

M-CUBE & PUSHPULL: AUDIO & VISUAL INFOTAINMENT IN THE SUPERFLASH BRANCHES

Intesa San Paolo Superflash branches, a new concept of banking for the 'under 35's'

Intesa San Paolo has launched in 2009 a new banking service for the under 35's, "Superflash". The program aims to support the younger clientele plan for their future with savings, investments and mortgage services tailored to their needs. The service is provided entirely online.

In 2011, Superflash sees the opportunity to open Flagship stores to provide a more extensive service combining the online experience and the banking services in the branches. The Superflash branches are going to be a retail bank to all effects although services are not going to be provided over the counter. The concept is to create an environment suitable for the young generation. It is going to be a meeting place where the bank offers guidance, consultancy, training and hosts special events to attract young people; such as concerts, sports events, fashion shows and cultural events.

A NEW CHALLENGE

The branches are spacious open plans areas offering quick and easy computer access and free Wi-Fi connection. Superflash is also looking to deploy audio and visual digital media to provide an engaging communication comprising public announcements, live conferences, information on new products and upcoming events in the branch.

SOLUTION

Intesa San Paolo after evaluating a number of service providers has identified M-Cube and PushPull as the suitable partners for the Superflash digital media communication project. PushPull is a well-known radio producer company and a trusted M-Cube partner since 2004. The two companies collaborate to manage the Superflash Radio broadcasting online and in-store. M-Cube also manages the development and implementation of the digital signage network.



**Intesa San Paolo
SUPERFLASH Branch**

- **Superflash**, part of Intesa San Paolo, offers banking services to the 'under 35's'
- **Inauguration of the first Superflash Flagship store:** September 2011, Milan
- **2012: 8 Superflash branches in Italy** Milan, Torin, Napoli, Bologna, Florence, Palermo, Padua, Rome

CASE STUDY: SUPERFLASH BANK

DIGITAL SIGNAGE

All Superflash branches have been fitted with a video wall in the central area where events and conferences take place, and a monitor placed in the front window. The latter's provide passersby with information on the branch opening and closing times, upcoming events and general sales information.

M-Cube is providing a "turnkey" service based on the digital signage platform Scala. The company manages the digital signage network with a fortnightly content update of the video-walls and window displays in all the branches.

SUPERFLASH RADIO

All Superflash branches have also been provided with the M-Cube in-store radio service, which broadcast the existing Superflash Radio program available online.

PushPull has been managing the online Superflash Radio for sometime and has also created the music competition named Musicflash. The competition promotes the music of talented young people. The artists can upload their music to the website www.superflash.it and a panel of judges selects the best musicians who can enter the competition. The songs are played on Superflash Radio online and in the branches via the in-store radio. The public vote online for their favourite artist. The winner is invited to perform live in one of the Superflash branches.

On top of updating the event programs and managing the network, M-Cube has also developed a system to guarantee the multimedia integration between the in-store radio and the video wall. So that the volume of the music of the in-store radio player is turned down when the video wall broadcast goes live and sound is necessary at this moment in time. For example, an interview or a seminar is being shown.

BENEFITS

The digital signage and in-store radio, have met Superflash objectives of creating an engaging communication with its audience. It skillfully integrates the on and offline communications, providing an informative service which supports the bank activities to make banking attractive to the young generation.





INTESA SAN PAOLO

Intesa Sanpaolo is the banking group which was formed by the merger of Banca Intesa and Sanpaolo IMI. The merger brought together two major Italian banks with shared values so as to increase their opportunities for growth, enhance service for retail customers, significantly support the development of businesses and make an important contribution to the country's growth.

Intesa Sanpaolo is the leader in Italy in all business areas (retail, corporate, and wealth management). The Group offers its services to 11.1 million customers through a network of more than 4,100 branches well distributed throughout the country with market shares no lower than 13% in most Italian regions.

Intesa Sanpaolo has a selected presence in Central Eastern Europe and Middle Eastern and North African areas with approximately 1,200 branches and 8.2 million customers belonging to the Group's subsidiaries operating in commercial banking in 12 countries.

www.group.intesasanpaolo.com

M-CUBE digital media solutions

C.so Cavour 2/2d, 34132 Trieste (TS)

Via Aleardo Aleardi 14, 20154 (MI)

Tel. +39 040 634364 / Fax +39 040 3726350

sales@mcubeglobal.com

www.mcubeglobal.com

ABOUT M-CUBE

Founded in 2001, M-Cube is a leading company in audio-visual solutions and digital content management for in-store and out-of-home marketing.

Thanks to its highly innovative technologies, expertise and a team of highly qualified professionals, M-Cube provide targeted solutions to meet its customer's marketing needs and business objectives.

M-Cube is specialized in the design and implementation of the in-store radio, marketing intelligence and digital signage projects.

The company offers its services worldwide thanks to a well-established network of global partners and a 24/7 network management service.

M-Cube provide solutions for: Retail, Fashion & Luxury, GDO, Banking and Finance, Transportation and the Public Sector.

Clients of M-Cube include:

Giorgio Armani, Trussardi, Benetton, Mc Donalds, Euronics, Esselunga, Despar, Obi, Stefanel, Illy, UBI Banca, IBM, Cariparma, Michelin, ATM Milano, BATA, Acqua & Sapone, AW LAB.