



C1000 Instore communication concept

Client C1000
Branche Supermarket
Target group Consumer, >25 personel per establishment

Product realization: Concepts, Creations, System Services

Concepts

The concept of area reted content was deployed inside the store, with weekly update on discount offers. Effective and interactive communication is established through template based content. Further advertisement of local entrepreneurs on the screens at the checkout.

Creations

NarComm created templates according to the corporate design for effecient usage and distribution through the content management system.

System Services

For both the canteen and the shop floor, Mediaframes were used for the visual communication. NarComm also provides an extensive 24/7 service package.

Testimonial

Testimonial Eric van der Velde, owner C1000 Zuidlaren

"The NarComm narrowcasting solution provides me the opportunity to easily create content specifically aimed at my supermarket and my customers. My customers appreciate the involvement with the local community."

