



FUTURAD

# DRINKS

# COMBOS

# PROMBOS



# 2:2

# INDOOR SCREENS & MENU BOARDS

# 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.

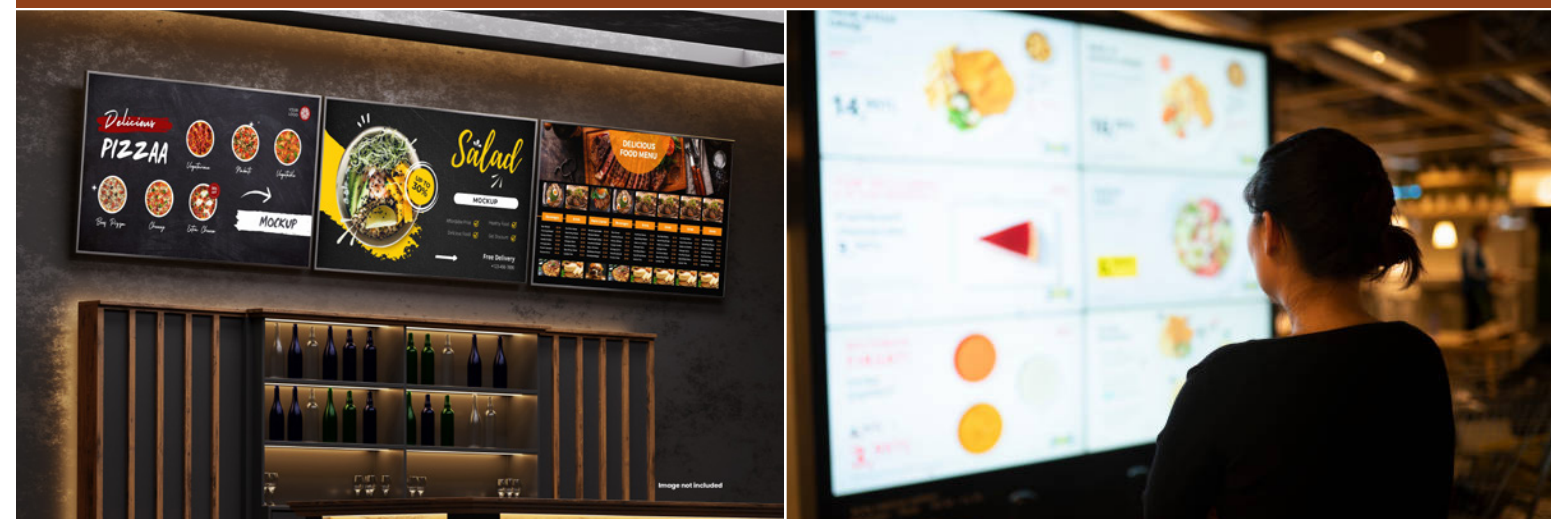
### INTEGRATION WITH OTHER SYSTEMS

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.



# DIGITAL MENU BOARDS



# INDOOR DIGITAL SCREENS

City, Country	entity type	retail /mall	# screens/ # locations	audience per month	spots per month
Panama City Republic of Panama	Retail	Arrocha	82/16	2.000.000	735.000
		Deli Gourmet	19/7	120.000	170.000
		Power Club	24/8	100.000	200.000
		Felipe Motta	11/6	40.000	85.000
		Consultorios Médicos Paitilla	12/2	55.000	98.000
		Queso Chela	1/1	20.000	8.000
		Dona Vida Panamá	5/1	1.200	45.000
	Mall	Albrook Mall - Food Court Magic Zone	2	5.000	—
		Albrook Mall - Food Court Carrusel	2	5.000	—
		Albrook Mall - Pasillo Elefante	—	5.000	—
		Albrook Mall - Pasillo Dinosaurio	—	5.000	—
		Albrook Mall - Pasillo Delfin	—	5.000	—
		Santa Maria Plaza - Banderolas	—	5.000	—
		Santa Maria Plaza - Banner Outdoor	—	5.000	—
		Santa Maria Plaza - Mupis fijos	—	5.000	—
		Santa Maria Plaza - Mupis digitales	—	5.000	—
		Santa Maria Plaza - Lona Sótano 1	—	5.000	—
		Santa Maria Plaza - Lona Sótano 2	—	5.000	—
		Santa Maria Plaza - Lona Entrada PB	—	5.000	—
		Santa Maria Plaza - Lona Entrada Panafoto S1	—	5.000	—
		Santa Maria Plaza - Lona Food Court	—	5.000	—
		Santa Maria Plaza - Lona Do It Center S1	—	5.000	—
		Santa Maria Plaza - Lona Do It Center S2	—	5.000	—
Santa Maria Plaza - Lona Do It Center S2	—	5.000	—		
Santa Maria Plaza - Lona Panafoto S2	—	5.000	—		

# INDOOR DIGITAL SCREENS

City, Country	entity type	retail /mall	# screens/ # locations	audience per month	spots per month
Panama City Republic of Panama	Mall	Santa Maria Plaza - Lona Colganta S1	—	5.000	—
		Santa Maria Plaza - Lona Salida S1	—	5.000	—
		Santa Maria Plaza - Elevadores externo	—	5.000	—
		Santa Maria Plaza - Elevadores internos	—	1.000.000	—
		CC San Miguelito - Valla Fija Lona Central Entrada PB	—	1.000.000	—
		CC San Miguelito - Valla Fija L1 y L2 Entrada PB	—	1.000.000	15.000
		CC San Miguelito - Pantalla Digital Escaleras N1	—	1.000.000	15.000
		CC San Miguelito - Pantalla Digital N1	—	1.000.000	15.000
		CC San Miguelito - Pantalla Digital N2	—	1.000.000	15.000
		CC San Miguelito - Mupi Digital N1, N2, N3	—	1.000.000	15.000
		CC San Miguelito - Mupi Fijo N1, N3	—	1.000.000	—
		CC San Miguelito - Pantalla Digital Baños N1, N2	—	1.000.000	15.000
		CC San Miguelito - Pantalla Digital Food Court N2	—	1.000.000	15.000

## 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 largest digital outdoor billboard in Latin America and the Caribbean 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 has been offering solutions in both Indoor and Outdoor DOOH for more than 15 years, and is a leader in outdoor and indoor digital screen advertising, content distribution and content creation. 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**

MONTHLY  
VIEWERSHIP  
POOL

**122M**

YEARLY  
VIEWERSHIP  
POOL

**1.467B**

DOOH LOCATION  
ADVERTISING  
SURFACES FOR

**BIG  
BRANDS**

REGIONAL  
EXPANSION  
PLAN INTO

**7 CITIES**



## FUTURAD

### Sales

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### 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.