



Creating Digital Signage Content

The reason for using Digital Signage should be the driving force in creating the content. Understanding the purpose of the Digital Signage, whether it is education, training, entertain, inform, promote etc. these needs are to be understood before you beginning to create content.

You've no doubt heard the term by now "Content is King" Even the best, most robust, sophisticated, exceptional and technically advanced Digital Signage deployment lacks value without effective content. The content on your network can make or break the success of its effectiveness. The importance of partnering or forming your content development team cannot be overlooked. Content development can be intimidating and complex yet it doesn't have to be.

Important points to keep in mind;

- **Define the Objective** return on objective (ROO) by delivering the best consumer experience and brand message; you will leave an impression on each consumer, either negative or positive.
- **Proper Planning** will help in creating a more successful piece of content. Storyboarding the idea and making sure the vision is clear and concise will help eliminate any additional time making changers later.
- **Relevancy** is a key function to creating great content. If the content is not relevant to the product, to the demographic or even to the environment that it is in, the content can become lost, or even worse, obtrusive. Understand that many types of viewers can be affected emotionally by content is also important.
- **Intent** a strong perspective of the objectives combined with attractive design and composition creates an effective Digital Signage ad
- **Effective Content** everyone appreciates attractive design, we are all drawn to it. Great looking content is only half the battle for Digital Signage. A common mistake with Digital Signage content is trying to say too much. Often times the tendency is to try to tell a story, deliver a presentation, or to re-purpose a broadcast commercial.
With Digital Signage less is more!
- **Content Loading** Content loaded down with too much messaging, quickly loses its effectiveness as the viewer is given more than they can focus on. Contently asking yourself these questions will help when you compose the script: What do you want to say?
What do you want your view to do?
Which viewer do you wish to reach?
- **Interacting** with the display, a consumer can retain more of the content and derive more benefit, but the need to be relevant to their needs. Create the right type of message to attract the customer attention, and to let them know they can interact with the display.



- **Engagement** is critical. Attracting and informing the customer without obtrusive, boring or annoying is the name of the game. Be sure to understand the objective of the message, and venue characteristics moving forward.
- **Viewing Distance** and screen size will help in creating a clearly defined message. It will help in understanding what can be seen, and what will be lost at certain distance. Surveying the location and taking photos can be help full.
- **Legible Text** must be and easy to read at a glance. Utilize the brand continuity with other marketing material. There will typically be one or two fonts used on the screen. Combining bold and lightweight will help keep the viewers attention on the right words.
- **Identify the Brand** colours of the company, product, etc. Colours are usually designed to work well together and live in harmony within composition. Use gradient to create a sense of space around products. Adding depth to the content will make the product/message pop from the background. The focus should be on the product or message, not the background.
- **Define the use of Sound** or not, when it is appropriate for the content and whether it works for the physical environment. Sound helps engage the viewer. Present one thing at a time and offer choice, all these items help the flow of information.
- **Length of Videos** doesn't matter as much as the quality and type does. People don't abandon a video because it's gone past a certain time; they abandon the video when it's not telling them something that's useful for their decision making. Videos that educate and demonstrate are given the greatest attention and consumers will watch them multiple times prior to purchase a product.
- **Production of the Video** with quality lighting and sound matter a lot to shoppers. Consumers appreciate high quality videos production and professionally generated videos receive greater engagement and are seen as more reliable when making purchase decision.



These digital displays create moods, feelings and impact by their impression. Content has the opportunity to be fresh and up dated often. Take advantage of this by creating relevant, timely content that connects with the consumer.

When organizations create and deliver the right digital signage experience to the customer, they achieve their objective or revenue goals. But delivering this customer experience is not dependant solely on the digital hardware, ***Content is the King!***

The Digital Sign Company enables your company to enter the Digital Signage market place cost effectively creating a constant work flow for your origination and enable your company to deliver new customer experience to their audience through this new digital channel.

We also have a ***full production and management teams*** that can help you in successfully achieving your goals at whatever price point.

Please contact us at: sales@thedigitalsigncompany.com.au

