

NEC Display Solutions Customer Installation Retail

Marks & Spencer

Inspiring & engaging customers through multi-channel communications



The mobile explosion is leading technological development and today's retailers must find ways to embrace this through multi-channel digital communications. Marks & Spencer (M&S) is one of the high street leaders in digital experimentation, seeking new ways to inspire its customers. Large format NEC Displays are deployed throughout M&S's stores displaying inspirational seasonal content to support and enhance the customer journey.

SITE INFORMATION

Sector

- Retail

Client information

- Marks & Spencer
- corporate.marksandspencer.com

Installed

- Roll-out 2013 - 2015

EQUIPMENT

Display equipment

- 100+ x NEC MultiSync® 46" X462HB High Bright displays for in-store window displays
- 400+ x NEC MultiSync® 70" P703 displays, orientated in both portrait and landscape within womenswear and home furnishings departments
- 600+ x NEC MultiSync® 46" X462S at Browse & Buy hubs
- 400+ x NEC MultiSync® 46" X464UN Ultra Narrow video wall displays behind till points

The Challenge

International multi-channel retailer, Marks & Spencer, was founded in 1884 as a single market stall and became a listed company in 1926. With its enduring heritage, the much-loved brand is known for high quality, great value clothing, home and food products, which it sells to 33 million customers through 870 stores and its ecommerce platform.

Delivering a seamless omni-channel presence is the holy-grail for retailers, but creating a more joined-up customer journey is a quest hindered by numerous challenges. In our increasingly connected world, people are shopping in new ways and brands must innovate to maintain a presence both online and on the high street.

M&S is resolutely committed to investing in new digital technologies, pioneering cross-channel communications. M&S's digital infrastructure has created a unified communication strategy through the launch of its Venture Labs division, a dedicated in-house team focused on digital innovation and experimentation to enhance the customer experience, its wholly owned, mobile friendly web platform and a dedicated ecommerce distribution centre.

The Solution

'NEC HAS BEEN PROVEN WITHIN OUR INFRASTRUCTURE AS ROBUST AND EFFECTIVE'

Digital Display assets are crucial to bridging the gap between ecommerce and in-store data driven marketing campaigns. M&S' investment in digital



signage is highly prevalent within all M&S stores, across all departments, supporting seasonal campaigns with inspirational content to enhance the customer journey.

NEC High Bright screens are located within store window displays delivering sunlight readable messages; NEC video wall displays deliver content and messages at till points and NEC 70" displays, oriented in both landscape and portrait deliver content within the womenswear and home furnishings departments. Customers are encouraged to use self-serve Browse & Buy hubs where NEC 46" slim bezel displays deliver strong and eye-catching messages to invite customers to browse and order from the full M&S range.

The in-store digital content of M&S is more conversational and inspirational than typically seen on the high street and this is reflected across all in-store signage. All M&S content is shot in wide lens 4k resolution. Ultra-high definition delivers startlingly reality-like pixel-free images for a stunning effect and NEC's new UHD range of large format displays are well placed to present M&S' 4k content in all its eye-catching brilliance.

'Our screen deployments have helped provide an inspirational and varied content base. We are always looking to deliver a personalised customer journey,' explains Steve Easterbrook, Digital Signage Lead at Marks & Spencer. *"We integrate new technologies into our large screen infrastructure, helping to enhance the shopper experience."*

Digital store design and retail implementation is managed internally by M&S with Fujitsu overseeing the installation and support. With quality being a core value for the M&S Brand, it is crucial that this is reflected in the performance of its digital signage. Steve Easterbrook explains why

NEC is the perfect match: *"NEC has been proven within our infrastructure as robust and effective; using high quality components their products can be relied upon to deliver excellent and consistent performance. We have a good and trusted relationship with NEC and the varied specification of their products meet all our requirements."*

The Result

"We want to better understand how our content is being perceived utilising analytics packages such as NEC leafengine, to help us to deliver the right message at the right time. By better understanding our audience through data analysis, without impacting on their privacy, we can deliver an enhanced experience and offer a more personalised in-store journey," explains Steve Easterbrook.

"Additionally, all our content is shot in 4k resolution and we are currently trialling 84" NEC X841UHD Ultra-High Definition screens in our Kew concept store enabling us to fully exploit the intense detail and vibrant colours achievable through higher resolutions. Presenting content in larger scale, using higher impact displays will stimulate our customers with life-like, life-sized catwalk style content."

M&S' in-store digital presence and new online platform are the foundations of a joined up customer journey. M&S is well placed as they strive to meet the demands of today's mobile world and satisfy customer expectations, however they wish to shop.

Paul Airey, Head of Retail IT at Marks & Spencer confirms, *"NEC has provided robust, versatile and high performing screens to M&S for the last 3 years, playing a key part in our in-store digital journey."*

