

Content2Market

On-site Digital Marketing

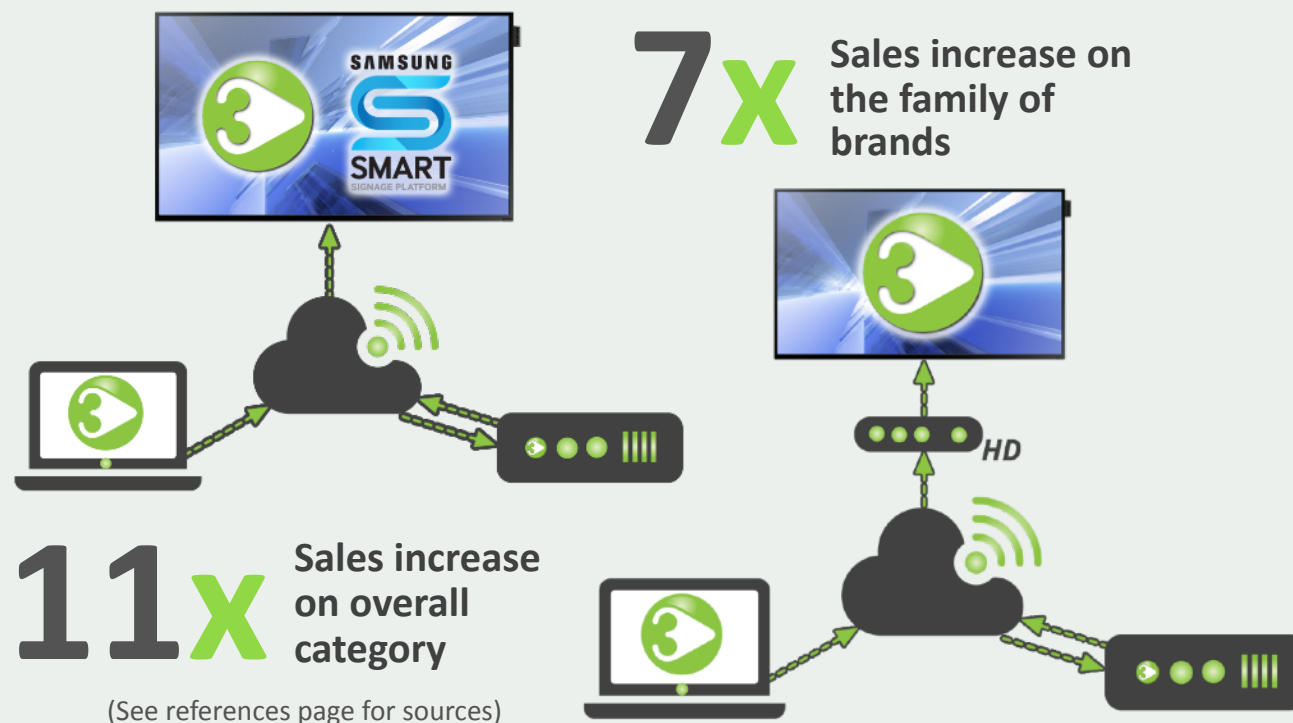
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Agenda

Content2Market 

- Market Landscape
- The Content2Market™ Solution
- How We Work
- Why Digital Signage?
- Digital Signage Comparisons
- Powered by TriplePlay™
- TriplePlay Clients
- Why Content2Market™?



Market Landscape

Content2Market 

With the evolution of the omni-channel, the retail environment is changing rapidly... the “old” way of marketing is behind us!

You now must provide your customers with a seamless shopping experience

- A multi-channel approach to sales
- Shopping online from a desktop or mobile device
- More data driven to better react to consumer buying habits, trends and needs
- Home delivery
- Click & collect
- Route-to-market efficiencies



The C2M™ Solution

Content2Market 

Integrate digital with brick and mortar retail via digital signage

When your customers are in a brick and mortar setting, where the majority of sales transactions still take place, it is imperative that you **attract, engage, inform** and **inspire** them. Digital signage is the best option to achieve these objectives!



74% of all purchase decisions are made in store

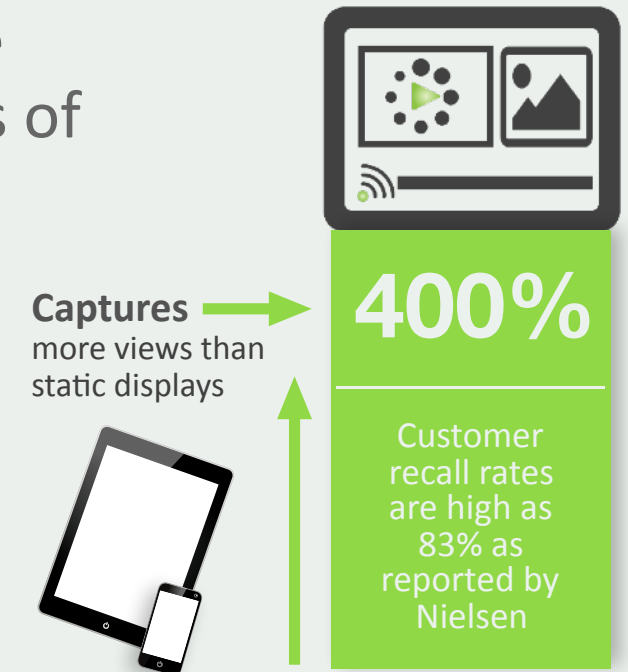
(See references page for sources)

How We Work

We partner with TriplePlay™, the World's leading single platform software solution for digital signage and IPTV to **advertise** and **promote** your brands on display at shelf and other strategic locations in a retail setting.

Our focus is software, which allows us to change with the corporate environment ultimately simplifying the process of implementation.

- Simple plug and play integration
- Low to no upfront costs, lease options available
- 1 to 5 year agreements
- Award winning technical support
- World-class cloud based servers
- Ultra-security and data protection



(See references page for sources)

Why Digital Signage?

Digital Signage is the ideal way to deliver communications and use advertising displays within any retail or corporate setting, giving real time access to content and a more engaging platform for the audience to interact with.

- Control real-time content remotely bringing new meaning to occasional marketing
- Increase the number of in-outlet transactions
- Generate revenue from digital signage co-op and on-location advertising opportunities
- Improve consumer engagement
- Differentiate your brand from competitors
- Attract and engage your shoppers with informative and inspirational content



31.8%

upswing in overall sales volume

(See references page for sources)

DIGITAL SIGNAGE VS



TELEVISION



LIMITED TIME 30 (SECS)



EXPENSIVE

32% RECALL RATE COMPARED TO
83% WITH **DIGITAL SIGNAGE**



RADIO



CAN'T FOCUS ON A
SPECIFIC DEMOGRAPHIC



NO VISUALS

27% RECALL RATE COMPARED TO
83% WITH **DIGITAL SIGNAGE**



ONLINE BANNERS



OFTEN BLOCKED BY USER
SOFTWARE



AD BLINDNESS MEANS 3%
INTERACTION RATE WITH
VIEWER



DIFFICULT TO REACH SPECIFIC
DEMOGRAPHICS



SOCIAL MEDIA



BROAD, UNFOCUSED
AUDIENCE VS SPECIFIC
POINT-OF-PURCHASE
DIGITAL SIGNAGE PRESENCE



ADS ARE A DISTRACTION
ONLINE WHEREAS SHOPPERS
ON LOCATION ARE THERE
SHOP!



MAGAZINE



LESS FLEXIBLE,
IMPOSSIBLE TO UPDATE
AFTER PRINTING



EXPENSIVE

21% RECALL RATE COMPARED TO
83% WITH **DIGITAL SIGNAGE**



NEWSPAPER



POOR PRINT QUALITY



UNFOCUSED
DEMOGRAPHIC, HARD TO
TARGET



READERSHIP IS IN A
STEADY DECLINE



BILLBOARDS



LIMITED DISPLAY SPACE &
READABILITY



UNFOCUSED DEMOGRAPHIC,
HARDER TO TARGET

30% RECALL RATE COMPARED TO
83% WITH **DIGITAL SIGNAGE**

DIGITAL SIGNAGE FOR THE WIN



VERY PRECISE TARGETING OF
CUSTOMERS

83% **RECALL RATE**, THE HIGHEST OF THE
BUNCH

59% **OF PEOPLE WHO CAME IN CONTACT**
WITH DIGITAL SIGNAGE IN MULTIPLE
LOCATIONS LATER **WANTED TO LEARN**
MORE ABOUT THE ADVERTISED TOPIC

(See references page for sources)

TriplePlay™ has been a forward thinking company for over 17 years and a pioneer within the on-site digital marketing industry.

The TriplePlay™ Point-of-Difference:

- Our stand-alone software solutions DO MORE without the use of 3rd party vendors
- Easier to operate
- Costs you less
- The flexibility to work with any business
- Ability to customize
- Serving over 4000+ clients in over 44 countries



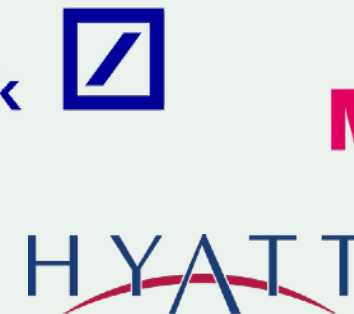
Bumps up the average
purchase amount by

29.5%

(See references page for sources)

As your technology changes, so does ours. Future proof your business!

Chances are, you've probably seen TriplePlay around...



For a full client list and case studies go to tripleplay.tv

Why Content2Market?

A team with decades of experience in consumer products, content creation, and media representing startups, early stage and Fortune 500 companies with world class clients and employers that include:

- Procter & Gamble® • Coca-Cola® • PepsiCo® • Clorox® • Nestle® • Dr Pepper Snapple Group®
 - S.C. Johnson® • ConAgra® • Kimberly-Clark® • Kellogg's® • Kraft Heinz® General Mills® • Mars Bayer® • Unilever® • Tyson® • 3M® • Hormel® • Barilla® Campbell's® • Del Monte® • Dole Georgia-Pacific® • JM Smuckers® • Ocean Spray® McCormick® • Mission® HEB® • Dean Foods® • GSK® • SuperValu® • CBS®
- Contributing in various disciplines that include CEO, Trade Marketing, Business Development, Marketing, National Accounts, Creative Services, Shopper Marketing
- CPG, chain grocery, co-op, and C store sell through programs and partnerships

Content2Market 

Partner with the future...

Generate Incremental Revenue
and Build Brand Loyalty

Powered by

Triplay

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