

A CASE FOR INTEGRATED VISUAL COMMUNICATIONS
BY: SYMON COMMUNICATIONS, INC



Introduction

The last three years have played host to a revolution in the way consumers interact with one another and with technology. Since 2007, consumers have been rapidly gravitating to social media (e.g. Facebook, Twitter, Foursquare, etc.) as a means to filter, pre-screen and pre-qualify the burgeoning amount of information that they receive. At the same time, consumers have also been aggressively adopting wireless/mobile technologies -- specifically the new generation of smartphones -- as a means to connect with their social networks.

As consumers have adopted the new generation of mobile technologies, they have started to engage with their mobile phones in unprecedented ways and at unprecedented rates. In fact, the mobile consumption of data-oriented, multi-media content has been growing so quickly that carrier networks have been struggling to keep up with the demand.

It is clear from the trends that there is a growing convergence between multi-media content, social media and mobile phones. This means that consumers will be increasingly looking at their phones for information relevant to their lives. It also means that consumers are likely to eschew any information source that is not tightly integrated with their phones.

What does this revolution mean to you, a forward-thinking business leader? It means that your employees and customers are immersed in technologies and media that are out of your reach. It means that you must do something different in order to capture their attention, influence their behavior and keep them informed while they are in your venue. It means you must engage them in an eye-catching fashion and then, while you have their attention, capitalize on their affinity for using mobile technologies.

Place-based visual communications integrated with mobile technologies offers you the best opportunity to respond to the aforementioned requirements. Place your key message on a place-based display and invite your viewers to use their phone to connect with you for more information or to establish a two-way dialog.

Value Proposition

The value of place-based displays integrated with mobile technologies is four-fold:

- 1) Initiation: Place-based messages capture viewer attention and create a compelling aesthetic for the venue. The messages also serve as a catalyst for initiating a mobile interaction between the venue and the viewer.
- 2) Localization: Information is delivered when and where it provides the most relevance. Mobile technologies allow the viewer to engage with this information when and where they so desire and take it with them when they leave.
- 3) Quantification: Message viewership, both on-premises and off-premises, can be tracked, measured and reported. Mobile technologies facilitate the measurement process, which includes measuring viewer interests.
- 4) Consummation: Place-based messages can deliver a call to action and the mobile extensions can be used to allow viewers to respond to the call to action. In some cases, commercial transactions can be consummated via mobile.

Tangible Benefits:

While the true value of place-based displays is manifest in its ability to deliver real-time and relevant information to where/when it is needed in a fashion that catches viewer attention, its real benefit is realized when it is used in conjunction with mobile technologies. The convergence of these technologies allows:

- Key messages to be re-enforced (e.g. messages extended via mobile)
- Venue aesthetics to be improved (e.g. a high-tech look)
- Venue effectiveness to be enhanced (e.g. greater measurement of viewership)
- Venue costs to be reduced (e.g. off-set of costs for traditional media)
- Viewer/Venue relationships to be improved (e.g. greater collaboration)

Financial Considerations

A viable financial justification can be easily made for deploying an integrated place-based/mobile solution. Since the integrated solution often replaces traditional forms of communications (e.g. posters, flyers, placards, table tents, public address systems, memos, etc.) the expense of deploying an integrated solution is usually off-set by the elimination of old-line media costs. This is especially true when viewing the cost from a P&L standpoint as visual communications solution is generally viewed as a capital outlay which can be amortized.