

Innovative Digital Signage at Heart of Club Med Repositioning

Club Med selects C-nario as software provider for three-screen displays at its 46 agencies throughout France.

Overview

Club Méditerranée, commonly known as Club Med, is a French corporation and a major player in the tourism sector, with a network of travel agencies and vacation resorts located in over 50 countries worldwide. In 2007, Club Med decided to renovate the window displays at its 46 agencies throughout France, and equip them with multi-display systems aiming to attract passers-by through the integration of three dynamic synchronised screens in full high definition. The concept was created by a major French architectural design agency, AKDV. Club Med chose C-nario's French partner, APIA Solutions, to deploy and operate the systems based on C-nario's software solutions for dynamic displays.

Objectives

To accompany the increase in its popularity, Club Med has launched a programme to renovate its agencies, including the use of dynamic display. The goal was to generate more traffic in the agencies by attracting passers-by with information, advertisements and other commercial messages.

Description

Three screens were installed in each agency, displaying content consisting of 30-second loops of promotional information. The first screen displays movies that convey the experience at Club-Med vacation resorts, various images are displayed on the second screen, and promotional text messages and news on the third. The display on each screen is correlated with the two other screens, to avoid discrepancy.

Challenges

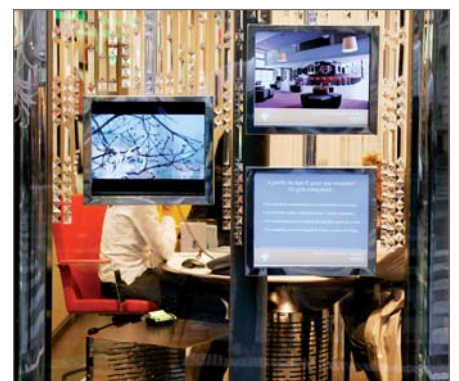
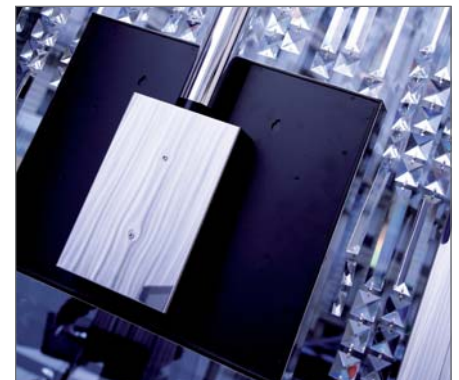
The content had to be delivered simultaneously on all three screens, with maximum synchronisation and coordination between the screens, while maintaining the highest possible quality. That way, the screen becomes a true incentive to travel, enticing the viewer to cross the threshold and enter the agencies.

Solution

C-nario Messenger, a complete digital signage display, distribution and management platform, and C-nario Canvas controller were selected to create a multi-screen synchronised solution. Canvas offers real time synchronisation of content without loss of definition, unlike the process of content expansion on multiple screens, which can lead to quality deterioration. The advantage here is display quality, coupled with the ability to modify content separately. C-nario's partner, APIA Solutions, operates the three-screen networks, and updates the media, playlist and scheduling. All 46 outlets were equipped by the end of June 2008.

Results

The powerful scheduling features offered by C-nario allow Club Med to maximise its media plan in the use of its advertising, the use of its advertising spots and promotional offers in real time over the entire network. Initial results are already being felt, with an excellent perception of Club Med's image and a growing number of people stopping to watch the windows and take in the agencies' offers.



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