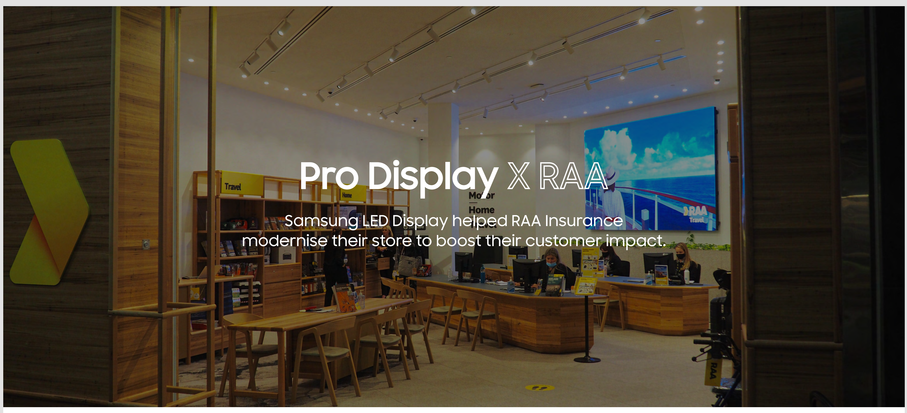


The project

RAA is a South Australian membership organisation. For over 120 years, the team have provided valuable motor, home and travel services. The business operates online and in 18 stores across South Australia.

The goal of this project was to shift their brand perception and customer engagement, by upgrading the digital signage in the Elizabeth City Centre and Marion stores. The ultimate goal of this change was to engage younger members, increase foot traffic, gain a competitive edge and boost awareness of their range of services.



The business challenge

RAA required bright, eye-catching indoor displays that would help their bricks-and-mortar stores stand out, and modernise their interior design while promoting all their capabilities and services across travel, road and home.

In recent years, the business upgraded from printed billboards and posters to small digital screens across a few stores. But the Elizabeth City Centre and Marion stores were their biggest projects to date. They required large displays with unusual dimensions, which meant the team couldn't install a fixed digital display like they had in other locations. These displays needed to be large enough for the space, bright enough to capture the attention of passers-by, and with a fine pixel pitch so they could be read from a close range.



> **"We needed the display to make a statement. We were seeking something with high brightness and resolution. We could have chosen smaller screens,but we wanted to make our shop stand out, look special and give it a real point of difference."**
>
> - Matthew Selth, Senior Manager Retail Sales at RAA

Samsung's intimate understanding of what the RAA team wanted to achieve was key to striking a balance between the right technical solution for the right price.

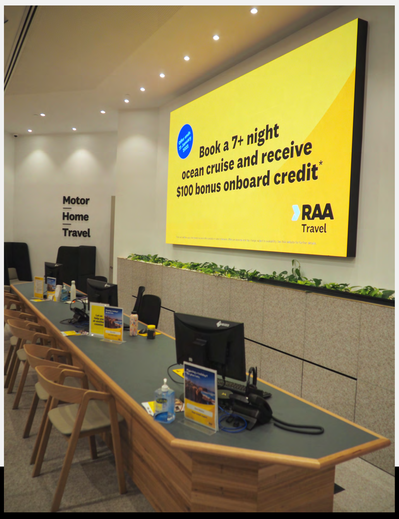
The Samsung solution

RAA revamped their Elizabeth City Centre and Marion stores with 2.0m pixel pitch Samsung Indoor LED Display. The result? A showstopping statement for customers and passers-by alike. LED is the latest in big-screen technology.

It creates an immersive, seamless, captivating visual experience that is impossible to ignore. Content is vibrant and legible in varying light, even in bright-lit retail environments. And it is customisable to fit any space shape and size.

> **"The Samsung displays are real standouts in terms of creating a positive customer experience when they walk into the store. They really make it pop."**
>
> - Matthew Selth, Senior Manager Retail Sales at RAA.

The flexibility of LED accommodated the customised dimensions and impressive display sizes: 4.8 metres x 1.62 metres in the Elizabeth City Centre store and 3.84 metres x 2.16 metres in the Marion store. The display brightness and fine pixel pitch delivers a premium visual impact for passing customers and ensures that the display is easily legible from various distances.



The result

The Samsung Pro Display solution has helped shine a light on RAA's Elizabeth Street City Centre and Marion stores. It's modernised the store's look and feel, in turn helping to engage a younger demographic. By installing these statement displays, RAA has streamlined their in-store content management and enabled their marketing team extra flexibility to create engaging content.

Vibrant images of exciting adventures help to capture attention, while highlighting RAA's travel services. The uplifting content has made a positive impact on customers visiting the store.



> **"The impact on the overall feel of these spaces is the number one advantage of having an LED display. Having such large-scale movement and colour within the shop makes a real difference. When I observe people coming into the Marion and Elizabeth City Centre stores, their eyes go to the big display every time."**
>
> - Matthew Selth, Senior Manager Retail Sales at RAA

The attention-grabbing displays have a strong visual presence in the Elizabeth City Centre and Marion stores. The RAA team are looking forward to installing further Samsung Indoor LED displays in their other stores across the state in the near future.