

The Retail & Proximity Marketing Expo & Conference

Milano, 14 October 2010
Hotel De La Ville

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POP AI Digital

POP AI digital si propone come l'unica voce indipendente della digital community del settore retail.

Si rivolge a retailers, brand companies, produttori e tutti coloro che si interessano alle soluzioni digital media nell'ambito del retail.

Popai Digital è: ricerche, news, contenuti education, training e networking.

Tutto questo in oltre 20 paesi nel mondo grazie alla collaborazione con le altre sedi POP AI.

Grandi possibilità di sviluppo per il marketing at retail e benefici per i consumatori, i digital media offrono informazioni accurate aumentando il valore della shopping experience.

Digital Media at Retail

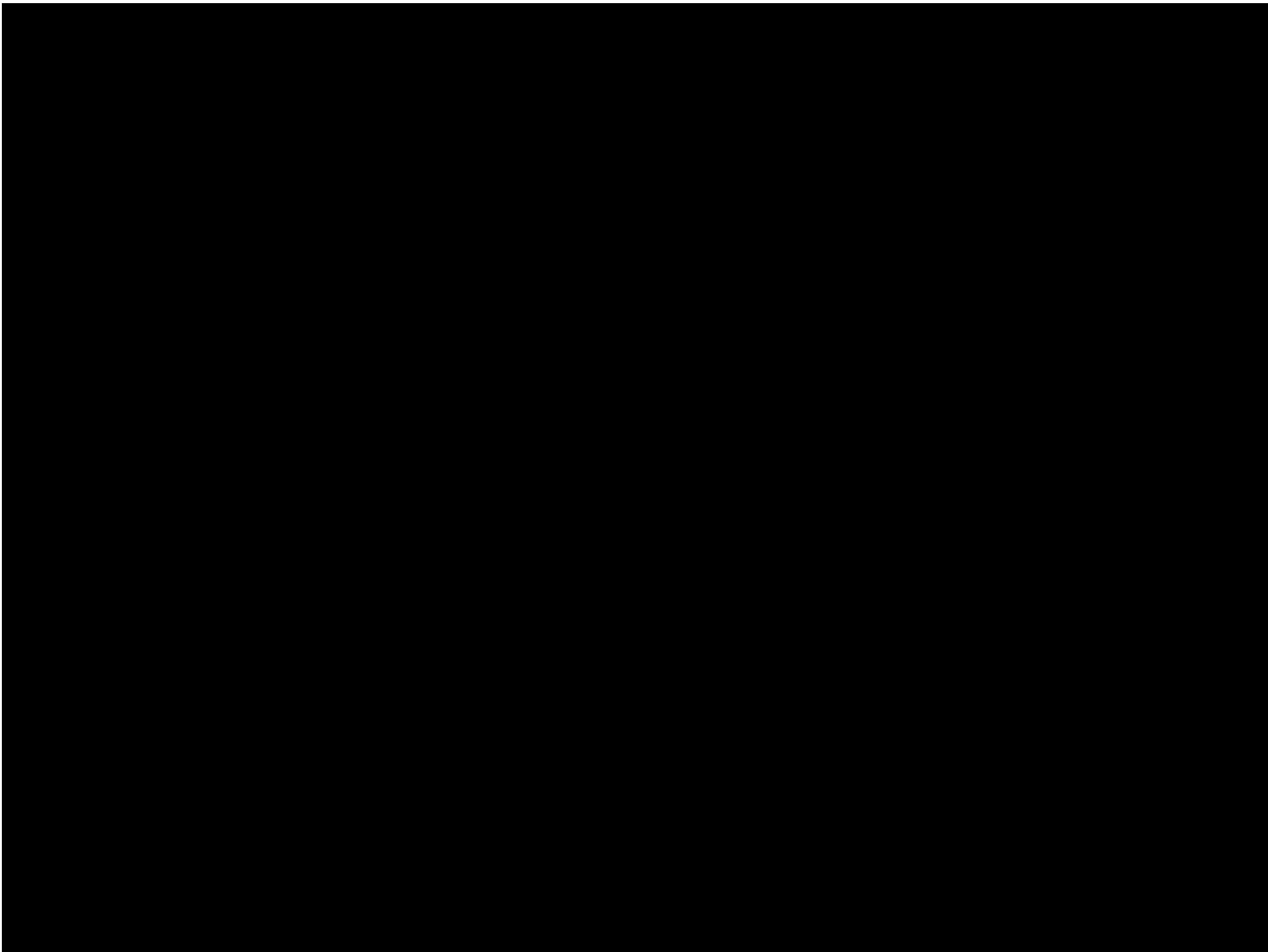
Digital Marketing at Retail

Informazioni
Intrattenimento
Pubblicità
Contenuti d'interesse

Il portale POPAldigital è una vetrina che vuole aiutare a comprendere le potenzialità e i vantaggi dei digital media nel retail, e si propone di indagare le diverse forme di comunicazione digitale.

- Approfondimenti sui modelli di successo attraverso best practices in Italia e nel mondo
- Analisi di settore
- Guide
- Tutte le fiere di settore e i convegni sul tema
- Tutte le altre risorse necessarie per comprendere meglio questa nuova frontiera della comunicazione.

www.popaidigital.it





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René Magritte, *Le Chef d'Oeuvre ou Les Mystères de l'Horizon*, 1955.

Play

Snow White
and the Seven Dwarfs

sequence n. 3

The Queen and the Mirror

The Environment

FILM

VIDEO

PRINT

COMPUTER

SIGNAGE

MOBILE DEVICES

Digital Media

The Environment

Global

Glocal

Local

Hyperlocal

FILM VIDEO PRINT

COMPUTER

SIGNAGE

MOBILE DEVICES

ONE WORLD ?

HOME-OFFICE ↔ MOBILITY

FILM

VIDEO

PRINT

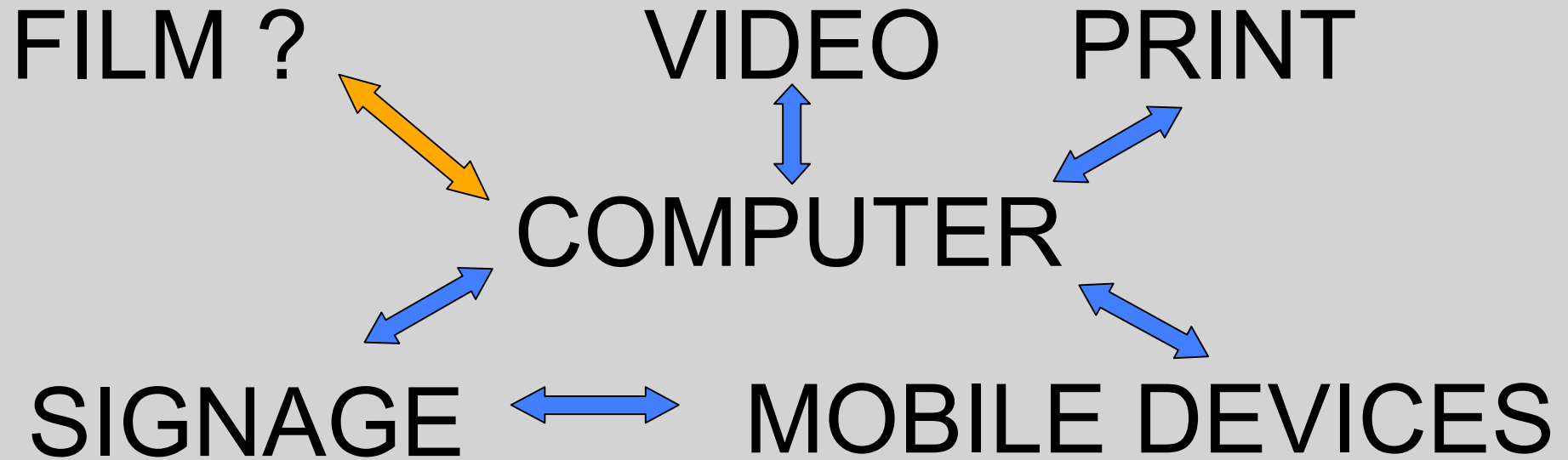
COMPUTER

SIGNAGE

MOBILE DEVICES

ONE WORLD ?

MOBILITY



ONE WORLD ?

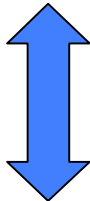
MOBILE DEVICES

Smartphones

Digital Signage

Videogame consoles
Car navigators

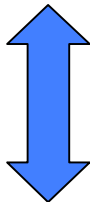
Price Tags



Notebooks
Netbooks
Tablet computers
Slate computers

Multi-Function Devices

Price Tags



E-books

Digital Signage

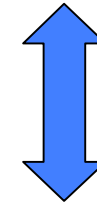
Ubiquity - Easy Access

Smartphones

Digital Signage

Videogame consoles
Car navigators

Price Tags



Netbooks
Notebooks
Tablet computers
Slate computers

Multi-Function Devices

Price Tags



E-books

Digital Signage

COMMUNICATION CONTINUUM

**COMMUNICATION
CONTINUUM**

**COMPETITION FOR
THE AUDIENCE**

**COMMUNICATION
CONTINUUM**

**COMPETITION FOR
THE AUDIENCE**

TIME TO MARKET

**COMMUNICATION
CONTINUUM**

**COMPETITION FOR
THE AUDIENCE**

COMPLEXITY

COMPLEXITY - 1

Multiple Access Modes

Passive - Active

Indoors and Outdoors

COMPLEXITY - 2

Specialized Visualization of
Content

Adaptation to Context

THE **FUNDAMENTAL** VARIABLES

Time

Location

Personalization

Interactivity

THE FUNDAMENTAL ELEMENTS

Internet

Access Devices in Mobility

Digital Signage

Just-in-time Communication

Noise - 1

Environmental Noise

Media Noise - Across Media Noise

Across Channel Noise

Noise - 2

- Noise increases more rapidly and widely than information - **outer noise**.
- People are often in a state of cognitive overload - **inner noise**.

Noise - 3

Attention **gathering** becomes
more difficult.

Attention **span** decreases.

Decrease of Noise

Proximity Communication can be a powerful tool in isolating information from background and ambient noise.

Taking Advantage of Complexity - 1

**Digital Signage and
Mobile Devices
create**

Proximity Environments

Taking Advantage of Complexity - 2

Time - Location
Personalization
Context
Interactivity

Proximity

Taking Advantage of Complexity - 3

DIGITAL SIGNAGE
CAN BE A ONE-TO-MANY
COMMUNICATION ENVIRONMENT
BUT
IT CAN EXPLOIT
PROXIMITY - INTERACTIVITY -
PERSONALIZATION

Taking Advantage of Complexity - 4

LOCATION BASED SERVICES
ARE AN OPERATIONAL PART
OF
PROXIMITY COMMUNICATION

Taking Advantage of Complexity - 5

Digital Signage

and

Access Devices in Mobility

CAN PROVIDE

LOCATION BASED SERVICES

Taking Advantage of Complexity - 6

LOCATION BASED SERVICES

INFORMATION

ADVERTISING

GAMING

ENTERTAINMENT

The winning Combination

Information
Promotion
Advertising
Security-Safety
Entertainment

Time - **Location** - Personalization - **Interactivity**
Proximity

The winning Combination

Dynamic Digital Signage **Smartphones** **Advanced Mobile Devices**

Time - **Location** - Personalization - **Interactivity**
Proximity

The winning Combination

Dynamic Digital Signage

Smartphones

Advanced Mobile Devices

**Payments with Mobile Phones
or other Mobile Devices**

Time - Location - Personalization - Interactivity

Proximity

Payments in Mobility - 1

Open Systems will prevail.

Payments will be made using:

- any access **device**
- any **network** infrastructure
- any **brand** of access devices

Payments in Mobility - 2

In the near future **this market** will be dominated by :

- **New Issuers** of these instruments of payment: retailers, large distribution companies, networks of fashion and apparel shops, ticketing agencies, large tourist operators, insurance companies, etc.
- **Banks** that will be more innovative, keen on best practices in customer care and on cross-selling will reap large benefits.
- **Business companies** which will maximize brand loyalty will increase overall performances.

Payments in Mobility - 3

Payments in mobility will become a fundamental part of cross-selling directed to increasing ARPU and creating new revenue streams with added profits.

Telcos and hardware vendors might not be major players, as these companies will not be able to provide specific value added services in this field.

Proximity - 1

- defined in terms of **physical proximity**
- defined in terms of **virtual proximity**
- **interplay** between physical and virtual proximity

Proximity - 2a

Physical proximity

- digital signage monitors are physically static at a given location : the user must approach the monitors
- access devices in mobility are carried by the user
- communication continuum between monitors at fixed locations and mobile devices

Proximity - 2b

Physical proximity defined by attraction:

- shopping malls, supermarkets, brand stores, large retail venues, hospital waiting rooms, banking...
- waiting in line for service
- propension to receive information, promotional messages
- strong push-type communication
- lower level pull-type
- low to medium to high level of attention

Proximity - 2c

Physical proximity defined by transit:

- train stations, airports, bus tramway metro stations...
- push-type communication is prevalent
- low level of attention
- but “surprise” and “nearness of meaning” can attract attention
- low average redemption

Proximity - 3

Virtual proximity

- access to information by means of internet and mobile devices
- web based promotions and advertising
- mobile devices based promotions and advertising
- access to information through **social networks**

Proximity - 4a

Cognitive Overload

- digital signage monitors are physically static at a given location : the user must approach the monitors
- access devices in mobility are carried by the user

Inner and outer noise prevail over information.

Proximity - 4b

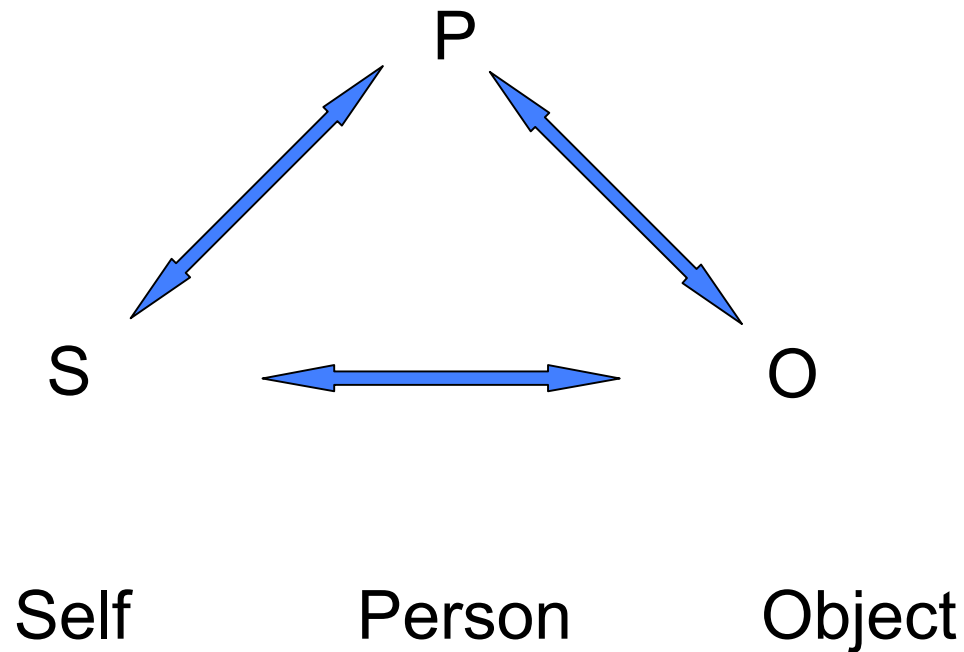
Cognitive Dissonance

- digital signage monitors are physically static at a given location : the user must approach the monitors
- access devices in mobility are carried by the user

Expectations are in conflict with offers of goods and services.

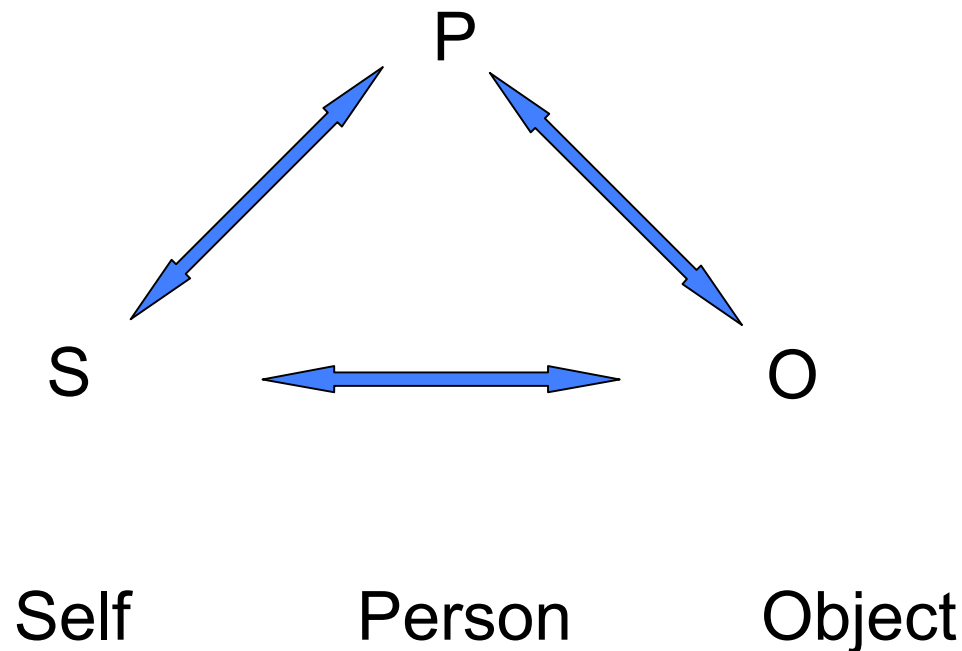
Proximity - 5a

Equilibrium states



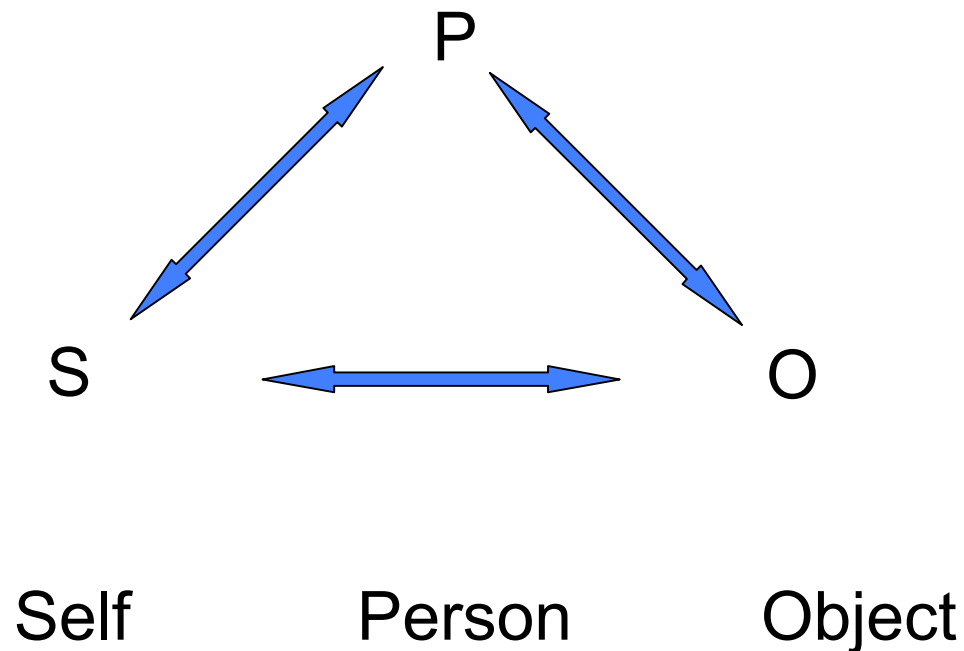
Proximity - 5b

If the interpersonal relation is in equilibrium, cognitive dissonance can be resolved.



Proximity - 5c

Equilibrium is a fundamental condition to convert a prospect into a customer.



- **Proximity** Communication
- **Proximity** Marketing

Thank You

