



wil jij ook
dolfijnen
ontmoeten?

boek nu
dichter
bij dolfijnen!

www.dolfinarium.nl boek nu bij de receptie 



Instore communication concept

Client Dolfinarium Harderwijk
Branche Entertainment
Target group 720.000 visitors (2007 figures)

Product realization: Concepts, Creations, System Services

Concepts

Effective and interactive communication is established through template based content on mediaframes in the restaurants.

Creations

NarComm created templates for efficient usage and distribution through the content management system. The design of the templates is based on the Dolfinarium Corporate design. Further the lay-out was changed during the winter opening thus creating a special winter atmosphere.

System Services

NarComm used multiple VGA outputs on the narrowcasting players in order to send 2 signals to 2 screens. Further, both the price list as well as so-called Specials can be controlled separately.

Benefits

The narrowcasting solution for Dolfinarium enables the restaurant staff to easily change price and special offers. Also they can delete a product when it is sold out.