

Bolton Wanderers Football Club gets Inspired

Bolton Wanderers Football Club recently refurbished their Club Superstore. As part of this modernization the club purchased the Inspired Signage system to deliver digital signage to a 5 screen network.

The networked solution enables Bolton Wanderers to create, schedule and update content for play out across their network of in-store screens, maximising the branding and promotional value. Inspired Signage enables the Bolton Wanderers marketing team to make dynamic changes to promotions, pricing and marketing messages in response to both customer behaviour and to football events.

The new system is being used to promote match highlights DVDs, advance bookings for games, merchandise promotions as well as increasing the club's ability to build the relationship between the supporters and the team.

The solution includes live weather forecasts for upcoming games, specific to both home and away games, as well as live breaking news stories as part of the content loop, in order to both inform the customers and to reduce perceived queuing times.

Michael Needham, Marketing Manager for the club had this to say:



"Whilst refitting the Bolton Wanderers Superstore it was paramount that we incorporated a digital signage solution that was both flexible and delivered a high impact. Having looked at a number of solutions, the quality of Inspired Signage really made it stand out from the crowd. We are delighted with the finished solution, which has exceeded our expectations as a marketing tool. Importantly, we have had some great feedback from our supporters.

We would recommend the Inspired Signage solution to any retailer with strong brand values who is considering digital signage initiatives."

About Inspired Signage

The Inspired Signage suite of dynamic digital signage software enables the creation, scheduling, delivery and management of high definition content for dynamic digital networks. Inspired Signage is suited to transport, retail, retail banking, education and many other markets where you have a message to communicate. Retail clients using Inspired Signage to deliver their digital signage initiatives include among others Hertz, Barclays Bank, Imax Cinemas, Pearsons Department stores, Air Viceroy Travel and Centra Stores.