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IN-STORE TV COMMERCIAL

In-Store TV (also called Instore TV, Indoor TV, Digital Signage, Indoor Media, and Indoor Video) is a special Through-The-Line (TTL) advertising type, which is a new communication channel with the customer, a type of mass media that improves sales. Instruments for in-store marketing are: In-Store TV, Digital signage, Dangling from the ceiling, Card reader, Flat screens, etc.

In-Store TV establishes direct communication with the customer at the moment of truth either while waiting in a line or searching for a productservice. Large LCD panels broadcasting commercial materials, news, entertainment and educational programs can be found in large shopping centres.

Broadcasting and management are performed using special software. It is important to make sure customers are not bombarded with messages when they do not want to be, by ensuring that content is tightly tailored to particular store areas. Monitors are located at crowding areas: restaurants and cafés, walk galleries, entrancesexits and check-out zones. Media professionals believe that this medium is quite promising, yet, not used to its full potential by advertisers at the moment.

In-Store TV first appeared in the 1970s in the USA and then spread in Great Britain, Russia and the Scandinavia where it became an effective tool in the hands of advertisers and a traditional source of information for customers. Such large sales networks as Wal-Mart, Tesco, ASDA, Sainsbury's (Fresh TV), Selfridges, COSTCO, Vodafone, Spar, Ramstore all have their In-Store TV. Global leading brands, such as Coca-Cola, Nestle, Danone, Evian, Gillette, Colgate, Visa, Heineken, Dove, Procter & Gamble, Land Rover, Renault, BMW, Unilever, and Henkel have appreciated the unique benefits of In-Store TV.

The biggest lesson is that in-store TV needs to communicate in an unobtrusive way. Analysing changes in shopping patterns at different times of the day can help the retailer show ads that are relevant to particular customer groups. As a result, the majority of customers feel that in-store TV improves their overall shopping experience. So the objectors are probably going to have to restrict their purchasing to the small shops that in-store TV has not penetrated yet.