

Inspired Signage

Toni and Guy gets Inspired!

Toni and Guy hairdressers have recently deployed a 4 site digital signage solution incorporating rear projection screens in the salon windows, driven by the Inspired Signage software solution.

The solution incorporates messaging that is controlled and scheduled locally, enabling the managers to create a schedule of promotions based on opening times, special offers, introducing the staff, their experience levels and availability.

Additionally in order to deliver the necessary ROI to justify the expenditure involved the system has been intelligently integrated with the salons booking system. Certain actions have been set to respond to circumstance based on bookings. For example, if there is an empty appointment slot in 2 hrs time, the system will automatically generate a promotion detailing the stylist available, their experience, a photo and a special offer of 25% off if booked now! No more empty slots where the staff are sipping on tea! Just filling one extra appointment a week will pay for the weekly cost of leasing the solution!

Additionally in order to add value beyond the Toni and Guy branded promotion and messages, the system incorporates live weather and news updates to inform the public and generate a sense of feeling that Toni and Guy is part of the community. Presented the news within a Toni and Guy branded template helps to deliver that sense of added value. Moving forward it is intended that as the size of the network grows, HQ will start to manage and schedule advertising to complement the local manager messaging.



About Inspired Signage :

Inspired Signage is used by clients to create dynamic full-screen productions with text, graphics, animation and video, which can then be broadcast via corporate intranets or the Internet to a network of screens.

Inspired Signage offers a complete hardware and software solution meeting its customers' needs to reach a diverse audience with engaging content, in a simple and easy to deploy solution.