



Case Study

Superdry Norway

LED wall creates larger-than-life fashion experience

Overview

With growing competition to draw shoppers into stores, Superdry needed a way to deliver an elevated experience to attract new customers. After looking for something that would set their stores apart, Superdry partnered with Samsung Electronics and Prodok to create a dynamic, modern, and life-like visual experience. This allowed Superdry to stand out in an increasingly busy retail environment, while ensuring that customers get the most out of every visit to their stores.

Technology Highlights

- Superb color accuracy and brightness uniformity thanks to precise calibration and panel technology
- Highly reliable displays designed for 24/7 operation, with simple, easy-to-use special wall mount
- Life-like viewing experience with superior picture quality and intuitive usability

Customer Needs

With the opening of a new flagship store in June 2018, Superdry saw an opportunity to market their expansive in-store collection in a new, innovative way. The store's location has great potential, sitting on a street that attracts more than 10,000 people per hour during the Christmas season and on the path of the local tram. The team at Superdry just needed a way to make sure their merchandise would be impossible to ignore.

About Superdry Norway

Superdry is a contemporary clothing brand that fuses vintage Americana, Japanese-inspired graphics, and a British style. Known for its quality fabrics, authentic vintage washes, unique detailing, and tailored fits, the brand has exclusive appeal that attracts an international celebrity following. Superdry has a significant and growing presence around the world, including a new flagship location in Norway.



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Solution

Dynamic LED signage and LCD video wall brings fashion to life

Before customers even stepped into the newly launched flagship store, Superdry wanted to capture their attention. By installing LED signage in the main window displays, consumers were drawn into the store and in an industry as visually-focused as fashion, this is critical to impress potential buyers and provide a memorable experience both in and out of the store.

To further enhance this customer experience, Samsung and Prodok also installed indoor LED monitors behind the counters in a total of three stores throughout Norway. The IF Series combines Samsung's leading video processing technologies with High Dynamic Range (HDR) picture refinement to add clarity and sophistication to featured content — all within a compact, easy-to-maintain design. In turn, Superdry delivers more realistic content for a modern, memorable shopping experience.

In addition to the LED displays, Superdry wanted a bold solution to stand out from the crowd. For them, the Samsung video wall signage was game-changing. Having used posters in the past to promote new merchandise and product promotions, they are now able to easily upload dynamic, new content with just the click of a button. The video wall offers a larger-than-life experience that showcases all that the store has to offer.



Advanced content management helps retailers set trends for customers and competitors

In Norway, regulations prohibit retailers from showing video in street-facing displays to prevent driver distraction. Using an advanced content management system, Superdry is able to conveniently create, schedule and deploy content across their entire digital signage network so the right content is deployed in the right way, to the right audience, at the right time. This ensures dynamic video is being played inside the store while the street-facing windows also display impactful content at the same time. The solution is so effective that retail competitors often come into their shop and ask where they can get the same display.

"With the big screen, we can always get the best and new images from UK, and the customers that will come in, they will always see what they can expect and they will always see the latest trends and everything that we have to offer."

- Hans Christian Axel Melbye, CEO, SDR Norway AS

Result

Since installing Samsung's Indoor LED and video wall, Superdry has noticed increased foot traffic in stores and lowered costs due to a more efficient advertising process. Their eye-catching displays now light up the streets at night and make it easier than ever to reach new customers.

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