



## Empowering Brands to Digitally Engage Shoppers in the Retail Store

Today, wine and spirits shoppers face an overwhelming number of choices in the retail store.

***Unfortunately your brands' messaging is nowhere in sight.***



***According to research from nielsen homescan:  
40% of Wine + Spirit buyers walk into stores undecided.  
21% changed their mind in the store.  
53% can be influenced in the store.***

***Imagine the power of your digital brand messaging where shoppers can actually buy your products.***



- Move products off the shelf and in front of a high-definition digital screen.
- Tell your brands' story in a prominent location on the sales floor.
- Use full motion video and digital graphics to attract shoppers' attention and drive trial.
- Augment your existing digital marketing via QR code interaction.
- Eliminate wasteful promotional print.
- Engage customers digitally on the sales floor.
- Deliver your brands' message in a manner today's digitally focused consumers expect right where they make a purchase decision.