

Travel Agent Thomson Says Screens Produced Uplifts Of 100-Percent-Plus

26 May 2006

LONDON – Research by UK travel agent Thomson into sales uplift at branches that installed digital posters shows an increase in both volume and value markedly in excess of that experienced by many retailers using digital signage.

When Thomson in January and February this year installed digital posters in 100 of its 750-odd stores, it tested their effectiveness by running two campaigns – for ski holidays and for vacations in Dubai – as the sole point-of-sale material in those outlets for almost a month.

The company then compared sales of these holidays in the outlets using digital posters with sales of the same packages in other outlets. Because the poster-equipped stores generally outperform others in the Thomson estate anyway – even without digital media – the sales figures were indexed to indicate not the absolute superiority of the poster stores, but how much better *than normally* they performed.

Over the month of February – approximately the same period as the campaign ran – sales volume of the ski packages showed an 18 percent improvement in the digitally-equipped stores, while total value of these packages in those stores rose by 32 percent. The digital promotion of Dubai holidays enjoyed even greater success, with volume 127 percent better than usual and total value 265 percent higher.

Thomson believes that as there was no other POS material in the digital-poster stores, these uplifts must be directly attributable to the screens.

While the Thomson figures point up the wide variation in sales uplifts produced by digital signage even within single retailers, they also reinforce the growing realisation that, in some circumstances, screen-based media are capable of producing uplifts far in excess of the ten to 20 percent often thought of as a benchmark figure.

Uplifts of more than 100 percent are comparatively rare. Previous examples have included uplift reaching 145 percent in a controlled study conducted by salon network i-vu on L’Oreal and Wella products, and 157 percent on sales of Father’s Day cards in a California mall store equipped with digital signage when compared with a non-equipped control store.

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