

The background features a series of wavy, horizontal lines that create a sense of depth and movement. The lines are composed of small dots or segments, and their color transitions from a deep purple on the left to a bright blue on the right. The overall effect is reminiscent of a digital signal or a data visualization.

ZOLLIN

IMMERSIVE BRANDING

# MOMENTS THAT MATTER

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We deliver improved customer engagement using tailored audio and video content distributed throughout a client's retail network or real estate. Zollin's global solution allows clients to immerse their customers in their brand through sound (music), look (video) and touch (products).

Key benefits include:

- Increased dwell time - the key to higher sales
- Higher frequency of visits/purchases
- Greater spend per visit
- Lasting customer engagement

# MOMENTS OF I WANT

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Zollin enables their clients to create and control customer 'micro moments'. By using music and video content clients can create desire and influence buyer behaviour at the point of purchase. Individuals listening to, and watching, tailored brand content experience micro moments of "I want..."



## I WANT TO BE THERE

Perfect for hotels and holiday destinations



## I WANT TO LOOK LIKE THAT

Perfect for retail



## I WANT TO STAY A BIT LONGER

Perfect for bars, restaurants and coffee shops



## I ONLY CAME IN FOR SOCKS

Perfect greatest upselling tool your customers will never know they've used

# SOUND

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Capture the emotional power of music to create a unique, instantly identifiable atmosphere and maximise dwell time.

No matter if you are pressed for time and need to find a fast and affordable background music solution or if you require a custom foreground experience Zollin can deliver the perfect soundtrack for your business and budget .

Choose from our catalogue of bespoke playlists which have been compiled by our music curators to suit every audience and industry. Tailor your customers experience by creating a unique schedule based on your changing demographics.

Alternatively, work with our team to develop an aural strategy that is distinctive and completely unique to your brand. Each track handpicked to reflect your brands ethos. With regular updates to the content to ensure your sound remains cutting edge.

# SIGHT

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Customers who are used to buying digitally demand a more immersive retail and leisure entertainment experience in order to capture their attention, maximise dwell time and create lasting engagement.

We translate our clients business, marketing, commercial and branding objectives into captivating visual elements which blend seamlessly with bespoke audio to reflect your brands ethos and elevate the customer journey through your brand space.

Our creative team have many years experience in writing, producing, directing and editing film projects which means they are ideally placed to help with any aspect of visual communication. Producing video that is engaging, inspiring, informative or persuasive... and always memorable

# SOLUTION

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Zollin has developed a patented hardware and software solution which provides a secure method of managing and distributing audio and video from a centralised location and gives complete control over what is playing at any site at any time using our own bespoke stand alone media players.

Our cutting edge infrastructure means that we can swiftly schedule content to play throughout entire client estates, or we can select a specific group of sites or even individual media players with ease. This solution allows our clients to respond dynamically to changes, either to customer needs, or to evolution of services, prices or products.

We can also be extremely precise about when content plays out. Whether it's between specified dates, on certain days of the week, or at a set time of day. Schedules can be set up weeks or even months in advance which gives our clients the opportunity to plan and deploy a strategy that will automatically play out with perfect timing.

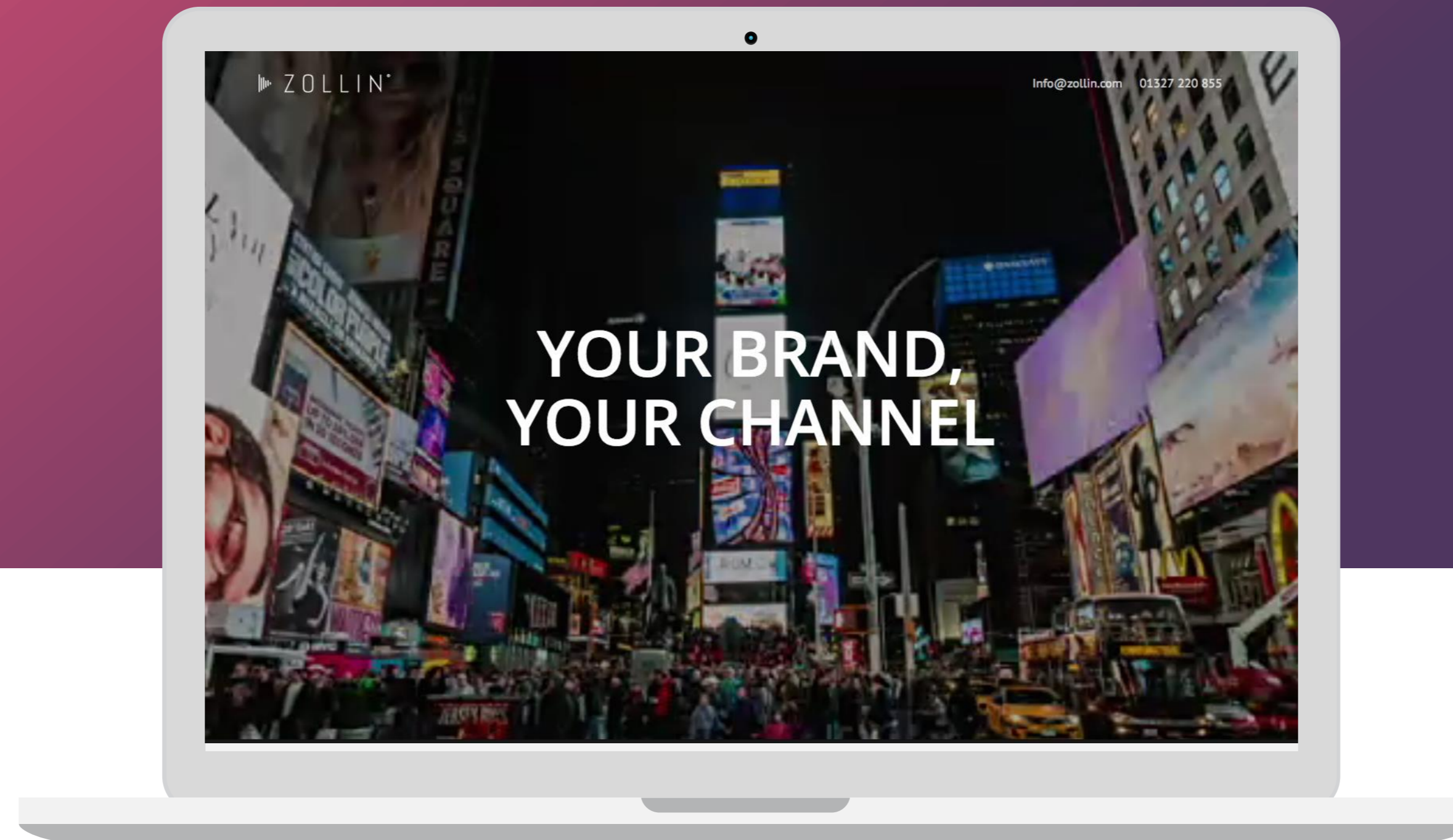
Our bespoke media players are designed and manufactured in the UK. They are not adapted PC's or tablets, they are robust and built specifically for controlled deployment of high definition video and audio in commercial environments.

We do not rely on 'streaming' services. The media players are truly stand alone. Content is stored locally which negates the need for a constant connection to the internet and eliminates the risk of buffering.

Each unit can be set to any time zone and is supplied with multiple mains power plugs which means it is suitable for use anywhere in the world.

Media players are shipped pre loaded with content so will play straight out of the box. Content is updated over wired or wireless networks automatically, so requires no staff interaction. A truly 'fit and forget' solution!

Our helpdesk team ensure that everything runs smoothly and are only ever a phone call or email away



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