

Case Study 4:

The holidays were exciting.
The window display wasn't.



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**Thousands walked past the window.
Few walked in.**

An independant high street travel agent had strong passing footfall but struggled to attract attention from people walking past the store.

The window relied heavily on:

- Static posters
- Printed offers
- Seasonal graphics

The content was dated and blended into the high street.

Key fact: Digital displays attract significantly more attention than static signage.

Source: Nielsen

The issue wasn't the offers. It was visibility.

The travel agent already had:

- Holiday promotions
- Sports travel packages
- Seasonal campaigns
- Short break offers

But static signage limited:

- Attention
- Flexibility
- Campaign rotation



The business wanted to increase footfall and create stronger window impact.

Key fact: Dynamic digital content can increase customer engagement by over 40%.

Source: Intel

The conversation shifted towards visibility and engagement.

A high-bright window display was introduced featuring:

- Video content
- Sports travel promotions
- Summer holiday campaigns
- Dynamic destination visuals
- Time-sensitive offers

Content could now change throughout the day based on:

- Seasons
- Events
- Sports fixtures
- Peak travel periods

The window became an active sales tool rather than static advertising.

The recommendation

The dealer was already involved in the retail environment discussion.

By extending the conversation around customer engagement and visibility, they were able to:

- Increase window impact
- Improve promotional flexibility
- Modernise the customer experience
- Create a stronger high street presence

This project created £6,500 additional revenue.

The customer also reported increased walk-ins and stronger engagement with promoted offers.

Key fact: Digital signage can increase sales of promoted products by up to 33%.

Source: Digital Signage Today



Same customer. Added opportunity.

Retail spaces are becoming dynamic marketing environments.

Modern retail projects increasingly include:

- High-bright window displays
- Dynamic promotions
- Seasonal campaigns
- Digital signage

Solutions like this example are featured within the Workspace Technology Collection.

The Accelerator Kit provides:

- White label catalogue
- Simple conversation starters
- Easy route to supply

Download the Accelerator Kit and start identifying additional opportunities within existing customer projects.

