

MOOD:MEDIA™

DIGITAL SIGNAGE BEST PRACTICES

Master the fundamentals to achieve maximum performance.



INTRO

One of the great things about digital signage is that creating and managing content is incredibly easy - in some cases, almost too easy. If you're not careful (and if you don't bring some basic computer and design skills to the table), you can easily get carried away and create a total mess of content that doesn't drive the results your business needs. **If you're new to digital signage and prefer the DIY approach, here are some best practices to follow.**

WHO IS MOOD?

Mood Media is the world's leading experiential media company that maximizes the Customer Experience and provides value for businesses and brands worldwide. Our fully-integrated solutions leverage advanced digital technology, curated and original creative content, and design expertise to make every shopping and guest experience more personal and more engaging.

Our mission is to serve as a true partner to our customers, leveraging our experience, advanced digital technology, curated content, design expertise, scale and creativity to deliver experiential media solutions that make a meaningful difference.

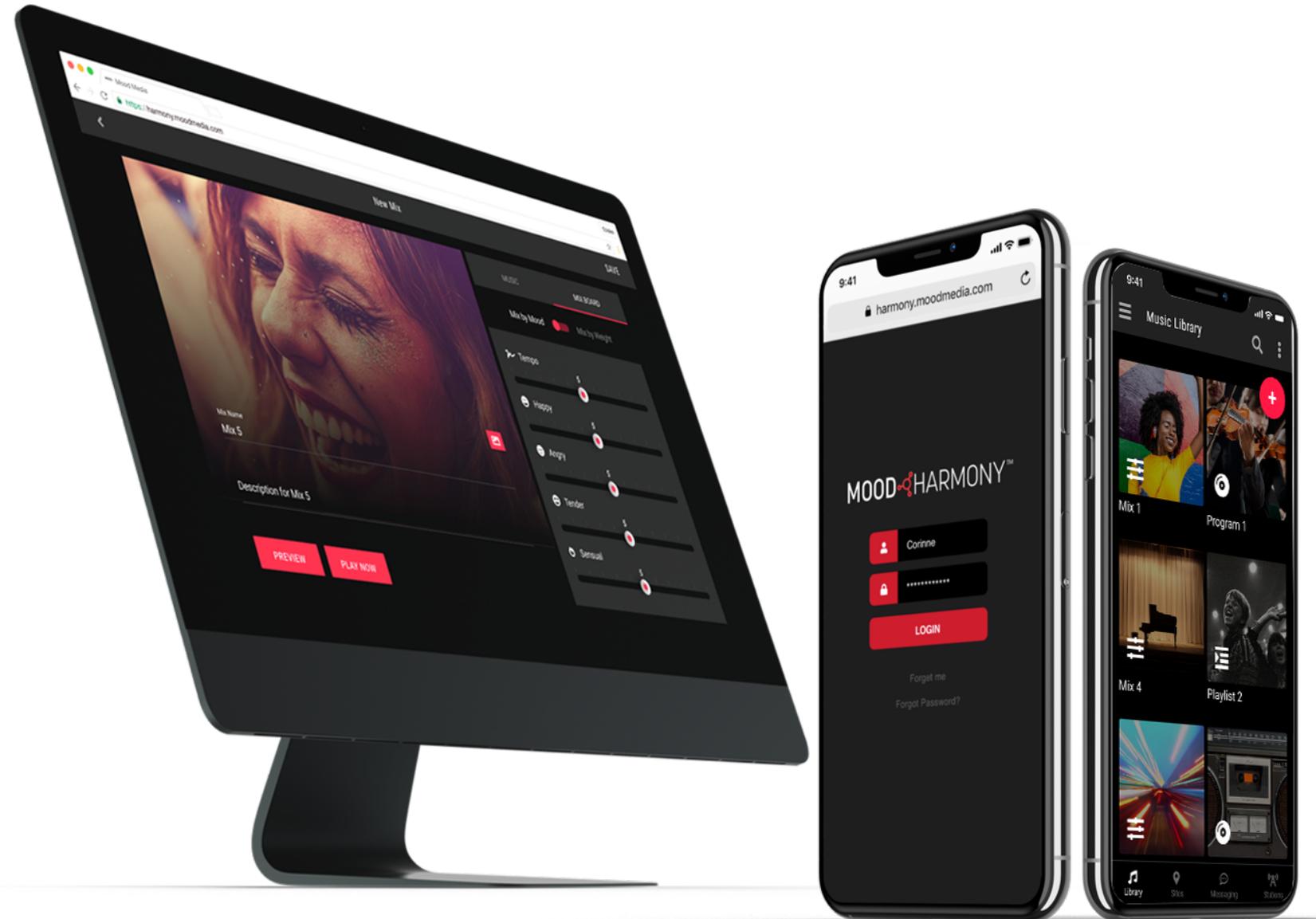
Trust the experts at Mood to boost sales, strengthen brand loyalty, and transform the way your customers experience your business.

Take control of your in-store media solutions with Mood Harmony™ – the original Brand Experience Platform. With our mobile-friendly content management system, you can easily oversee your Music, Messaging and Digital Signage from a single login. Supported by our robust and reliable audiovisual media player, you can drive all the elements of your brand experience in harmony.

Whether you're DIY and want full control or simply prefer to let the platform do the heavy lifting, Harmony makes managing your brand experience super simple. Login as often as you like and schedule content for a single location, groups of locations, or your company-wide suite of solutions.

- + Centralized content management system
- + Mobile-friendly online monitoring
- + Secure, reliable technology
- + Plug-and-play installation
- + Responsive phone and email support

CONTROL YOUR CONTENT IN COMPLETE HARMONY





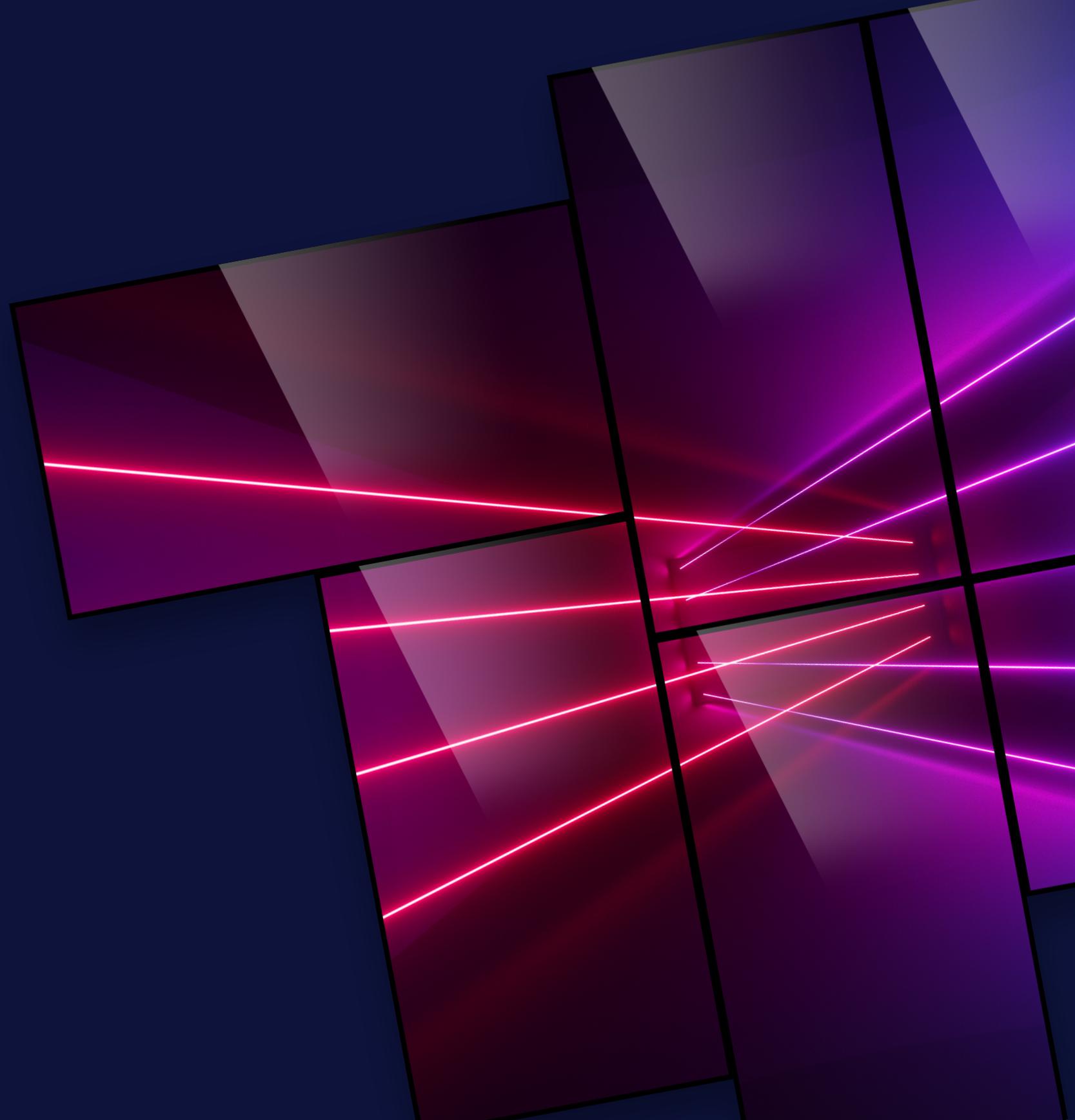
Whatever you do, **DO NOT SKIP THIS STEP**. Without a clear content strategy in place, you're headed for trouble. Here are the essential questions to ask before you start to build out your content and visual playlists. With these questions answered, you'll have a clear understanding of what content you'll need, how you want it to rotate, and optimal update frequency.

YOUR CONTENT STRATEGY

- + Who is your audience (who will be looking at the screens)?
- + Does your audience change throughout the day, week, month or seasonally?
- + What are the Top 3 objectives you want to accomplish with your digital signage?
- + Where are your screens located in your business? Where are they mounted and how far are they from your audience?
- + What is the dwell time exposure to your screens?
- + What are the Top 3 core messages you want to convey through your signage?
- + How do you want to convey your messages? (NOTE: Messages are not exclusive to copy - you can communicate and convey messages about your brand and the experience you are trying to create without text. For example, lifestyle images and animated art can impact how your viewers feel and complement the energy and mood you want to establish).
- + Who will be responsible for managing your content?
- + Do you have all of the resources you need?

- + The most effective messaging combines short text and simple images or graphics.
- + Create a visual hierarchy for your messaging. Make sure that the most important parts of your messages are the first things your audience sees.
- + Place pictures on the left and text on right. The brain is more efficient at processing left-aligned images.
- + Use brightness and color contrast to highlight items.
- + Using color and high contrast between the foreground and background can make content easier on the eyes.
- + Try to use standard aspect ratios (16:9) as much possible for your screen configurations. Doing so makes it easier to repurpose video and images from other marketing advertising mediums while reducing design and reformatting time.

DESIGN & LAYOUT



- + Always keep it simple.
- + Create single, strong and clear messages.
- + Use short phrases with large font sizes in **bold**.
- + Shorter words and phrases are easier to read – aim for phrases with 3-4 words. Keep in mind that a single word can draw a lot of attention.
- + Use strong action verbs in concise phrases with common language for easier comprehension by viewers.
- + Each screen should only contain one focused message.
- + It's ideal to break up longer thoughts into multiple sections – just be aware that your viewers may not have a chance to see every slide in a series.
- + Always include a call-to-action with each message.

GENERAL COPY



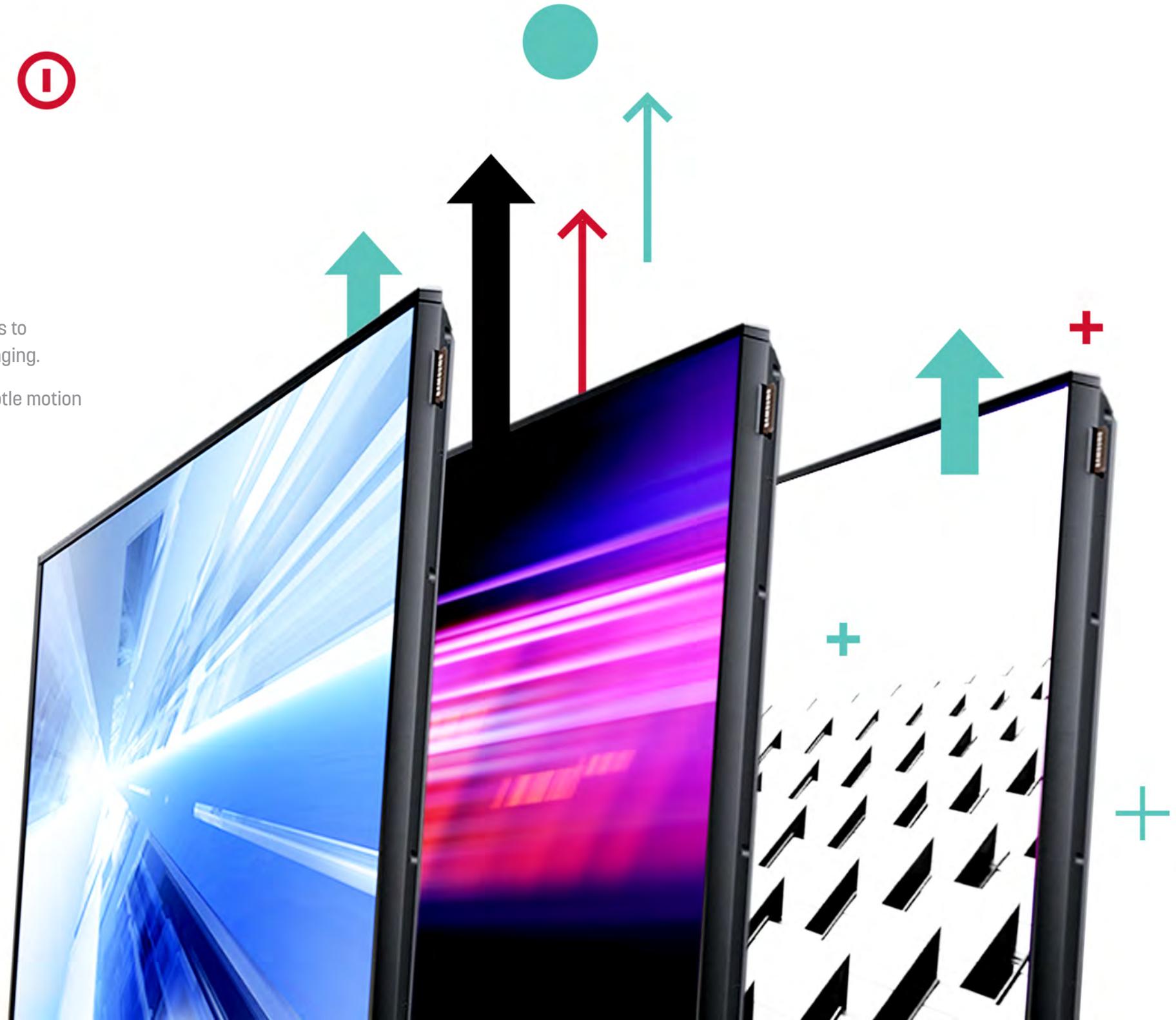
TEXT & FONTS

- + Use sans serif-type fonts for the best legibility.
- + Keep your font sizes as large as possible, especially for your main messages.
- + The absolute smallest font size you should use is between 20-30 points, at a viewing distance of 10 feet.
- + A general rule of thumb is that your text should appear one inch taller for every 10 feet of distance between your customers and the screen.

ANIMATION & MOTION



- + Adding motion can help attract more attention to your message.
- + Keep animation and motion simple. Being too heavy-handed with motion graphics can create a disorienting visual experience for your audience.
- + Add transitions between messages and segments to provide a visual cue that the content is new/changing.
- + Try to leave the main message static and add subtle motion to secondary elements on the screen.



MESSAGE/ SEGMENT LENGTH

- + Know the average dwell time in the area around a specific screen and adjust the length of your messages accordingly. For example, if it takes customers six seconds to pass a screen, then they will probably only be able to read the screen for four seconds.
- + Exterior or street-facing screens should have very simple, bold and short messaging to attract attention, since customers are passing by quickly.
- + Screens at cash wraps or other waiting areas can have longer messaging since the dwell time is longer.
- + To test how long to keep your message on the screen, read it out loud. If you can read it out loud before it leaves the screen then your customers should be able to read and comprehend the message.

PLAYLIST LOOP LENGTH

- + Similar to the strategy for individual message length, the length of your entire playlist should be determined by where the screen is placed and the average dwell time of a customer in that area.
- + Repeat key messages in your digital signage often. Also consider using more than one segment to deliver the same message in a different design or wording.

CONTENT UPDATE FREQUENCY

- + Be sure to update content regularly - no less frequently than every 3 months. Otherwise, your regular viewers will ignore the screens.
 - **Trick:** create multiple layouts or versions of the same message in different looks.
- + Create a large library of “evergreen” content that can be swapped in and out often.
- + If you don’t have a new message to display, you should change the appearance of the campaign to keep viewers engaged.
 - **Trick:** you can rearrange the components of the messaging or change the images and colors.

As we mentioned, with some basic computer and design skills, managing digital signage content is pretty simple, but you need to follow some best practices in order to avoid common mistakes. More importantly, doing so will help you make the most out of your digital signage.

Need more info or some help? [Contact us](#) for more information. All of our digital signage solutions come with full training and support, and we also offer professional content creation and management services.

CONCLUSION

SHARE THESE DIGITAL
SIGNAGE BEST PRACTICES



WHY MOOD?

TRULY GLOBAL, FULLY INTEGRATED

We're the only truly global, fully integrated media solutions company in the world. 88+ years of proven scope, scale, service & support.

SINGLE-SOURCE, HOLISTIC MEDIA PROVIDER

Mood makes it easy to elevate and enhance the entire Customer Experience, offering digital signage, music, messaging, A/V systems, scent marketing and more. Consolidate vendors, mitigate risk and leverage economies of scale.

PROPRIETARY, RELIABLE & INNOVATIVE PLATFORMS

Our media platforms are supported by reliable and innovative web-based technology - providing you with intuitive enterprise-level control over what your guests see and hear in your properties. Our Harmony CMS lets you manage all media solutions with one single login.

CONTENT-FIRST MINDSET & CREATIVE EXPERTISE

We have a team of 100+ expert music and visual content designers globally who craft the content that's right for your brand. They're trusted by more renowned brands than any other media provider.

CONSULTATIVE APPROACH

Our strategic, consultative approach ensures we develop customized solutions for each of our customers. We'll work to gain a deep understanding of your brand, target and business goals - helping you implement a powerful experience that drives results.

WORLDWIDE MUSIC LICENSING

We offer the world's largest library of fully-licensed music for commercial use, and we maintain global relationships with all major and independent labels and publishers. We offer commercially-cleared content in most every territory around the world.

DEDICATED GLOBAL PROJECT MANAGEMENT & ACCOUNT MANAGEMENT SUPPORT

Covering 140+ countries, Mood has the resources to provide professional project management and global support of your entire footprint. When you partner with Mood, you'll have the dedicated, daily support of a team focused on executing an effective experience strategy.

BRAND STANDARD CONSISTENCY

Mood is experienced in implementing brand standard programs across large footprints - consistently and efficiently. Our delivery platforms offer centralized content control and flexibility at the corporate, regional and location level.

