



Bringing the power of digital communications into brick and mortar retail stores - where shoppers buy your products.



Today, wine and spirits shoppers face an overwhelming number of choices in the retail store.

Retailers must offer shoppers more than just low prices to stand out in today's competitive retail market.

According to research from nielsen homescan:

40% of Wine + Spirit shoppers walk into stores undecided.

21% changed their mind in the store.

53% can be influenced in the store.

The DIVA is more than a digital sign. It provides Retailers with:

- A brilliant digital merchandising display drawing shoppers' attention and informing them about featured products.
- A program of monthly occasion based promotions.
- An elevated in-store experience for shoppers.
- A proven method of delivering information in a manner today's digitally focused consumers expect.
- A program which has historically delivered participants as much as 20% increases.
- Drive impulse purchases.
- A remotely monitored and managed digital messaging solution customized to your stores' specific events.
- All at no cost to you.

