Tomorrow People drives on-screen business opportunities for Impact Media

Birmingham-based design and marketing consultancy Tomorrow People recently applied advanced cloud computing technology to help turn car dealership browsers into customers.

National signage company Impact Media specialises in helping companies to make the most of in-house advertising and encourage their customers to spend more time on site – and more money on featured products. They needed a flexible, user-friendly system to allow car dealerships to advertise their products on site and they asked Tomorrow People to create a tailored solution.

The designers came up with a bespoke SaaS (Software as a Service)/Cloud based system that enables car dealerships to display and manage used car advertising banners on digital screens in their showrooms. The system keeps Impact Media in the driving seat, by letting them specify the data that is shown on each digital screen, through the use of a bespoke Windows Data Manager programme (installed on the digital box located at each car dealership) and a centralised online (Cloud) Content Management System (CMS) and MySQL database. This means that adverts shown are specific to a particular dealership and region. As Robert Marsden, Director of Impact Media comments, the new system is a key part of Impact Media's target of installing digital screens in 200-300 UK car dealership showrooms by the end of 2010 and up to 1,000 dealerships by the end of 2011.

"Our business focuses on helping companies make the most of the enormous brand-building potential offered by digital signage. Tomorrow People fully understood our needs and brought together the best technical options to create a powerful and flexible system that is helping us to achieve our goals."

Tomorrow People designed the system by combining a Windows Data Manager and an online database and administration area with an external system, Signage Live, which schedules where the used car banner will be placed on each digital screen. Once set up, the used car banner on each screen automatically displays used car adverts with the option of making the adverts specific to the car dealership and/or location.

The system is built to maximise the potential impact of digital signage for Impact Media's customers. With in-house advertising proven to increase the average amount of time a customer spends in-store by 5%, the benefits for business are clear. The team at Impact Media can easily control what potential car buyers see, because the Windows Data Manager programme allows an animated ad banner to be installed automatically and to display each of the used car adverts, featuring multiple images per advert and make, model, year, fuel type, colour and price.

Each advert is displayed on screen for a short period of time before it changes to the next advert. The Windows Data Manager automatically checks for an internet connection and new data every 30 minutes, updating screens instantly with the very latest used car adverts. The team can also log in and update the adverts from anywhere with an internet connection, thanks to the bespoke cloud technology content management system.

For more information, please visit: www.tomorrow-people.com/our-industries/clients/digital-screen-app-impact-on-hold/

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About Tomorrow People

Tomorrow People is a design and marketing consultancy based in Birmingham. The company specialises in providing design, marketing, programming and development innovation for clients that include Westfield Shoppingtowns, Crosby Homes, Highcross Leicester, The Open University, Thomson Holidays, and QlikView.

www.tomorrow-people.com