

PHIL-AM MERCHANDISING

CASE STUDY

Overview

Client Name

Phil-AM Merchandising

Industry Sector

Retail

Location

Jersey City, New Jersey

Applications

Point-of-Purchase, Store
Communication & Third Party
Advertising

Software

Scala 5

Display Technology

LG 42 Inch LCD Monitors

Zero-In Services

System Implementation, Network
Operation, Hardware Maintenance,
Content Development, Traffic
Management & Playback Reporting

“Zero-In installed an affordable in-store digital signage solution that accomplished all our project goals.” – Erwin Santos, CEO, Phil-AM Merchandising



Client Overview

Phil-AM Merchandising (www.philamfood.com), opened their doors over 38 years ago in Jersey City, New Jersey and has since grown to become the largest Filipino-American grocery store on the East Coast. Despite their success over the last 4 decades, PhilAM has never lost that “family feel” and is proud to offer the best authentic Filipino food products and unmatched service. The store which started years ago as a side business based out of the founder’s garage has transformed into one of the most convenient and technologically advanced grocery businesses in North America offering customers catering services, a website with an interactive menu, a home delivery option, a frequent shopping card program, a Uniteller money transfer station and phone card purchase packages. PhilAM also offers a raffle program that allows customers to qualify for monthly prizes such as a \$250 shopping spree and flights to the Philippines.

Project Scope

Phil-Am recognized that as a specialty supermarket catering to Filipino-Americans, they have a unique and special bond with their shoppers that is not common in most grocery environments. Store management was searching for a way to communicate in real time throughout the day with their customers regarding sale items, store announcements, raffle winners and exchange rates. Phil-Am also sought to capitalize on their niche demographic by selling advertising to vendors wishing to reach shoppers in their store. Although traditional forms of communication and advertising such as static POP displays and banners were considered as a means of satisfying their objectives, it was quickly determined that an easier and less expensive way of updating store messaging was necessary. Phil-Am CEO Erwin Santos began noticing an increasing amount of digital advertising being used overseas and in locations like Las Vegas hotels and contacted Zero-In to discuss how a video merchandising and communication system could be installed in their own store.



Zero-In Solution

Zero-In met with the Phil-Am management team to map the aisle layout, study the customer traffic flow and shopping patterns and determine exactly what type of content would be displayed across the various screens throughout the store. The study revealed that twelve 42-inch LCD ceiling-pole-mounted monitors could be placed throughout the store environment in eight high-traffic locations, such as the front entrance, canned foods aisle, produce area, meats/seafood counter, deli line, snacks department and checkout. It was further determined that while all screens could show some of the same messaging, such as daily announcements, much of the content needed to be targeted for the specific location of each screen in the store, which would require the system to deliver a total of eight channels of unique content. Zero-In then performed site surveys throughout the store to determine the most cost-effective way to install and wire this system; it was eventually

decided that Scala media players would be placed in the back office to send video content over Cat5, and this content would be transmitted to the displays around the store. Proper upfront project management allowed the physical installation of the network to be completed in a few business days, which resulted in minimal impact to shoppers and staff performing their daily responsibilities.



The Zero-In design team worked with Phil-Am marketing professionals to create the overall network look and screen layouts, which ranged from aisle displays using a side banner for way-finding and a main frame for promotions, to screens in the deli lines that mimic a more traditional menu board. An entire library of content was created for their various products, along with dynamic templates for daily specials and other promotions so that pricing could be updated quickly. Similar template-based content was created to display raffle winners and exchange rates, which allowed store management to quickly update information throughout the day without having to re-create content or reschedule their playlist. Phase II of the project will allow for an interface from the store's POS application so that these digital signage content templates will be automatically updated without any manual intervention from the store's network administrators. Ongoing Zero-In network operation

services provide Phil-Am store management support throughout the day to help minimize any screen downtime and for any other remote/on-site tech support as needed.

Erwin Santos, CEO of Phil-Am, expresses the importance of his store's network as follows: "As a specialty retailer we understand the importance of establishing a solid relationship with our loyal customer base. We needed a messaging platform that would not only allow us to increase sales, but would enhance our store design and allow us to quickly relay relevant store messaging and announcements. Zero-In installed an affordable in-store digital signage solution that accomplished all our project goals. Since the launch of our in-store network, we have seen significant spikes in the sales of products and services promoted on the screens, along with applications for our frequent-shopping card program. Our shoppers regularly comment on the excitement that the screens bring to the store and we have received fewer complaints regarding our checkout lines, which can get extensive during peak store times. As planned, third-party advertising from our vendors on our network has even provided a new stream of revenue that has offset the cost of install and operation of the system."

Results

Phil-Am's decision to install a signage application has positively impacted the sale of promoted and discounted products and has lowered perceived wait times at checkout, has increased applications for their frequent-shopper program and has generated new revenue from advertising. The success of the Phil-Am installation clearly portrays Zero-In's ability to install a reasonably priced in-store messaging system for retailers of any size. As the cost of hardware in the digital signage industry steadily drops and the popularity of in-store digital communication therefore continues to rise, Phil-Am will prove to be an excellent model of how an investment in a properly planned digital signage system can yield a significant ROI.

