

Top 10 Opportunities for Digital Signage in Food Retail

Improve customer satisfaction and increase profitability.

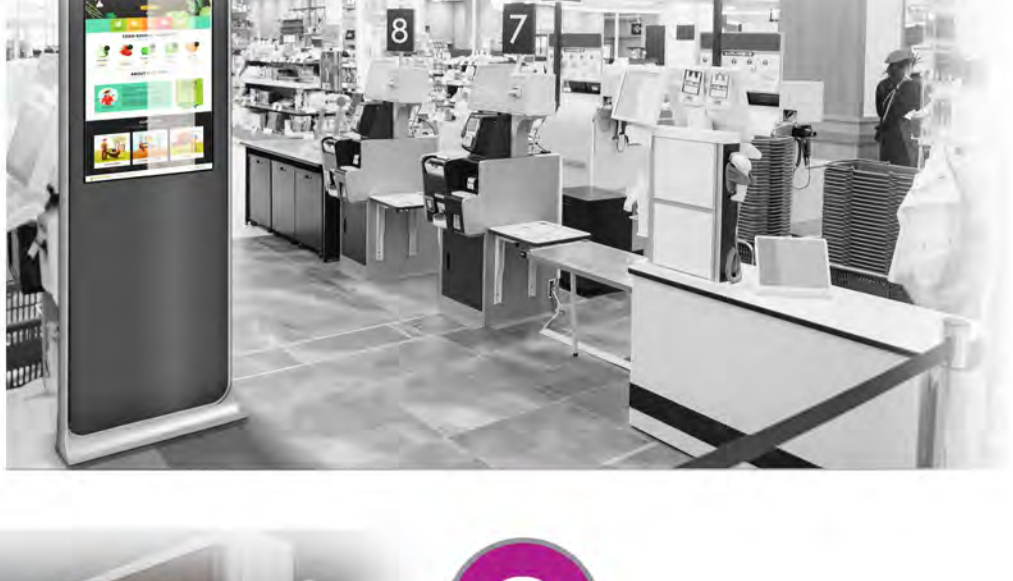
A network of digital signs can be a real game changer by giving grocers powerful basket-building tools to promote products, brands, LTO's and specific day-parted promotions that create new upsell and impulse purchase opportunities.

1

SHOWN:
Smart Platform - 49SM5KD¹
Touch Overlay Kit - KT-T490

ENTRANCES THAT INFORM AND DELIVER UPSELL POTENTIAL

Free-standing displays provide navigation and wayfinding, and can be easily updated as grocers elect to change product aisles. Sale items, LTOs and services, such as custom bakery goods and in-store banking, drive awareness and create new sales opportunities. Day-parted promotions, targeted to run at specific times throughout the day, create ideal impulse sale opportunities.



2

SHOWN:
Ultra Stretch Display - 88BH5C

KEEPING BUFFETS FRESH

Digital displays can drive traffic to prepared food areas and encourage the purchase of a selection of items, including "insta-friendly" entrées or seasonal themes, generating additional sales while also increasing the turn of time-sensitive items.



3

SHOWN:
Open-Frame Curved LG OLED Displays - 55EF5C

FOCUS ON SPECIALTY AND CULINARY HERITAGE FOODS

Open-Frame OLED displays, that can be curved to seamlessly integrate into any environment, call attention to specialty and emerging culinary heritage foods. Enticing visuals and digital demos, like quick cooking classes, can engage customers and deliver higher ASPs and impulse sales.

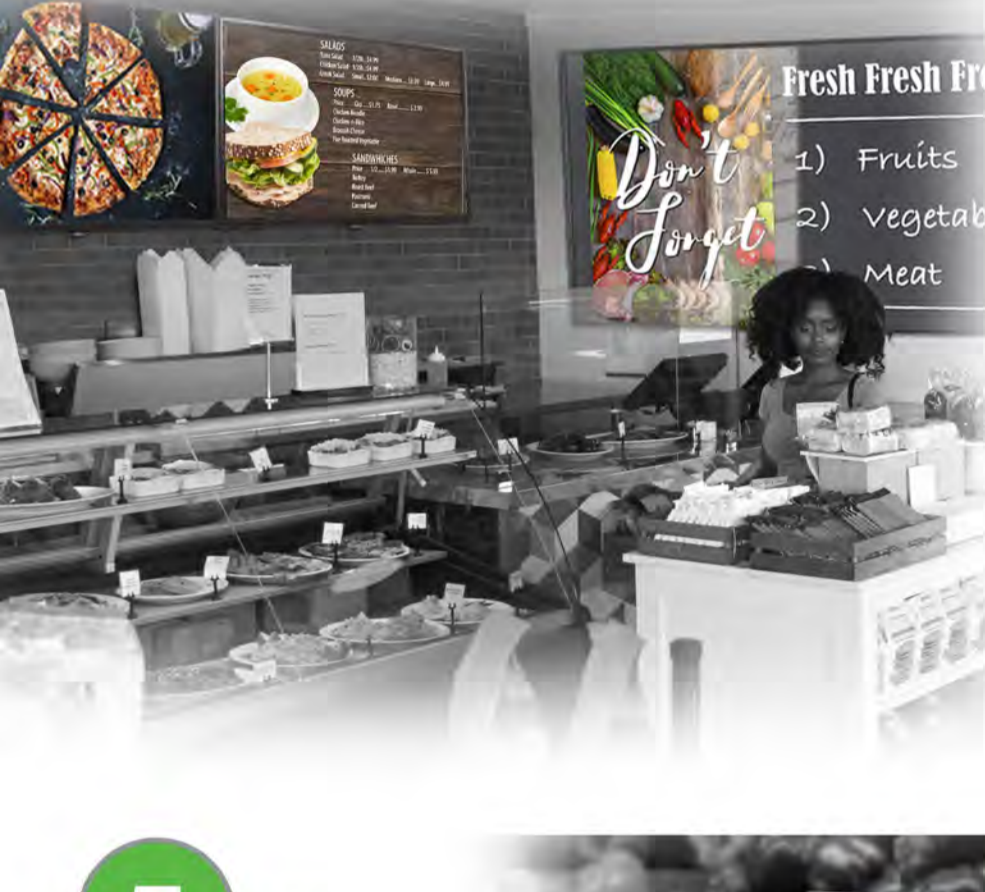


4

SHOWN:
Commercial Displays - 55SE3KD
Ultra HD Large Display - 98LS95D

DELI DECISIONS MADE EASIER

High traffic areas, like the deli counter, benefit from digital signs that help drive customer choice to reduce transaction time, increasing turnaround without the need to overstaff the area. This is an ideal area to highlight sales and promotions to customers waiting to be served.



5

SHOWN:
Smart Platform
Touch Display - 32TA3E²

INTUITIVE TOUCH SCREENS

A growing trend of "dining out, in" presents grocers with the opportunity to promote meal kits that bring home the restaurant experience. Interactive touch screen displays can assist customers by allowing them to see all of the suggested options, including recipes and preparation demos which can be downloaded to any smartphone.



6

SHOWN:
Ultra Narrow Bezel Video Wall
55VH7B-H

BIG IMPACT DOWN GROCERY AISLES

Easy to install and maintain, video walls make a BIG impact on customers when promoting special deals targeting high-margin products. They also generate additional revenue from ad sales by advertising existing national campaigns in-store that increase impulse buying and improve sales.



7

SHOWN:
Ultra Stretch Display - 88BH5C

BEER CAVE DISPLAYS ATTRACT ADD-ON SALES

A perfect spot for vendor branded advertising, super-stretch displays fully utilize the space above beer caves or other similar areas to highlight key and cross-promotional items to encourage impulse purchases. These attention-grabbing displays can be seen from afar and are easily updated, maximizing traffic and sales.



8

SHOWN:
Smart TV Signage - 55LV640S

INVITING DINING AREAS

Commercial grade HDTVs serve dual duty as they entertain and inform diners when promoting local news and events, while sending reminder "don't forget items" message and highlighting key sale items available throughout the store.



9

SHOWN:
Smart Platform
Commercial - 32SM5KD

STRESS-FREE CHECK-LANES

Small Format displays positioned toward customers can entertain and reduce perceived wait time. Future in-store events and promotions can also inform customers to generate future sales and create brand loyalty.



10

SHOWN:
Outdoor Display - 75XE3C

GAS PUMP DISPLAYS PROMOTE INSIDE SALES

Digital displays at the pump can promote additional services, quick meals and snack treats, creating exciting opportunities for unintended purchases



LG Digital Displays Improve your Image and Your

ROI

LG's webOS allows you to manage the entire network with great efficiency from a central location or remotely, reducing labor costs. Smart scheduling and optional light sensors that constantly monitor brightness levels conserves power without compromising performance. Available in a wide variety of shapes, sizes and technologies, LG commercial displays deliver optimum results throughout, and even outside, the store and are designed to deliver years of service with little maintenance.

For more ideas on digital signage for your store, download our Lookbook

[click here](#)