

Content is Critical to Screenmedia Commerce

By Lyle Bunn

Lyle@LyleBunn.com

Jan. 2017



Digital Experience is built largely on “content,” which is the data, information, messages, images, animations and video that engage, inform and influence.

Forrester Research reported during the National Retail Federation '17 conference that 73% of retail businesses identify that improving the customer experience as a priority. Fiona Swerdlow, Head of Retail at Forrester Research affirms that “content drives revenue” while reflecting that 68% of retailers have made personalization and experience a priority

Responses to a Forrester Research reported in “The State of Retailing Online 2016: Marketing and Merchandising” reflected that brands are investing in a range of content types. 72% are investing in imagery including product images (static) 79%, alternate product shots 58%, product video 50% and behind the scene footage or information 39%.

This imagery can be used directly or adapted for use on digital signage, as can short-form, how to, tutorial and other video.

Rick Chavie, CEO of EnterWorks declares “Without content, there is no media or internet commerce. Content is the driver for informing, differentiating, and persuading a customer along their path to purchase. Chavie notes, “Pre-shopping plays an ever-increasing role for customers, not only in terms of selecting the product but is also highly influential in determining where to buy the product”.

A site with robust and granular content is much more capable of achieving the

task of differentiating and persuading, so the location where a product is bought, from one online site or store versus a competitor's, depends on that content and how well you can personalize it in shaping the customer's experience on the path to purchase.

Managing content assets allows screenmedia commerce to be very efficient and cost-effective, including transmedia as content is applied to multiple device types.

The EnterWorks platform for example enables brands and retailers to provide a single, consistent view of product information to customers. Cataloging, meta-tags, granularity, filtering and application attributes empower the optimal use of brand assets. Transcoding allows their use across multiple presentation devices and distribution to physical and digital touch points exploits the full benefits of transmedia. The EnterWorks platform includes Product Information Management, Vendor and Selling portals, and Workflow components.

Chavie notes "Immediate below the line benefits are realized from the efficiencies of having a single repository made available to business users (merchants, marketers, store personal, logistics), trading partners, and customers. By having this shared view, it reduces the errors, labor involved in creating content, and inconsistencies arising from multiple stores of product information and multiple systems that generate it".

He adds, "Those efficiencies speed up the timeliness of creating quality content significantly, leading to above the line benefits such as faster new product and promotion timelines and the sales benefits associated with it".

Forrester also notes that 53% of firms lack the right technology to personalize a customer experience. Where this applies to browse and discovery navigation of the online/mobile experience, the challenge of in-store display messaging and customer experience must also be met with compelling content.

New content management and media display capabilities are driving digital experiences in store. Organic Light Emitting Diode (OLED) display offered by LG Electronics was named the Best Product at the global Consumers Electronics Show in January 2017. This display direction means optimal presentation of media as is particularly useful to the promotion of products in fashion, food, jewelry, luxury goods, travel, automotive as well as in galleries and museums.

As content in High Dynamic Range (HDR) quality can best present products in fashion, jewelry, automotive and other categories where this is essential to merchandising that generates premium pricing and margins, this state of the art in content production has other applications.

In 2017, the movie Loving Vincent will be released. In a radical paradigm shift, 67,000 individual paintings have been created by artists in the style of Vincent

Van Gogh. These are the content in telling the artist's story around 28 of his most famous works. The ability to show the brush-stroke detail and true color in the works of this master artist is now made possible with OLED display.



Wheat field with crows (1890). Vincent van Gogh

This movie-making approach points to a future of adapting and augmenting content in order to tell a story. It also emphasizes that the investment in creating every single image and piece of content is a contribution to the pool of brand and corporate assets.

A top level requirement on the hierarchy of business needs is to create and exploit assets.

Where the term “content is king” aptly applies to media commerce, success through content depends upon its effective application and efficient administration.

Lyle Bunn (Ph.D. Hon.) is an analyst, advisor and educator related to dynamic signage and place-based media. He is a member of the RetailWire Braintrust and other advisory boards. Among other recognitions he has been named of the 11 most influential people in digital signage. He was recently named Chair of the Center for Digital Engagement. Lyle@LyleBunn.com