



In-Store Digital Media Drives Enhanced Shopping Experience for Best Buy's Media-Savvy, Connected Customers

Company Profile

With operations in the United States, Canada, Europe, China, Mexico and Turkey, Best Buy is a multinational retailer of technology and entertainment products and services with a commitment to growth and innovation. The Best Buy family of brands and partnerships collectively generates more than \$49 billion in annual revenue and includes brands such as Best Buy, Best Buy Mobile, Audiovisions, The Carphone Warehouse, Five Star, Future Shop, Geek Squad, Magnolia Audio Video, Napster, Pacific Sales and The Phone House.

Business Situation

Best Buy has always been a very “media-centric” retailer with a need to effectively leverage technology to provide a superior customer experience while showcasing consumer electronics, movies, music, software and games. With an increasing number of digital displays and a rapidly changing array of technology and media product offerings, Best Buy faced a significant challenge in providing consistent updates on product information and promotional efforts utilizing fresh and engaging media content. Best Buy wanted to employ a networked digital media solution to enable effective support of their existing in-store displays, as well as provide a platform for future initiatives.



“Working with Best Buy provided a unique opportunity to truly leverage the platform agility Reflect has built into our solutions,” said Rick Mattock, chief operating officer of Reflect. “In order to ensure our clients’ success with their in-store digital media programs, we make it a practice to enable systems that can provide a rich media backbone conducive to a variety of business applications.”

Project Goals

- Improve shopper experience with relevant and timely media content
- Showcase product and services with brand partners
- Capture revenue opportunities available by leveraging the platform as a new digital media network that connects with loyal Best Buy shoppers

Program Mix

- Valued Partner Promotions
- Education Content
- Entertainment
- Best Buy Brand Messages

Content Strategy

To link traditional media, in-store, online and mobile messaging and create a “connected” experience with the customer.

Solution

Best Buy selected Reflect to power an in-store digital media network that would provide the required flexibility to adapt to a variety of in-store applications. Reflect employed ReflectView, its industry-proven scalable software solution, to meet the challenge of managing and distributing large amounts of digital media across Best Buy’s complex network.

Through its flexible content management, programming, distribution and monitoring features, ReflectView allowed Best Buy to control the specific message played in each store – at any given time, in any specific region - from a centralized system requiring minimal operational management.

Results

Reflect worked with Best Buy and its partners to deploy a solution that fit its vision for enabling networked digital media in all of its stores, while adhering to business policies and preferred technology standards. After methodical lab testing and pilot programs, ReflectView was deployed to more than 1,100 Best Buy locations in the United States. Today, Best Buy has increased its in-store digital media footprint to include television and computer displays in the electronics department, checkout aisles and music via in-store audio systems. Best Buy has a fast-paced business environment that requires a dynamic approach to supporting new in-store initiatives. Reflect continuously strives to provide a platform approach for in-store media, and maintains a partner-focused solution set that provides choice, performance, and measured results.