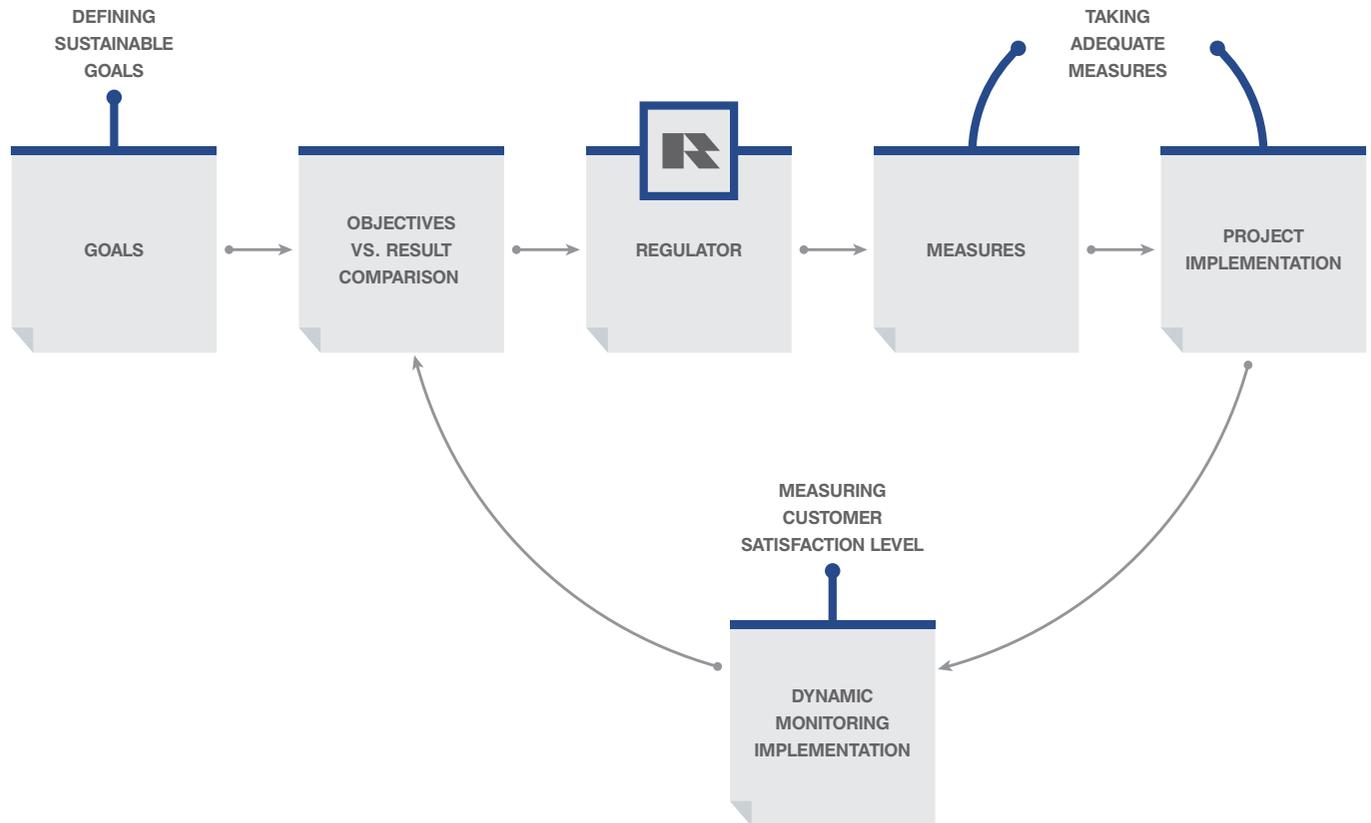
Time and date



Weather forecast

Adapting the content

System efficiency directly depends on the appropriate media content management. This is a dynamic process which requires constantly and timely information refreshing and updating the formats, in order to achieve the best possible effect and to extract the most benefit of the dynamic character and the attractiveness of digital media. It's mandatory to determinate and periodically to analyze a particular set of indicators and measurements for assessment of system efficiency in terms of the defined goals. These indicators are unique for each area of digital media application. These could be – customer satisfaction evaluation, brand awareness, the location of displays and interactive devices, staff evaluation.



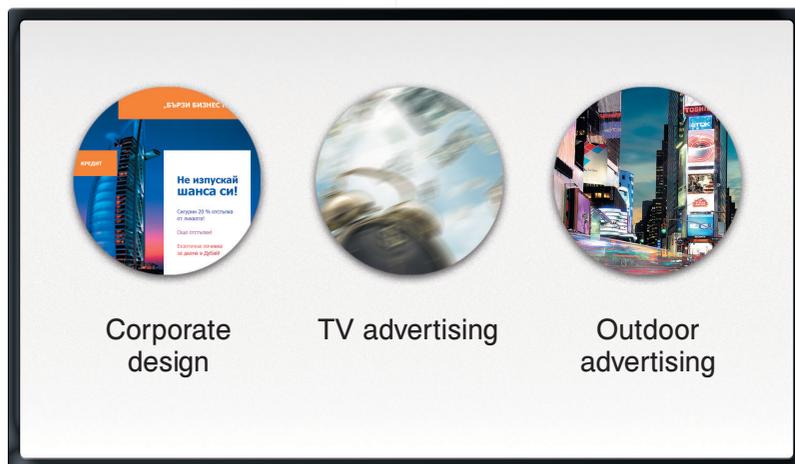
Return on investments

Advertising strategy

No doubt, the bankers want to know in advance, whether the investments they made for digital media implementation would increase the sales and how soon they will receive their return on investment. It would be incorrect to claim that the implementation of digital media system will affect directly the sales volume growth, because the customers usually take their purchase decisions under influence of a complex of various factors.

Digital media have its impact together with all other marketing tools. It could be an effective part of an overall advertising strategy, which includes various elements such as corporate design, TV commercials, outdoor advertising and others.

Digital media interacts successfully with all others marketing tools. It is really effective as a part of an overall marketing strategy.



Corporate design

TV advertising

Outdoor advertising

- Overall advertising strategy includes:
 - Corporate design
 - TV advertising
 - Outdoor advertising and others

Your business
is of importance for us

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