



FUTURAD



INDOOR DIGITAL SIGNAGE

REACH YOUR AUDIENCE LIKE NEVER BEFORE.

Creating effective communication for indoor digital signage of in-store retail environments and in-office corporate spaces. Both of these areas require careful consideration. For in-store retail spaces, various factors are important to engage customers, enhance their shopping experience, and drive sales. For in-office corporate spaces, other factors are important to engage visitors and staff, enhance their brand experience, and make memorable impressions.

Topics to consider

CLEAR MESSAGING

Ensure that your messages are clear, concise, and easy to understand at a glance. Use simple language and avoid cluttering the screen with too much information.

RELEVANCE

Tailor your content to the specific audience and context of the store. Consider factors such as the store location, demographic profile of customers, time of day, and current promotions or events.

VISUAL APPEAL

Use high-quality visuals, graphics, and videos to capture attention and create an immersive experience. Choose images and colors that align with your brand identity and appeal to your target audience.

CONSISTENCY

Maintain consistency in branding, messaging, and design across all digital signage screens within the store. This helps reinforce brand recognition and creates a cohesive shopping environment.

CALL TO ACTION (CTA)

Include clear and compelling calls to action to encourage customers to take specific actions, such as making a purchase, signing up for a loyalty program, or visiting a specific section of the store.

PROMOTIONS AND OFFERS

Highlight special promotions, discounts, and offers prominently on the digital signage to attract customers' attention and drive sales. Use dynamic content to update promotions in real-time as needed.

PRODUCT INFORMATION

Provide relevant product information, features, benefits, and pricing to help customers make informed purchasing decisions. Use interactive features or QR codes to allow customers to access more detailed product information if desired.

ENTERTAINMENT AND ENGAGEMENT

Incorporate interactive elements, quizzes, polls, or entertainment content to engage customers and keep them entertained while they shop. Interactive experiences can enhance the overall shopping experience and increase dwell time.

LOCALIZATION

Consider local events, holidays, or cultural preferences when designing content for digital signage. Tailoring messages to resonate with the local community can help create a stronger connection with customers.

SCHEDULING AND TIMING

Schedule content to be displayed at optimal times throughout the day based on customer traffic patterns and shopping behaviors. For example, promote breakfast items in the morning and dinner specials in the evening.

FEEDBACK MECHANISM

Provide a way for customers to provide feedback or suggestions directly through the digital signage, such as through surveys or interactive touchscreens. This demonstrates that you value their input and can help improve the shopping experience over time.

INTEGRATION WITH OTHER SYSTEMS

Integrate digital signage with other systems such as inventory management, point-of-sale (POS), or customer relationship management (CRM) systems to display real-time product availability, recommendations, or personalized offers.

By considering these factors when designing communication for indoor digital signage in-store retail environments, you can create engaging, informative, and impactful experiences that enhance the overall shopping journey for customers and drive business results.

INSTORE RETAIL



INDOOR MALL



ABOUT US

TALLEST. BOLDEST. LARGEST.

At Futurad, our mission is to seize attention, spark recognition, and foster immediate impact for major brands. We proudly own the Caribbean's largest digital outdoor billboard and, solidifying our position as the premier provider of customized advertising solutions. With a network encompassing 20 billboards in two countries, we reach a staggering 70 million customers daily, generating 2.1 billion monthly impressions and over 25.2 billion impressions annually.

Our comprehensive content management and distribution services extend across outdoor and indoor screens, catering to public spaces, and into retail and corporate environments. Futurad's trajectory is one of dynamic growth as we aim to expand our footprint throughout the Latin American region.

PROVEN
MARKET LEADING
SCREEN FORMAT

THE LED 122M

MONTHLY
VIEWERSHIP
POOL

YEARLY
VIEWERSHIP
POOL

1.467B

DOOH LOCATION
ADVERTISING
SURFACES FOR

**BIG
BRANDS**

REGIONAL
EXPANSION
PLAN INTO

7 CITIES



FUTURAD



Sales
Email: ventas@futurad.tv
Phone: **+507 300-0488**

Offices
Futurad
Ciudad del Saber, Edif. 231
Panama City, Rep. of Panama
Weekdays 9am - 5pm (timezone: GMT-5)

Specialties
The largest iconic digital and static outdoor billboards in Latin America and the Caribbean, as well as digital signage for in-store retail and in-office corporate needs.