

WITH M-CUBE THE DIGITAL SIGNAGE ARRIVES IN DESPAR

The colossus of the large distribution embraces the digital signage technology to enhance the customer shopping experience at the point of sale

THE CLIENT

Aspiag Service Srl – Despar North East, is the largest of the 10 companies making part of the consortium **DESPAR Italy**. Aspiag operates in the area of North East Italy: Trentino-Alto-Adige, Veneto, Friuli-Venezia-Giulia and Ferrara.

The group manages the three brands of Despar, Interspar and Eurospar for a total of 581 sales points (2010 figures). In 2010, it opened 7 new Eurospar branches (two in Alto Adige, 3 in Veneto and 2 in the province of Ferrara) and it renewed the chief Interspar store of Bagnaria Arsa (Udine).

Aspiag Service is committed to excellence and guarantees the daily delivery of fresh products to all its stores thanks to a network of eight distributors in the territory. The distribution channels are subject to a strict quality control and performance monitoring to ensure the on-time delivery of the products and their freshness.

THE CHALLENGE

Aspiag Ltd, steadfast dedication to improving the quality standards of its retail network, has launched in 2010 an investment program to renovate its stores and to improve the customer service at the point of sale.

To reach this last objective, Despar North East saw the need to enrich the in-store communication with a digital signage solution.

Francesco Montalvo, Aspiag marketing director, reports: *“Our company is constantly aiming to improve the service to customers offering them the best support in store. Hence the willingness to use a modern tool to improve the in-store communication and the promotion of products. Digital signage has seemed a natural choice to provide an effective visual communication tool in our fresh products department”.*



SPAR: is the largest fast moving goods retailer worldwide with 17,500 stores in over 28 Countries

Group Brands: Despar, Interspar, Eurospar

Despar North East Italy: covers the territory of Trentino Alto Adige, Veneto, Friuli Venezia Giulia and Ferrara

N. of stores in 2010: 581



THE SOLUTION

Despar North East has identified **M-Cube digital media solutions** as the ideal partner for the project, owing to the company long-standing expertise in the development and implementation of customized in-store marketing solutions for the retail sector.

M-Cube has provided Despar North East with a turnkey solution based on the digital signage platform SCALA. M-Cube has provided the initial consultation, the content creation and management, the hardware and software, the installation, the network management, regular content updates and the support.

PROJECT DEVELOPMENT

The first phase of the project concerned the 5 newly refurbished Interspar Store of Verona, Udine, Vicenza and Treviso. Each store had four 46" Samsung Network monitor installed in the fresh-food area: the fishmonger, the butcher, the gastronomy and the bakery.

THE CONTENT

The display above each counter show images of the fresh products of the day and at regular intervals promotions and special offers available that week in the store. The promotions are digital transcripts of the Despar leaflets, updated fortnightly, and handed over in the supermarket.

The display becomes part of the integrated marketing mix where the traditional promotion of leaflets and pop-ups are supported by the digital display communication.

BENEFICES

Despar North East has reached its objective of providing a better customer experience in the store. The digital displays content grab the attention of the customers entertaining them with useful information on product promotion in the store while waiting for their turn to be served at the counter. Despar has also benefitted of a boost to its image as a modern supermarket brand.



**Leonardo Comelli, Co.
Director of M-Cube, said:**

"Despar North East has been a pioneer in the Italian supermarket industry in adopting the digital signage communication. We have developed an engaging digital signage solution to entertain and inform the clients in the store. The network developed by M-Cube is showing the great potential the digital signage holds in communicating and in supporting the marketing activities at the point of sale. The excellent results obtained by Despar in sales increase and brand image makes us look positively at the future of digital signage in the retail sector as a whole."





THE FUTURE

Given the positive results obtained in the first five renewed stores, Despar North East is planning to extend the digital signage project to the whole network of supermarkets.



Spar trademarked as SPAR, founded in 1932, is a Dutch multinational food retail chain and franchise with approximately 17,500 stores in 28 countries.

In Italy, SPAR is managed by 10 companies, each responsible for a given region or group of regions. The companies are united in a central consortium "Despar Italia" with headquarter in Casalecchio di Reno (Bologna).

Aspiag Service Ltd., is the largest company in the consortium, covering the area of Trentino-Alto-Adige, Veneto, Friuli-Venezia-Giulia and Ferrara (Despar North East).

Aspiag Service Ltd was confirmed in 2010 the best performing fast moving goods company in Italy with a 4.1% turnover increase from the previous year.



Scala has a passion for creating intelligent digital signage solutions that move products, consumers, and employees. Driving more than 500,000 screens worldwide, Scala solutions increase sales, improve brand loyalty, optimize the customer experience, and reinforce business objectives. Scala is headquartered near Philadelphia, Pa., with multiple subsidiaries across Europe and Asia, and over 450 partners in more than 60 countries.

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ABOUT M-CUBE

M-Cube SpA, was founded in 2001 with the vision of offering new technologic marketing solutions for the point of sale. Its activities started with the patented technology of the web-based in-store radio. In 2004, M-Cube sealed its partnership with Scala, the leading digital signage platform, for the Italian territory.

M-Cube specializes in audio-visual technology and is a leader on the Italian territory for the development of ad-hoc solutions for multiple industry sectors: banking, retail, corporate, hospitality and transport.

M-Cube customers

include: Giorgio Armani, Trussardi, Benetton, McDonalds, Euronics, Esselunga, Despar, Obi, Stefanel, Ily, UBI Banca, IBM, Cariparma, Michelin, ATM Milano, ICMoving, Acqua & Sapone and many more.