

Case Study:

La Curacao Installation

LA CURACAO



La Curacao is a growing chain of large format department stores, with 10 locations already in operation and 2-3 new stores being added per year. Each retail center is rich with Latin American culture and merchandise, featuring detailed Mayan & Aztec architecture that stands out among urban surroundings and live performances of traditional Latin American music to entertain customers as they shop.

With this personalized Latino focus, La Curacao ranks among the top 100 electronics and appliance retailers in the U.S., larger than many nationwide companies whose stores number in the thousands. Their services reach beyond retail sales to include travel, financing, Pollo Campero restaurants, CuraTel local and long distance telephone service and pasito.com, an internet access firm. The local Latino population is more than a market to La Curacao; it is a vibrant community that counts La Curacao as an active member.

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Latinos are the fastest growing demographic group in the United States and the nation's highest concentration is in Southern California. For the last decade, Los Angeles' 7,000,000 Latinos ranks as the third largest in the world and have an annual buying power worth over \$66 billion.

The Problem: Increased sales and community exposure demonstrated shortcomings in La Curacao's traditional, print media based marketing programs. Every sale requirement, change in credit terms or variation in retail product and service cost would require another print media campaign, costing thousands of dollars and taking weeks to implement. To address this static limitation, La Curacao began a DVD-based signage system, but found the system too cumbersome to update effectively with changes at the store level. It also required specialized IT personnel to create media, burn it on DVD and install on each media player in the store. They needed a more flexible and robust solution to their expanding marketing dilemma.

The Solution: UCView was then called in to implement a successful, large scale in-store media network that allowed advertisers to interact with their audience in more dynamic and diverse ways. Our state-of-the-art digital signage was installed in all La Curacao stores, totalling over 300 19" to 42" monitors at checkout stands, home electronics, prepaid phone, money transfer and each store. To keep the system running reliably with minimal effort, La Curacao chose UCView's hosted option.

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Now, static print ads and slow DVD media updating have been replaced with a web-server based application that can control each monitor at each section of each store. Different locations can run their own advertising campaigns, update money transfer rates, credit terms and internet access rates in a moment and completely redesign each campaign rapidly and without expensive IT implementation issues. Plus, when another store is built, running existing campaigns (or creating new ones) is a simple matter of installing UCView Smart Media Players and monitors, logging in to our web-based administration tool, adding the new displays and sending campaign content to each monitor as needed. Because their media was hosted at UCView's server farm, no additional set up was required.

Campaign	Campaign Duration	Loop time	15 second	30 second
Bronze	1 month	10 minutes	\$7000/Month	\$14000/Month
Silver	3 month	10 minutes	\$6300/Month	\$12600/Month
Gold	6 months	10 minutes	\$5950/Month	\$11900/Month
Platinum	1 year	10 minutes	\$5250/Month	\$10500/Month

Note: It's estimated that in a 10 minute loop, a 15 second ad will play a minimum of 6 time per hour or 64 times per day. This adds up to 1,920 impressions per month per store per monitor or a staggering 384,000 impressions per month on 200 screens in 10 stores. This type of advertising coverage is priceless, but with UCView, it costs less than you think.

The UCView Digital Signage System has given La Curacao the ability to target messages directly to shoppers where marketing information makes its biggest impact. Favorable first impressions from shoppers, along with careful administration of ad campaigns, has increased sales and accelerated expansion for this major player in the department store industry. And every time La Curacao expands, UCView will be right there, eady to provide seamless upgrading integration of all of their digital signage needs.

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UCView has specifically designed systems for virtually every industry, in both hosted and non-hosted configurations. We have helped many companies of various sizes get the most out of their targeted marketing needs. To find out how UCView can expand your business or organization, contact our sales department today.

