



EXPRESS NEW STORES

TIMES SQUARE AND SAN FRANCISCO

The world of fashion is fast and ever changing. American retail brand Express was an early adopter of multi-media and online technology, understanding the benefits of interactive campaigns and customer engagement. A boutique fashion brand, digital content is updated every 90 days to cover the latest seasons, trends and promotions.

With stores located across America and a marketing strategy that includes advertising in New York's Time Square, Express have an innovative content strategy that requires the delivery of digital media over multiple platforms.

THE HARDWARE

- 3 D3LED Indoor Displays
- 7 Outdoor Screens
- 1 LCD Video Wall



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THE NEED

Progressing from traditional to digital signage is not simply about installing several screens in a store. It requires knowledge of hardware, media distribution and a unique understanding of the departments who will be impacted by the technology.

Express required a knowledgeable consultancy service including design specification and fit out advice. To secure their return on investment, they needed a firm that could consistently relate to and prioritize the needs of the marketing, technology and finance departments.

THE ROLE

Kronman Associates specified the new digital displays for the Express flagship stores in New York and San Francisco, overseeing the installation of these and other systems across their nation-wide stores. Participating in negotiations with landlords, manufacturers, contractors, and working directly with the store design and construction teams.

Kronman recommended software solutions to the marketing and branding divisions, as well educating the media department on how produce content that can be shown on displays of any size.

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THE RESULTS AND BENEFITS

Express have successfully implemented digital signage into their stores across America. Streamlining content delivery methods, they now produce video in-house that can be distributed over multiple platforms. This covers everything from showing a video in store, to the large-scale LED billboards in New York. Kronman Associates are always available to ensure each digital initiative is as efficient as possible.

The in-store displays engage customers effectively through strategic placement, and impactful scheduling. The digital signage drives revenue and provides shoppers with a uniquely 'Express' customer experience.

Contact us

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