

Case Study

“Toni & Guy” a British hairdressers shops network

Overview:

TONI&GUY is very powerful hairdressing brand, all over the world. The company is constantly evolving artistically and commercially. It offers education on the planet and boasts fabulous product ranges and a dynamic and modern image.

TONI&GUY is the only hairdressing company to be awarded 'SuperBrand' and 'CoolBrand' status and to truly represent the catwalk-to-client philosophy.

Concept:

Display music clips in hairdressers shops, combining advertisement materials of cosmetic firms.

Project scope:

- C-nario players were installed in 2005 in over 300 hairdressing shops. The deployment process was finished within only 3 weeks.
- “Toni & Guy” project is operated by “Arqiva” (an application server provider, ASP Mode), using one master station.
- The communication network is based on satellite, ADSL and portable devices to deliver the data.

Challenges:

- Broadcast play-lists of 14,000 content items in each playlist, every week
- Required explicit playlist
- Interface for “Powergold”(radio stations schedule system)
- Managing with multiple communication networks infrastructures for the same project, and delivering the information not through network, to unconnected shops.

Solution:

- Several developments came due to this project’s special requirements:
 - A special custom item for “powergold” scheduling engine that produces huge explicit playlists.
 - The explicit playlist option, that has been integrated in the standard C-nario Messenger.
- Where needed, operators use C-nario Sneakernet™ option – burning a DVD, sending it to the remote shop, and it automatically uploads itself and start playing according to the programmed playlists.
- C-nario standard systems are capable to manage the massive playlist files distribution and playout.



Results:

- C-nario Messenger system is operated by Arqiva in more than 300 Toni & Guy shops across UK.
- Toni & Guy hairdresser shops provide its customers with entertainment during their staying, and produce income from publishing the “L’Oreal” and “Wella” cosmetic brands.