

Case History

PromiGroup

Attract more customers with Digital Signage!



The Project

Legendary international fashion brand, the first to introduce the prêt-à-porter on the market, has chosen PromiGroup as a partner for the Digital Signage of its stores. Thanks to its proven reliability, PromiGroup has, in fact, been chosen by the bi-secular Brand to work on the Bicester and Serravalle outlets project.

“Following an initial analysis, PromiGroup stood out for its constant, prompt and relevant response to our business, as well as having selected the product best suited to our needs: LG. It was therefore an obvious choice, dictated by the right product and the right commercial support.”

IT and Process & Projects Director
Company Client



PromiGroup

For the UK Outlet, the tight deadlines, linked to the store's opening hours, led us to intervene in a single night: from 9.00 pm to 9.00 am.

12 hours of intense work during which our team of certified technicians completed the installation, also carrying out a training to the marketing personnel, now able to manage the platform and its contents in full autonomy.



PromiGroup

The content management

“Thanks to the training, the marketing department is able to change the contents easily and quickly, depending on the products to be promoted.

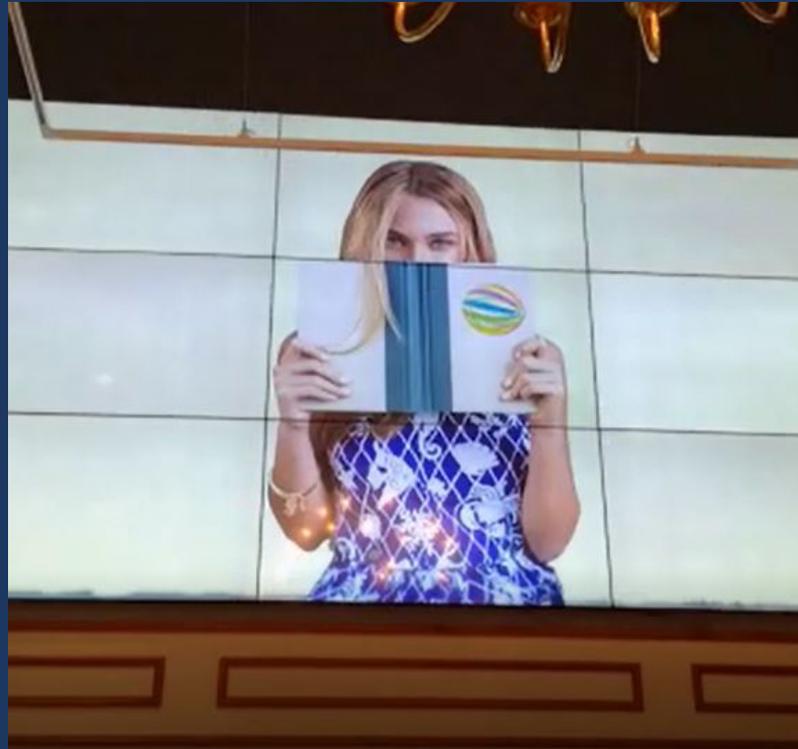
We are therefore able to keep up with the commercial needs of each store, distinguishing the promotional messages to be published on the outlets from storytelling messages, typical of retail stores.”

Marketing & Communications Director Company Client

The dynamic nature of the retail market and the frequent request for store openings and closures, has led to the need to uninstall the original 3x3 videowall and to mount a 2x2 at a different point of sale of the Bicester outlet.

“PromiGroup was able to realize a new concept and a new lot of impact. It has shown itself flexible and proactive, managing to work following the strict rules of the centre and respecting the opening times of the store. Thanks to them, we have also solved structural problems related to the implementation of the store.”

**IT and Process & Projects Director
Company Client**



PromiGroup

The same activity involved the Serravalle sales point, where the PromiGroup team oversaw the design and installation phases of a 2x2 videowall.

Also in this case, the Marketing staff is able to manage the contents independently, through the Digital Signage platform.

The Customer expressed his full satisfaction of the partnership that has taken place, sharing with the company the planning store of the next openings in the UK and Spain.

A photograph of a modern clothing store interior. On the left, a large digital signage wall displays various clothing items. The store is well-lit with warm, ambient lighting. In the background, more clothing racks and a mannequin are visible. The floor is covered with a patterned carpet. The overall atmosphere is clean and professional.

PromiGroup

PromiGroup



Eletto Miglior Partner italiano
2016
Dell Emc