



BWS lifts spirits with Digital Signage and in-store audio.

Torch Media implements a digital signage and in-store radio network across 800 Beer Wine & Spirits (BWS) retail stores.

Customer Overview

TorchMedia is one of Australia's leading Out-of-Home Advertising companies and provide brands with access to over 2500 unique destinations across both metro and regional Australia. A large proportion of these media assets are digital and are centrally controlled at Torch headquarters. One of these digital networks is the Beer Wine & Spirits (BWS) chain.

The BWS brand is a relatively new brand in the Woolworths Limited group of stores and has grown enormously since its beginnings. Starting out in 2001 with the re-branding of Macs Liquor stores in NSW, the BWS brand continued to grow as they acquired and opened many stores across Australia including the acquisition of the Liberty Liquor group, making it the country's fastest-growing retail liquor brand. BWS employs TorchMedia to manage all of its digital assets and content across the chain which is managed using Ryarc's



OVERVIEW

Customer name

Torch Media - BWS

Industry sector

Out of Home - Retail

Location

Australia - Nationwide

Application

A Hybrid in-store retail signage and audio network running advertising based content and internally branded promotional content.

Ryarc's solution

Digital Signage =
CampaignManager
In-Store Radio = Dappler

media communications software suite, CampaignManager.

Scope

In 2007 TorchMedia began providing BWS with a customised digital signage and in-store radio network across its rapidly expanding retail network. BWS didn't want to manage this project. They simply wanted to unify the brand message across all 800+ stores and control a percentage of the audio and visual content delivered to each location.

Torch took on all responsibility including installation, operations, management, maintenance, support and content. All BWS is responsible for is reporting faults from each venue and the BWS specific content for the screens and radio. Otherwise it is Torch and their supplier's job to keep the network up and running.

“The beauty of Ryarc’s software suite is that it allows us to manage both our digital signage and our audio networks from their single CampaignManager platform.”

The content published to the screens includes advertising for relevant third party products sold in store, BWS content and the latest news, sports and weather which is localised for each store location and updated dynamically. The in-store radio channel which is managed by Torch using Ryarc’s Dappler player is completely customised and branded as “BWS FM”. This acts as BWS’ own radio station and the audio files include BWS ‘radio like’ announcements, music, and advertising which compliment the advertising on the screens. Both the digital signage and audio networks are run and managed across the one network using a single software platform; CampaignManager.

Ryarc Solution

TorchMedia selected Ryarc’s media communication suite as their exclusive software platform since it can simultaneously manage multiple ‘channels’ of content from the one user interface. For BWS, Torch is able to control the audio and visual elements of the network from CampaignManager by publishing content to the CM Player software for digital signage and the Dappler Player for in-store radio.

CampaignManager provides Torch with all the tools it needs to manage and deliver the network BWS is looking for and more. CampaignManager’s compatibility with all the common media formats mean that no further production is required once content, visual and audio, is received by Torch for inclusion on the BWS network.

Torch uses the categorisation tool in CampaignManager to easily manage the distribution of campaigns across the widely spread BWS retail chain. Torch can target a single store for a one off content piece or they can publish nationally so there is a single message across all 800 stores. CampaignManager also allows Torch to publish dynamic content allowing up to the minute, locally relevant news, sport and weather information.

Ryarc’s Dappler enables Torch to tailor the content BWS customers hear in store complementing the visual content on the digital screens. Having control over ‘BWS FM’ also ensures no competitor ads are heard across the radio and gives a more consistent message across all 800 stores. Torch needed more than a randomised play-back of audio files and instead required the delivery of a true ‘radio like’ experience, complete with top of the hour announcements, ad breaks, jingles and of course, music. CampaignManager’s sophisticated programming engine enabled Torch to create a true radio like experience, managing thousands of content files with very little user effort.

Results

Using CampaignManager, Torch has fulfilled all of BWS’ and their own requirements for a successfully operating digital signage and audio network. Customers now have entertaining and relevant content to view and listen to while in store. Torch receives advertising revenue from the network and BWS is able to unify the message they deliver across each store.

Technical Development Manager of Torch, Ross Barnes said “The beauty of Ryarc’s software suite is that it allows us to manage both our digital signage and our audio networks from their single CampaignManager platform. It is extremely flexible in the way it allows us to grow our network across different retail locations and caters for all our publishing and management needs”.

CONNECT WITH US

Ryarc welcomes you to contact us directly with any sales, support or general enquiries you may have.

Visit www.ryarc.com

Email us:

Sales & general: info@ryarc.com

Phone us:

HQ: +61 2 800 400 16

USA: +1 408 844 4416

Singapore: +65 6829 2297