

Multinational Beverage Company Boosts Sales with Videri



The Customer

Our client is a globally recognized beverage company. Having sold millions of units of their beverages in 2022, their presence in retail is significant. Prior to working with Videri they relied on printed posters and signage for POS (Point of Sale). They were looking for a more sophisticated and polished approach to better represent their brand, with the goal of improving awareness and sales at their many promotional POS installations. When they first saw the Videri Canvas they knew it was a game-changer for their digital approach, and that's where the long-term partnership began.

The Solution

On that wall the client saw the polish and simplicity she sought in a digital solution — a physically unobtrusive form factor with just one cable, a self-contained media player and a vivid antiglare screen. She recognized that Videri Canvases could fit in a wide variety of tight spaces in her European locations, such as intimate bars, crowded night clubs, and densely packed convenience stores. Its striking design would also stand out amongst competitors in larger supermarkets and complement the beverages' premium positioning.

The Future

The company has since explored other innovative uses for the Videri Canvas, including on the doors of branded refrigerators. They also deploy multiple Videri Canvases at sporting and music events, leveraging Videri's orchestration feature to easily play single videos across a mosaic of screens, with configurations that vary from video walls to 20-foot (6m) tall tower structures.

The end-to-end affordability of the Videri system, from shipping to installation to management, means the investment has paid for itself many times over. The multi-billion dollar lift in the company's global revenue correlates directly with the worldwide installation of Videri Canvases.

Details

The company started a pilot program in 10 European countries, installing single square-format Canvases in bars in the territory.

From the start, marketing operation's staff were impressed with the ease of installation — no A/V professionals or technical expertise was required.

Thanks to the cloud-based Videri Platform, they could manage content across the network of screens directly from their European headquarters.

ROI/Benefits

Within 90 days (about 3 months), the company's beverage sales at bars with Videri Canvases increased by more than 20%.

After this success, the company expanded the program as quickly as possible and now forecasts an average of 30% lift in sales from a Videri deployment.

Today the company has tens of thousands of canvases deployed in over 80 countries across all channels.

Contact Videri to see how we can transform your company's marketing efforts and raise your bottom line.

To learn more, contact a Videri sales representative at info@videri.com or visit videri.com